

MY PIZZERIA WORKSHEET

Goal

Setting up online ordering for my pizzeria

What do to



1	Order mix audit Know your starting point. Pull your last 30 days of orders: what % is phone, walk-in, online? If you don't know this number, that's step one.	
2	Choose your platform Look for: flat fee over percentage commission, full customer data ownership, real POS integration, and ETA control during rushes.	
3	Build your menu for online Photos increase conversion. Write descriptions that sell, not just identify. Set up your modifiers so upsells happen automatically.	
4	Set realistic ETAs Your ETA is a promise. Use your busiest shift as the baseline. Pad during rushes. Longer honest times beat broken promises.	
5	Put the link everywhere Google Business Profile. Instagram bio. Receipt tape. Pizza box. Every customer should be able to reorder in under 10 seconds.	
6	Track your direct-order % monthly Set a baseline now. Check it in 30 days. If it's growing, the system works. This is one metric that tells you everything.	

