

Is your pizzeria ready for online ordering?

A 5-minute assessment to tell you where you stand and what to do next.

Section 1: Current order setup

How orders come into your shop today. What % is phone, online, walk-in.

☐ **I know roughly what % of my orders come in by phone vs. online**

If you don't know this number, that's the first thing to fix.

☐ **My online order % has grown in the last 6 months**

☐ **I'm not relying primarily on third-party apps (DoorDash, Uber Eats) for online volume**

Third-party = losing 15–30% per order in commission.

☐ **My direct online ordering channel (my own website or platform) is live and working**

☐ **I have a clear link to my ordering page that customers can find in under 10 seconds**

Total boxes checkmarked: _____

Section 2: Online presence

Whether customers can actually find you and order from you when they look.

☐ **My Google Business Profile has an active ordering link**

☐ **My Instagram bio has a direct link to my ordering page**

☐ **My website goes directly to my menu or ordering page, not just a homepage**

☐ **My online menu matches my in-store menu and is up to date**

☐ **My menu has descriptions and photos for at least my top items**

Photos increase conversion. This one matters.

Total boxes checkmarked: _____

Section 3: Menu

Whether your menu is built to convert online, not just to inform.

- ☐ **My modifiers and upsells are set up online, not just in person**
- ☐ **My checkout experience works cleanly on mobile**
- ☐ **I don't have outdated items or wrong prices on any online channel**
- ☐ **My menu has been updated in the last 30 days**

Total boxes checkmarked: _____

Section 4: Operations

Whether your kitchen is built to handle online order volume.

- ☐ **I have a plan for managing ETAs during a rush that doesn't involve turning off online ordering**

Pausing online orders during a rush can cost \$4,380+ in lost revenue.

- ☐ **Online orders flow directly to my POS or prep screen — no re-entry by staff**
- ☐ **My average delivery time is under 60 minutes**

Industry average is 56 minutes. Top shops are well under.

- ☐ **I monitor my order queue in real time during peak hours**

Total boxes checkmarked: _____

Section 5: Customer data

Whether you can actually reach the customers who've already ordered from you.

- ☐ **I own my customers' contact information from online orders (not locked inside a third-party app)**
- ☐ **I have a way to reach previous customers with offers or updates**
- ☐ **I know which customers order most frequently and what they order**

Total boxes checkmarked: _____

Score + What to do next

18-20 CHECKED:

A tight operation.

Focus on growing your direct channel percentage, increasing order value, and making sure your customer data is working as hard as you are.

13-17 CHECKED:

A solid foundation.

The gaps are likely costing you real orders. Audit the unchecked items and prioritize anything in Sections 1 and 4.

8-12 CHECKED:

Significant revenue to be made.

Start with Section 1. Knowing your order mix is the foundation everything else builds on. Then work through the list top to bottom.

UNDER 8 CHECKED:

Leaving money on the table every day.

The good news: most of these fixes are faster than you think.
Start at the top and work your way down.

Ready to set up online ordering the right way?

[Slice.com/Get-Started](https://slice.com/Get-Started)

