

01 / YOUR RESTAURANT AT A GLANCE

Why might diners choose somewhere else?

The Orchard Table | Fictional neighbourhood restaurant | Oxford example area

ILLUSTRATIVE SAMPLE

This restaurant, all competitors, observations and prices are fictional. No real venue has been inspected. This shows the format of an initial £20 VenueOwl review, not evidence about an operating business.

Our initial view

The offer sounds appealing, but the fictional online presentation makes diners work too hard to answer three questions: **What can I eat? What will it cost? How do I book?** The first priority is to clarify those answers before increasing advertising spend.

What appears to work	Where the offer loses clarity
A recognisable neighbourhood dining concept.	The menu is an image that is hard to read on mobile.
Food and room images suggest a relaxed setting.	Booking is not clearly signposted from the menu.
An accessible mid-market menu price range.	Service charges and lunch availability need clearer presentation.

Your first three priorities

1. Publish a readable, current menu with prices and dietary guidance.
2. Put a clear booking button on key pages and test it on a phone.
3. Explain the full offer: opening hours, lunch availability and any service charge.

Scope: initial remote review of public information and your brief. A visit, internal sales analysis and implementation are separate.

02 / WHAT A DINER SEES

Six visible gaps. Six practical fixes.

Each example links an observation to possible hesitation and a proportionate next step.

Visible issue (fictional)	Why it may matter	Suggested correction
1. Menu is a small image	Diners cannot comfortably read dishes or prices on a phone.	Publish an accessible mobile menu; show when it was last updated.
2. Booking link is buried	A diner ready to act must search for the next step.	Use a clear Book a table button on the homepage, menu and contact pages.
3. Inconsistent opening hours	Conflicting hours create uncertainty about lunch or late arrivals.	Align website and listing hours, including kitchen times and exceptions.
4. Food dominates the photos	Guests cannot judge seating, atmosphere or suitability for an occasion.	Add current exterior, dining-room, seating and representative dish images.
5. Total cost is unclear	A service charge or offer restriction may change the value comparison.	Explain applicable charges and deal conditions beside the relevant menu.
6. Repeated review themes lack follow-up	Questions about waiting or welcome remain unresolved publicly.	Respond specifically and check whether recurring themes reflect an operational issue.

What we would need to confirm

Test the mobile booking journey, check menu and opening-hour consistency, and read recent review themes. Public reviews provide signals; they do not establish that an issue happens on every visit.

Check before spending: Ask someone unfamiliar with your restaurant to find a suitable dish, understand its price and start a booking on their phone. Note where they hesitate.

03 / YOUR LOCAL ALTERNATIVES

What do competitors make easier?

Five fictional nearby alternatives illustrate the comparison. All names and features below are invented.

Example competitor	What they do well	Lesson for The Orchard Table
A / Market Lane Kitchen	Readable menu and a clearly priced lunch offer.	Make the lunchtime choice and its total cost easy to understand.
B / Willow Dining Room	Current room photos and an obvious booking route.	Show the experience as well as individual dishes.
C / Copper Spoon Bistro	Clear dietary guidance and enquiry instructions.	Help diners understand their options before they call or book.
D / North Yard Table	Opening hours, location and transport details are easy to find.	Remove practical uncertainty before the first visit.
E / Garden Corner Eatery	Recent, specific replies to reviews and clear group-booking information.	Show how questions are handled and clarify larger-party enquiries.

Where to compete

Do not copy every competitor or discount without a reason. Start by making your own offer easier to assess: who the restaurant suits, what a typical visit includes and why the experience is worth the price.

A real comparison would explain its limits

Competitors would be selected for relevant cuisine, location, occasion and price position. We would record source links and review dates, and flag differences in service style or offer that limit a direct comparison.

Recommendation: Fix the menu and booking route first. Then decide whether your strongest message is everyday value, a distinctive menu or a particular dining occasion.

04 / INDICATIVE LOCAL PRICING

Are you expensive, or is your value unclear?

Fictional price exercise only. These figures are not researched Oxford market rates.

Illustrative basket: one main course + one dessert + one soft drink, per adult. Standard published à la carte prices; no promotions, alcohol or service charge included. Similar service style is assumed, but dishes and portions are not identical.

Restaurant	Main	Dessert	Drink	Basket
The Orchard Table	£19.00	£7.00	£4.00	£30.00
A / Market Lane	£17.00	£6.50	£3.50	£27.00
B / Willow Dining	£20.00	£7.50	£4.00	£31.50
C / Copper Spoon	£18.00	£7.00	£3.50	£28.50
D / North Yard	£21.00	£8.00	£4.50	£33.50
E / Garden Corner	£18.50	£6.50	£3.50	£28.50

Example interpretation: The five-competitor median basket is £28.50. At £30.00, The Orchard Table is £1.50 (about 5.3%) above that median. This modest difference alone is not a reason to reduce prices.

What the comparison tells us

A clearer menu, better photos and a simpler booking journey may help diners judge the offer. If a higher price reflects larger portions, different ingredients or a stronger experience, communicate that value clearly.

What it does not tell us

This basket does not measure profitability, demand or willingness to pay. Actual recommendations need current menu sources, charge details and comparable portions; deeper pricing work also needs your costs and sales mix.

In a real report: record each source and capture date. State whether charges are included. Compare equivalent dine-in menus and disclose material differences.

05 / YOUR NEXT STEPS

Act on the findings. Choose support if needed.

The £20 review stands alone. You can implement its recommendations yourself; further services are optional.

Priority & timing	Action	How to tell if it helped
First / days 1-7	Update the mobile menu, hours and booking links.	Confirm links work and information matches across key profiles.
Next / days 8-14	Improve the image set and clarify charges and offers.	Check whether common pre-booking questions become easier to answer.
Then / days 15-30	Review booking enquiries and website actions if tracking is available.	Compare similar periods, allowing for seasonality and other changes.

What VenueOwl can do for you

Optional service	Example scope	Starting guide
SEO & local visibility	Review key pages and local discovery; agree improvements.	From £249
Menu & listing optimisation	Up to 2 agreed listings; setup and weekly checks for 1 month.	From £349
Mystery diner experience	Owner-authorised visit, agreed reasonable service scenarios and a report.	From £249 + expenses
Restaurant website	Up to 5 pages; menus and link to a compatible existing booking tool.	From £699
Social media support	1 channel, 8 posts using supplied assets and a monthly plan.	From £199 / month
Advertising recommendations	Audience, channels, creative and budget plan.	From £99

Tailored quotation: Starting fees are illustrative planning guides, not fixed package offers. Final scope, total fees, tax treatment and expenses depend on your restaurant and are confirmed before commitment. Ad spend, photography, paid tools, hosting and visit costs are additional where relevant. No automatic subscription or booking-growth guarantee.