

Online Menu Checklist for Chinese Restaurants

Must-have information

- Restaurant name
- Address
- Phone number
- Hours
- Last updated date
- Ordering link
- Delivery / pickup / dine-in availability
- Menu prices
- Item descriptions
- Dietary and allergy notes
- Spice legend

Mobile usability

- Text menu, not only a PDF or image
- Section headings visible without zoom
- Prices aligned with item names
- Ordering button visible near top and bottom
- Phone number tappable
- Address linked to map
- No tiny menu image as the only menu

Search readability

- Use HTML text for dish names
- Include common English names
- Include Chinese names and pinyin when useful
- Use cuisine terms customers search for
- Add pages for important formats such as dim sum, hot pot, Sichuan, Cantonese BBQ, or noodles

Maintenance

- Assign menu owner:
- Update frequency:
- Last price review:
- Last allergen review:
- Last Google Business Profile review: