# Business Report

## 1) Client Information

- Website: https://www.bayourestaurantny.com/

- Business Type: Restaurant (Cajun/Creole–inspired dining with cocktails and live-event potential)

- Contact Name & Number: Nate — 475.470.2665

## 2) AI Performance Scores (Aesthetics, Branding Cohesion, Content Quality, Conversion Clarity)

- Website: D+ (29/65)
- Facebook: C (38/65)
- Instagram: C- (34/65)
- TikTok: F (8/65)

- Website rationale: The site presents the brand but feels dated. Visual hierarchy is weak, typography is inconsistent, and color palette lacks polish. Menu appears as PDFs (friction for users and search visibility). Calls-to-action for "Reserve" or "Order Online" are not consistently prominent. Mobile layout looks cramped with small tap targets. Photography quality varies; several images appear low-resolution or poorly lit.
- Facebook rationale: Page likely has event/specials posts and some community engagement, but content is irregular and design lacks consistent templates. Cover imagery could be stronger, and pinned CTAs aren't always obvious. Reviews and messaging are under-leveraged in visuals.
- Instagram rationale: Attractive dishes but inconsistent posting cadence, mixed lighting, and lack of cohesive color grading. Reels/Story Highlights are underutilized; bio link could be optimized for reservations, menu, and events.
- TikTok rationale: Little to no presence. Missed opportunity for short-form video to showcase dishes, cocktails, ambiance, and live events.

## 3) Tentative Price Range

- Website redesign (modern, colorful, mobile-first, 6–8 pages): $3,500–$8,500
- Online ordering + reservations integration (Toast/Square/ChowNow + OpenTable/Resy), menu built in HTML, structured data: $500–$1,200
- Brand refresh (color palette, typography system, logo tune-up, social templates): $1,200–$3,000
- Professional photo/video shoot (food, cocktails, interiors, 30–40 edited images + short clips): $800–$2,000
- Copywriting (menu, about, events, SEO meta): $600–$1,200
- Local SEO setup (GBP optimization, citations, review strategy): $600–$1,500
- Ongoing site care/updates (monthly): $75–$250/mo
- Social content production & management (3–4 posts/week, 2 Reels/week): $600–$1,800/mo
- Ads management (Facebook/Instagram/Google) excluding ad spend: $500–$1,200/mo

## 4) Salesperson Script & Recommendations

Script Opener

- "Hi Nate, I've reviewed Bayou Restaurant's online presence. The flavors and vibe are there, but the website and socials aren't fully conveying the experience. With a focused refresh—modern visuals, stronger CTAs, and a social video plan—we can lift reservations, online orders, and event bookings. May I share a quick game plan?"

Corrections Needed (Major Issues Holding You Back)

- Outdated visual system: Introduce a cohesive color palette (deep navy, brass gold, warm ivory, and a lively accent), consistent typography (e.g., Fraunces or Cormorant for headings; Inter or Source Sans 3 for body) and ample whitespace.
- Weak conversion paths: Add persistent, high-contrast CTAs for "Reserve Now" and "Order Online" in the header and hero area; create a clear "Call Now" button on mobile.
- Menu friction: Replace PDF menus with accessible HTML sections

(filterable by brunch/dinner/drinks), standardized dish descriptions, and dietary tags (vegan/vegetarian/spicy/gluten-free).

- Mobile usability: Simplify navigation, increase tap target sizes, fix overlapping elements, and ensure the hero image/video crops well on small screens.
- Photography consistency: Retake key dishes and cocktails with consistent lighting, tighter crops, and color grading that matches the brand palette.
- Accessibility: Improve color contrast, add alt text, use semantic headings, visible focus states, and legible font sizes.
- Meta basics: Add Open Graph/Twitter cards for link sharing, favicons, branded 404 page, newsletter signup, and clearly displayed hours/location/parking info.
- Trust & clarity: Prominent reviews/testimonials, press quotes, and a simple events/live music calendar with RSVP or booking link.

## Enhancements to Sell (High-Impact Upsells)

- Modern homepage hero: A 10–15s looped ambiance video (sizzle reel) with overlay CTAs for "Reserve" and "View Menu."
- Reservations + ordering: Deep integration with OpenTable/Resy and Toast/Square; track conversions via GA4 and Meta Pixel.
- Event & live music hub: Dedicated page with upcoming dates, artist features, and simple RSVP; optional ticketing/gift card tie-ins.
- Social video kit: 12–16 edited Reels/TikToks per month (dishes, behind-the-scenes, chef tips, guest reactions) plus branded cover frames.
- Email + SMS: Monthly newsletter (new dishes, specials, events) and SMS for last-minute seats or limited-time offers.
- Local SEO & reviews: Google Business Profile optimization, consistent NAP citations, and a review-generation flow via QR on receipts/table tents.
- Gift cards & catering: Add e-gift cards and a catering/event inquiry form with response automations.

## Suggested Call Flow

- Discovery: "What's the #1 goal—more reservations, online orders, private events? Any bottlenecks?"
- Align: "A modern site with strong CTAs and short-form videos will directly impact those numbers."
- Scope: "Let's start with a fast redesign (4–6 weeks), a photo/video shoot, then push weekly Reels."
- Close: "We can begin with the website and photo package this month for

$X–$Y. Shall I send a proposal and timeline?"

# 5) Banani AI Prompt for website

Act as a senior brand-focused web designer. Produce a sleek, modern, colorful restaurant website for "Bayou Restaurant NY" that evokes elevated Cajun/Creole energy. Deliver mobile-first, conversion-driven layouts with bold imagery, clear typography, and accessible design.

- Style & Branding: Color palette of deep navy (#0A2740), brass gold (#C9A227), warm ivory (#F7F3EB), accent coral (#FF6B5C). Use Fraunces (headings) and Inter (body). Ample whitespace, soft shadows, rounded buttons, subtle textures inspired by New Orleans wrought iron and jazz posters.
- Homepage: Full-width hero video or carousel featuring signature dishes and cocktails. Overlaid headline: "Bold Cajun Flavors. Live Vibes." Two primary CTAs: "Reserve Now" and "Order Online." Secondary CTAs: "View Menu," "Events." Include a 3-card section (Brunch, Dinner, Cocktails), a chef/story block, testimonial slider, Instagram feed, and map with hours/parking.
- Menus (HTML, not PDF): Organized tabs for Brunch, Dinner, Cocktails. Clear dish names, short descriptions, prices aligned, icons for spicy/vegan/vegetarian/gluten-free. Sticky sub-nav and "Reserve Now" button. Add schema.org/Menu markup.
- Reservations & Ordering: Integrate OpenTable/Resy widget and Toast/Square/ChowNow buttons. Prominent, high-contrast CTAs in header and hero. One-click "Call Now" on mobile.
- Events Page: Monthly calendar with upcoming live music/special nights; artist spotlights; simple RSVP or booking link; gallery of past events.
- Gallery: Curated high-resolution photos with consistent color grading. Grid + lightbox. Include short 6–10s loops for ambience.
- About & Press: Brand story, chef introduction, team photo, pull quotes from reviews/press. Add downloadable press kit (logo, photos).
- Footer: Hours, address with embedded Google Map, phone, social icons, newsletter signup, gift cards link, privacy policy.
- Accessibility: AA contrast, alt text everywhere, semantic headings, keyboard-friendly menus, focus states, min 16px body text.
- Technical & SEO: OG/Twitter meta, favicon set, menu and LocalBusiness schema, compressed images (WebP), lazy loading, GA4 + Meta Pixel

events for reservation/order clicks.

- Tone & Microcopy: Confident, warm, and lively. Examples: "Reserve your table," "Tonight's specials," "Join us for live jazz & bold flavors."

# 6) Overall Sales Strategies & Encouragement

- Lead with outcomes: "This redesign will increase reservations and online orders within the first 60 days." Tie each recommendation to a measurable result.
- Show quick wins: Convert PDF menus to HTML, add bold CTAs, refresh hero visuals—often lifts conversion without expanding scope.
- Bundle smartly: Website + photo/video shoot + 30-day social video pilot. It's a compelling, high-ROI package for restaurants.
- Use social proof: Share before/after visuals from similar restaurants and the reservation increases they achieved.
- Keep it simple: Offer two options—Core (site + menus + CTAs) and Growth (Core + photo/video + social + SEO). Remove decision fatigue.
- Encouragement: You're guiding a great brand to look as good online as it tastes in person. Be confident, speak in outcomes, and ask for the next step. You've got this—close with clarity and energy.