

CLIKITI RESEARCH

Diners read the menu before they see the room

We read the websites of 180 independent restaurants, cafés and bars in the US the way a diner does: on a phone, often on the pavement outside, asking what is on the menu, what it costs and whether they can get a table tonight.

By Javier Alcivar, founder of Clikiti, with Clikiti Research

STUDIED

180 websites

KINDS

Four kinds of place

MEASURED

Twelve checks

The State of Independent Restaurant Websites · Q4 2026 · edition 2026-Q4



The rail. Every order a kitchen owes hangs here. So does every question a website leaves unanswered.

THE HEADLINE



of the 180 websites in this study answer the diner’s question “Can I eat here with my allergy or diet?”

Only 29% of the 180 independent restaurant, café and bar websites Clikiti scanned in Q4 2026 answer “Can I eat here with my allergy or diet?” Margin of error ±7.3 points at 95% confidence.

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Diners ask eight questions. The median site answers **four**.

Across 180 independent restaurant websites, the median site answers four of the eight questions diners ask. 49% put the menu up as real text; 29% mark allergens or dietary dishes.¹

Reading note

Figures come from automated scans of 180 independent restaurant websites in the US. Results are anonymous except one standout restaurant. Margin of error: ±7.3 points at 95% confidence for a share of all 180 sites (Casual and family restaurants ±15.1, Chef-driven and fine dining ±14.1, Cafés and bakeries ±14.6, Bars and brewpubs ±14.6). Notes are at the end.

78 /100

Median website score across all 180 restaurants.

4 /8

Diner questions answered by the median restaurant's site.

77 %

answer the most-answered question: "Are you open tonight?"

64 %

have text that fails the WCAG contrast minimum.

By kind of place, cafés and bakeries have the highest median score (81) and chef-driven and fine dining the lowest (77), against 78 for all 180.

The least-answered question is "Can I eat here with my allergy or diet?" (29% of restaurants). The most-answered is "Are you open tonight?" (77%).

6 of 180 restaurants answer all eight questions.

The most common technical failure is restaurant, café or bar structured data, failed by 84% of restaurants (Schema.org · FoodEstablishment).

What a diner can find out before they book

We turned eight questions a diner asks before booking, ordering or walking into eight checks, then read each site for an answer a hungry person could find on a phone. Each ticket's gauge is drawn to scale.



On the pavement, deciding. The menu has to open on her phone, or she walks on.

Share of all 180 websites answering each question · red with an "86" stamp = fewer than a third · tick = half

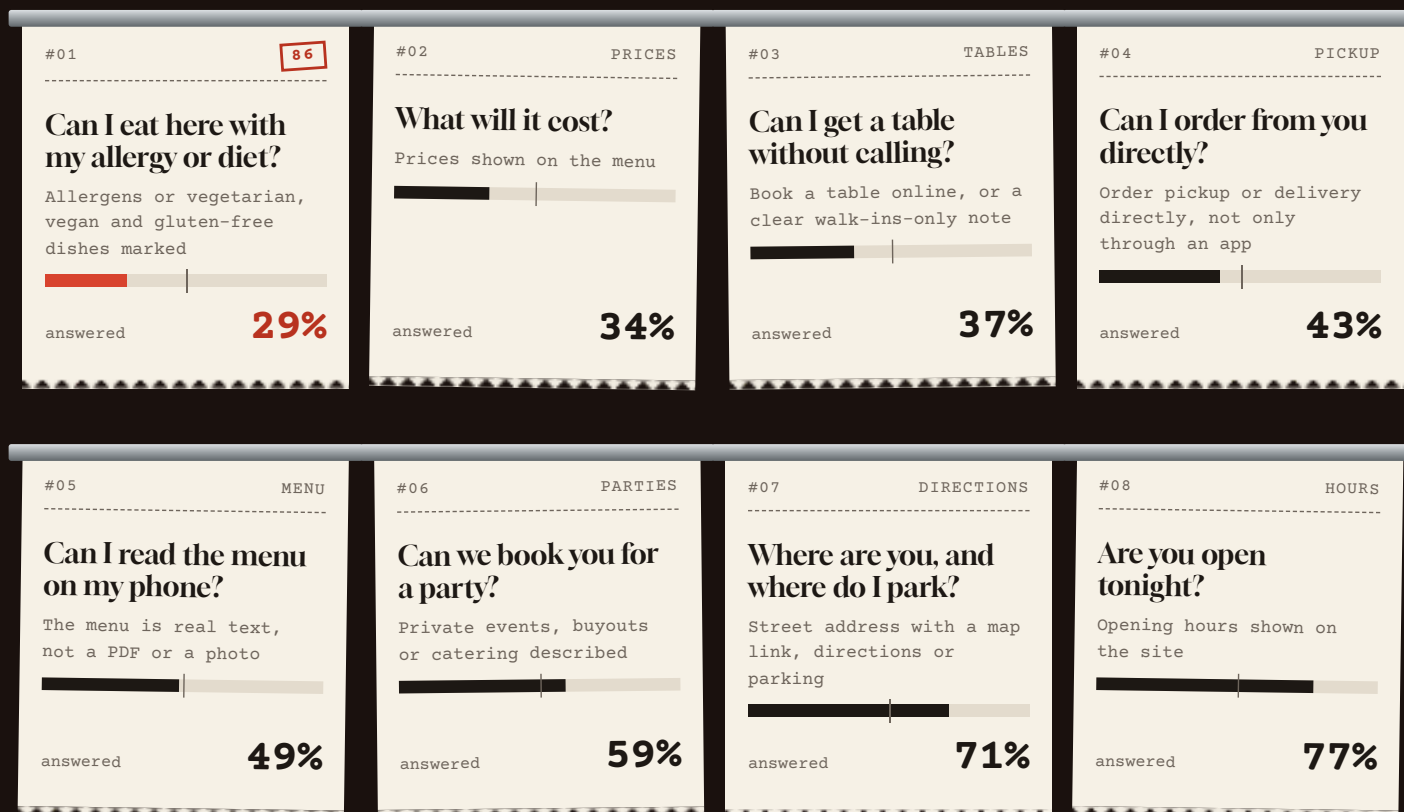


Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from least to most answered.

86

“Can I eat here with my allergy or diet?”

The diner question restaurants answer least: 29% of 180 sites



Every pickup ordered through a delivery app costs the restaurant a commission. 43% of the 180 sites let a diner order directly.

Four kinds of place, side by side

Casual and family restaurants (42): median score 78, the menu as text on 62%, direct ordering on 62%. Chef-driven and fine dining (48): median score 77, the menu as text on 58%, direct ordering on 38%. Cafés and bakeries (45): median score 81, the menu as text on 36%, direct ordering on 47%. Bars and brewpubs (45): median score 79, the menu as text on 40%, direct ordering on 29%.

Tonight's scores

median / 100

Cafés and bakeries **81**

45 sites · median score · ±14.6

Bars and brewpubs **79**

45 sites · median score · ±14.6

Casual and family restaurants **78**

42 sites · median score · ±15.1

Chef-driven and fine dining **77**

48 sites · median score · ±14.1

Where each website scores

Overall website score out of 100, one dot per site; the candle rule is each group's median

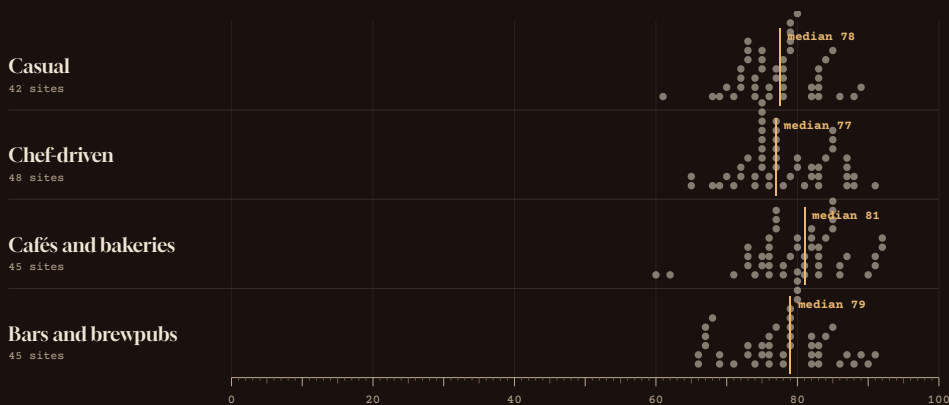


Figure 2. Overall website score out of 100, one dot per site. The candle-coloured rule marks each group's median.

On scoring

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the restaurant. The diner-question checks are reported separately and do not feed it.²



At the table. The question a server answers again and again through a service.

THE QUESTION THE SERVER ANSWERS ALL NIGHT

29%

**of the 180 sites: allergens
or vegetarian, vegan and
gluten-free dishes marked.**

A guest with a nut allergy, or a table with one vegan, picks the place that says so before they arrive. Marking the menu answers the question once, and the server gets the table back.

Four places, up close

Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the restaurant itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

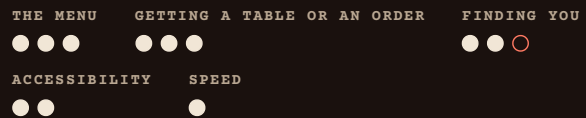
01



TABLE 01

A café or bakery in the South

91 / 100



Answers 8 of 8 diner questions. Falls short on structured data.

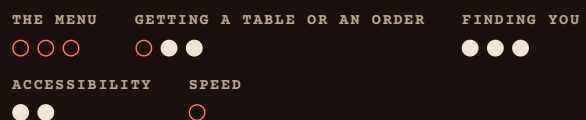
02



TABLE 02

A bar or brewpub in the South

71 / 100



Answers 4 of 8 diner questions. Falls short on the menu as text, prices, booking a table and 2 more.

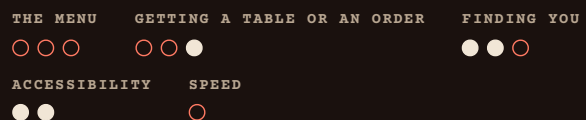
03



TABLE 03

A bar or brewpub in the Midwest

91 / 100



Answers 3 of 8 diner questions. Falls short on the menu as text, prices, booking a table and 4 more.

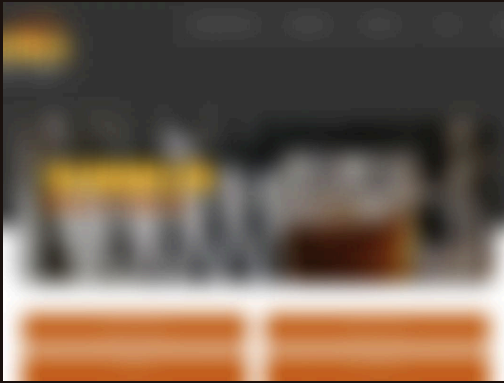


TABLE 04

A bar or brewpub in the West

66 / 100

THE MENU

○○○

GETTING A TABLE OR AN ORDER

○○○

FINDING YOU

○○○

ACCESSIBILITY

○●

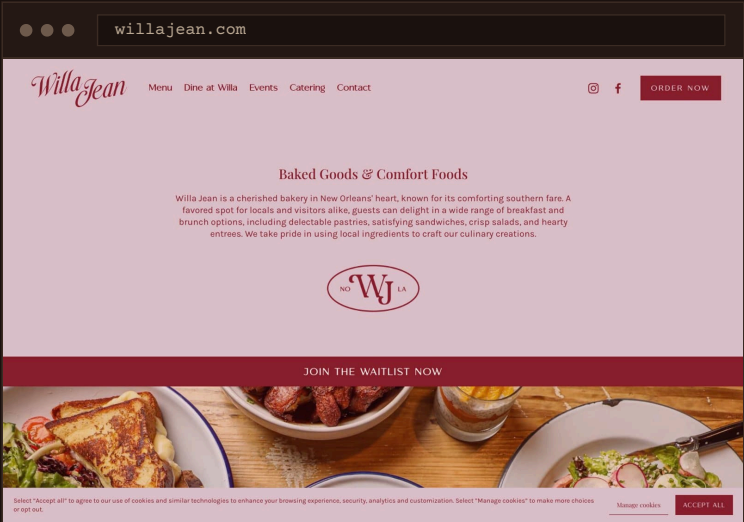
SPEED

○

Answers 0 of 8 diner questions. Falls short on opening hours, the menu as text, prices and 8 more.

Willa Jean

Cafés and bakerie, New Orleans, LA. It answers 8 of the 8 diner questions this edition tests, passes every speed and accessibility check. Its overall website score is 91/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15 with pop-ups closed. Visit willajeans.com

WHAT IT DOES WELL

- Opening hours shown on the site
- The menu is real text, not a PDF or a photo
- Prices shown on the menu
- Book a table online, or a clear walk-ins-only note
- Order pickup or delivery directly, not only through an app
- Allergens or vegetarian, vegan and gluten-free dishes marked
- Street address with a map link, directions or parking
- Private events, buyouts or catering described
- Real phone visitors see the main content in 1.2 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)
- No text fails the WCAG 1.4.3 contrast minimum
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: usability 100, accessibility 97, SEO 97, trust 94



The regulars. Regulars get older. A menu they can't zoom sends them somewhere else.

The diners left out

A diner using a screen reader, a keyboard, or an old phone on a weak signal outside the door is still a guest. These checks measure whether the site lets them in. ³

CHECK	FAIL
Restaurant, café or bar structured data Schema.org · FoodEstablishment	84%
Text contrast passes 4.5:1 WCAG 1.4.3	64%
Loads in under 2.5 s on a phone Core Web Vitals · LCP	26%
Images have text descriptions WCAG 1.1.1	19%

Table 1. Technical checks, share of the 180 sites that fail each one.

How the sites were read

STEP 1 · ALL 180 SITES

Read

The home page and up to eight pages it links to (menu, hours and location, reservations, ordering, private events, about, contact), read as a server delivers them. The diner questions are answered here, by fixed published rules (Appendix A4).

STEP 2 · ALL 180 SITES

Measure

Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.

STEP 3 · ALL 180 SITES, SCORE

ONLY

Review

An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.

SCOPE

This study examines how independent restaurants, cafés and bars present themselves on the web, not the quality of their food, their service or their prices.



FOR AGENCIES AND FREELANCERS

What this means for agencies

what to fix first, and how to pitch it

For small agencies and freelancers who sell websites to independent restaurants, cafés and bars. We scanned 180 of their websites: 0% score under 60 out of 100, and 74% leave at least three of the questions diners ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Chef-driven and fine dining are the most winnable: the lowest median score in this report (77 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Casual and family restaurants	42	78	0%
Chef-driven and fine dining	48	77	0%
Cafés and bakeries	45	81	0%
Bars and brewpubs	45	79	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a diner looks for.

5 problems to lead a pitch with

84%

Restaurant, café or bar structured data QUICK FIX

Add Restaurant (or CafeOrCoffeeShop, BarOrPub) structured data with address, hours, menu link and booking link.

"Search engines and assistants have to guess your hours and where your menu is."

71%

Can I eat here with my allergy or diet? CONTENT

Mark vegetarian, vegan and gluten-free dishes on the menu, with a short allergen note on how the kitchen handles requests.

"A guest with an allergy picks the place that says so before they arrive; the server answers the same question every night."

66%

What will it cost? QUICK FIX

Show the price beside every dish on the menu page.

"Diners choose where to eat on what it will cost, and the menu makes them guess."

64%

Text contrast passes 4.5:1 QUICK FIX

Raise text contrast to at least 4.5:1 in the theme, especially text over food photos.

"Parts of the site are hard to read, and it is a WCAG failure."

63%

Can I get a table without calling? BUILD

A "Book a table" button on every page, linked to the booking system, or a plain line saying the place is walk-ins only.

"A table for Friday means a phone call during service, so people book somewhere else."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example restaurant, café or bar structured data (84% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 180 independent restaurants, cafés and bars sites, the median scores 78 out of 100 and answers 4 of the 8 questions diners ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

Show every owner what their diners see

Clikiti reads a restaurant's site the way a diner does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a owner who wants to check the evidence behind a pitch.

180	4	30	±7.3	2026-10-15
websites studied	types of organisation	states	points, margin of error at 95%	date the sites were read

A1. The research question

When a diner looks up an independent restaurant, café or bar online, usually on a phone and often on the pavement outside, can they find out whether it is open tonight, read the menu, see what it costs, get a table or order without calling and without a delivery app, tell whether they can eat there with an allergy or a diet, find the door and somewhere to park, and book it for a party?

Population. Independently owned US restaurants, cafés and bars with one to four locations and their own website, in four groups: casual and family restaurants, chef-driven and fine dining, cafés and bakeries, and bars and brewpubs. These are the hospitality businesses a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from local search listings and city dining guides, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search and city guides, casual and family restaurants	Independent neighbourhood, family and casual restaurants (diners, pizzerias, taquerias, barbecue and the like) found in local search results and city dining guides, city by city	42
Local search and city guides, chef-driven and fine dining	Chef-owned and independent fine-dining restaurants and bistros found in local search results and city dining guides, city by city	48
Local search and city guides, cafés and bakeries	Independent cafés, coffee shops that serve food, and bakeries found in local search results and city dining guides, city by city	45
Local search and city guides, bars and brewpubs	Independent bars that serve food, gastropubs, taverns and brewpubs found in local search results and city dining guides, city by city	45

INCLUDED

- An independently owned restaurant, café, bakery or bar with one to four locations and its own website (not a directory, delivery app or social profile)
- Serves food to the public on its premises

EXCLUDED

- Chains and franchises: any brand with five or more locations, and restaurants run by a national restaurant group
- Restaurants inside chain hotels or casinos

- Based in the United States
- Home page responds and shows the business it claims to be (each home page title was checked before scanning)
- Places whose only web presence is a delivery or ordering platform storefront (DoorDash, Grubhub, Uber Eats, Toast, Slice, ChowNow and the like), a social profile or a link page
- Food trucks, ghost kitchens and food halls without a site of their own
- Places reported permanently closed
- Parked, placeholder, under-maintenance, password-protected or unreachable sites, and duplicates

FROM LIST TO SAMPLE	SITES
Candidates listed	208
Removed at screening: the site refused automated visitors or served a bot challenge (11)	-11
Removed at screening: no page served to automated visitors, or a placeholder (8)	-8
Removed at editorial review: five or more locations or a multi-location group (3), the domain no longer serves the business (3), a hotel's site (1), no site of its own (1)	-8
Cohort	181

REGION (US CENSUS)	CASUAL AND FAMILY RESTAURANTS	CHEF-DRIVEN AND FINE DINING	CAFÉS AND BAKERIES	BARS AND BREWPUBS	ALL
Northeast	11	13	13	8	45
Midwest	10	12	10	13	45
South	11	12	11	12	46
West	10	11	11	12	44
All regions	42	48	45	45	180

A3. How the sites were read

Pages. The home page, then for each of eight topics (menu, hours and location, reservations, ordering, private events and catering, about, contact, allergens and dietary) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most ten pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. What was measured

8 questions diners ask before they book, order or walk in, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Are you open tonight? Opening hours shown on the site	Opening hours are shown as text on the home page or a contact, hours, location or about page it links to: at least one day of the week with a time range (for example 'Tue–Sat 5–10 pm').	Clikiti diner question 1 of 8
Can I read the menu on my phone? The menu is real text, not a PDF or a photo	The menu is readable as text on the site: a menu page (or the home page) carries at least eight dish lines in the served HTML, or a known menu service renders it as text. A menu offered only as a PDF, an image or a link to a delivery app fails.	Diner question 2 of 8 WCAG 1.4.5
What will it cost? Prices shown on the menu	Prices are shown next to dishes on a menu read as text: at least three amounts like '\$14' or '14.50' on the menu page. A price only inside a PDF or an image is not seen.	Clikiti diner question 3 of 8
Can I get a table without calling? Book a table online, or a clear walk-ins-only note	A diner can get a table without calling: a link or embedded widget for online reservations (OpenTable, Resy, Tock, SevenRooms, Yelp Reservations and the like, or the site's own booking form), or a clear statement that the place takes walk-ins only or does not take reservations.	Clikiti diner question 4 of 8
Can I order from you directly? Order pickup or delivery directly, not only through an app	A diner can order pickup or delivery directly from the restaurant: a link to the restaurant's own online ordering (its own shop or a commission-free ordering service such as Toast, Square, ChowNow, Clover, BentoBox or a direct storefront). Links only to delivery marketplaces (DoorDash, Uber Eats, Grubhub, Postmates) fail, and so does no ordering at all.	Clikiti diner question 5 of 8
Can I eat here with my allergy or diet? Allergens or vegetarian, vegan and gluten-free dishes marked	Allergens or dietary needs are addressed in text: dishes marked vegetarian, vegan, gluten-free or dairy-free (words or a legend like 'GF', 'V'), or a statement about allergens or how the kitchen handles them.	Clikiti diner question 6 of 8
Where are you, and where do I park? Street address with a map link, directions or parking	The street address is shown as text and comes with a way to get there: a map link or embedded map, directions, or a note about parking.	Clikiti diner question 7 of 8
Can we book you for a party? Private events, buyouts or catering described	Private dining, private events, buyouts, large parties or catering are described on the site or on a page it links to.	Clikiti diner question 8 of 8
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone		Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1		WCAG 1.4.3
Images have text descriptions Images have text descriptions		WCAG 1.1.1
Restaurant, café or bar structured data Restaurant, café or bar structured data	Structured data marks the business as a Restaurant, CafeOrCoffeeShop, Bakery, BarOrPub, Brewery, Winery or FoodEstablishment.	Schema.org · FoodEstablishment

A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the restaurant, and the diner questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.

PILLAR	WEIGHT	BASED ON
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four restaurant profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. Precision

With 180 sites, a share reported for the whole sample is precise to within ± 7.3 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{0.25/n}$). By type: casual and family restaurants ± 15.1 (n = 42); chef-driven and fine dining ± 14.1 (n = 48); cafés and bakeries ± 14.6 (n = 45); bars and brewpubs ± 14.6 (n = 45). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed business before scanning, every home page was checked for gambling, pharmacy, adult and crypto spam, and every home page was checked for restaurant content (two repurposed domains were removed)
- Businesses were checked for duplicates across domains by phone number (none found; one shared number belongs to two sister businesses)
- Detection rules were checked against the evidence they record for a sample of passes and fails for every rule, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: menus, hours and sites change often, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Booking and ordering flows were not completed, and their accessibility was not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some whole sites, menu widgets and booking tools) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.

- A menu, price or allergen note inside a PDF or an image counts as not found as text; the study does not read PDFs or images.
- The study reports what a website shows. It does not judge any restaurant's food, service or prices, and it does not check whether any allergen statement is accurate.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent businesses, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every business in the country.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Restaurants in this study

The 180 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

Casual and family restaurants (42)

12 Bones Smokehouse
Asheville, NC

Avoli Osteria
Omaha, NE

Baratta's
Des Moines, IA

Becky's Diner
Portland, ME

Block 16
Omaha, NE

Bocce Club Pizza
Buffalo, NY

Boise Fry Company
Boise, ID

Cafe Soriah
Eugene, OR

Church Street Cafe
Albuquerque, NM

Comet Cafe
Milwaukee, WI

Duckfat
Portland, ME

Fong's Pizza
Des Moines, IA

Garnett's Cafe
Richmond, VA

Hop Alley
Denver, CO

Hydraulic Hearth
Buffalo, NY

Izakaya Meiji Company
Eugene, OR

Juan in a Million
Austin, TX

Katalina's
Columbus, OH

Kismet Grill
Albany, NY

Ma Fischer's Diner
Milwaukee, WI

Mama J's
Richmond, VA

Matt's El Rancho
Austin, TX

Mildred's
Kansas City, MO

Mrs. Wilkes Dining Room
Savannah, GA

Olneyville N.Y. System
Providence, RI

Perly's Restaurant & Delicatessen
Richmond, VA

Pizzeria Verita
Burlington, VT

Prep & Pastry
Tucson, AZ

Pusadee's Garden
Pittsburgh, PA

Q39
Kansas City, MO

Ruth's Diner
Salt Lake City, UT

Sam's No. 3
Denver, CO

Sandfly BBQ
Savannah, GA

Santasiero's
Buffalo, NY

SAW's BBQ
Birmingham, AL

Shapiro's Delicatessen
Indianapolis, IN

Sugar's Ribs
Chattanooga, TN

Tessaro's
Pittsburgh, PA

The Satellite Diner & Lounge
Spokane, WA

Volturmo Pizza
Worcester, MA

Willie Mae's Scotch House
New Orleans, LA

Zelda's Original Chicago Style Pizza
Sacramento, CA

Chef-driven and fine dining (48)

Al Forno
Providence, RI

Alba Restaurant
Des Moines, IA

Beppe & Gianni's Trattoria
Eugene, OR

Billy Club
Buffalo, NY

Bistro Bella Vita
Grand Rapids, MI

Bluebeard
Indianapolis, IN

Boiler Room
Omaha, NE

Brigtsen's
New Orleans, LA

Cafe Capriccio
Albany, NY

Carbone's Ristorante
Hartford, CT

Central Provisions
Portland, ME

Cúrate Bar de Tapas
Asheville, NC

Delicia

Indianapolis, IN

Easy Bistro & Bar

Chattanooga, TN

Ella Dining Room and Bar

Sacramento, CA

Fore Street

Portland, ME

Galatoire's

New Orleans, LA

Grunauer

Kansas City, MO

Hemenway's

Providence, RI

Hen of the Wood

Burlington, VT

Honey Road

Burlington, VT

Hot and Hot Fish Club

Birmingham, AL

KIN

Boise, ID

Launderette

Austin, TX

Lindey's

Columbus, OH

Localis

Sacramento, CA

Log Haven

Salt Lake City, UT

Meat & Potatoes

Pittsburgh, PA

Merchant

Madison, WI

Metzger Bar & Butchery

Richmond, VA

Mizuna

Spokane, WA

Mulvaney's B&L

Sacramento, CA

Novel

Kansas City, MO

Oberlin

Providence, RI

Odd Duck

Austin, TX

Odd Duck

Milwaukee, WI

Osteria Papavero

Madison, WI

Pago

Salt Lake City, UT

Peppercorn's Grill

Hartford, CT

Refectory Restaurant

Columbus, OH

Restaurant Antiquity

Albuquerque, NM

Rioja

Denver, CO

St. John's Restaurant

Chattanooga, TN

The Grey

Savannah, GA

The Market Place

Asheville, NC

The Roosevelt

Richmond, VA

Wild Sage Bistro

Spokane, WA

Yono's

Albany, NY

Cafés and bakeries (45)

Amelia's Bread

Indianapolis, IN

Bard Coffee

Portland, ME

Bean Counter Bakery

Worcester, MA

Bee Coffee Roasters

Indianapolis, IN

Boots Bakery & Lounge

Spokane, WA

Coffee Connection

Providence, RI

Crompton Collective

Worcester, MA

Exo Roast Co.

Tucson, AZ

Flying M Coffee

Boise, ID

Foxy Loxy Cafe

Savannah, GA

Golden Crown Panaderia

Albuquerque, NM

Gourmandise The Bakery

Salt Lake City, UT

Greenbush Bakery

Madison, WI

Hartford Baking Company

Hartford, CT

Honeypie Cafe

Milwaukee, WI

Kafe Kerouac

Columbus, OH

Lithuanian Bakery

Omaha, NE

Mad Priest Coffee Roasters

Chattanooga, TN

Madison Sourdough

Madison, WI

Niedlov's Breadworks

Chattanooga, TN

Northern Vessel

Des Moines, IA

Old Europe Pastries

Asheville, NC

Pistacia Vera

Columbus, OH

Plehn's Bakery

Louisville, KY

Pranti's Bakery

Pittsburgh, PA

Presta Coffee Roasters

Tucson, AZ

Publik Coffee Roasters

Salt Lake City, UT

Quack's 43rd Street Bakery

Austin, TX

Radio Bean

Burlington, VT

Redhawk Coffee

Pittsburgh, PA

Rivers and Roads Coffee

Denver, CO

Satsuma Cafe

New Orleans, LA

Seven Stars Bakery

Providence, RI

Stacks Espresso Bar

Albany, NY

Standard Baking Co.

Portland, ME

Sub Rosa Bakery

Richmond, VA

Sweet Life Patisserie
Eugene, OR

Tandem Coffee Roasters
Portland, ME

Texas French Bread
Austin, TX

The Counter Cafe
Austin, TX

Wandering Goat Coffee Co.
Eugene, OR

Wealthy Street Bakery
Grand Rapids, MI

Willa Jean
New Orleans, LA

Zeke's Coffee
Pittsburgh, PA

Zendo Coffee
Albuquerque, NM

Bars and brewpubs (45)

Ale Asylum
Madison, WI

Armsby Abbey
Worcester, MA

Avondale Brewing Company
Birmingham, AL

Bacchanal Wine
New Orleans, LA

Banger's Sausage House & Beer Garden
Austin, TX

Barbarian Brewing
Boise, ID

Beer Bar
Salt Lake City, UT

Bier Brewery & Taproom
Indianapolis, IN

Bier Stein
Eugene, OR

Bittercreek Alehouse
Boise, ID

Brewery Emperial
Kansas City, MO

Brown's Brewing Company
Troy, NY

Burial Beer Co.
Asheville, NC

Check's Cafe
Louisville, KY

Confluence Brewing Co.
Des Moines, IA

Cotton & Rye
Savannah, GA

Cure
New Orleans, LA

Draught House Pub & Brewery
Austin, TX

Exile Brewing
Des Moines, IA

Falls City Beer
Louisville, KY

Farmhouse Tap & Grill
Burlington, VT

Fisher Brewing Company
Salt Lake City, UT

Foam Brewers
Burlington, VT

Good People Brewing Co.
Birmingham, AL

Great Divide Brewing
Denver, CO

Kelly's Westport Inn
Kansas City, MO

La Cumbre Brewing Co.
Albuquerque, NM

Libertine Liquor Bar
Indianapolis, IN

Manito Tap House
Spokane, WA

Marble Brewery
Albuquerque, NM

Mule Bar
Winoski (Burlington area), VT

Nimbus Brewing
Tucson, AZ

Palomino Bar
Milwaukee, WI

Ratio Beerworks
Denver, CO

Scriptown Brewing
Omaha, NE

Seventh Son Brewing
Columbus, OH

Sovereign Remedies
Asheville, NC

Streets of London Pub
Sacramento, CA

The Camel
Richmond, VA

The Great Lost Bear
Portland, ME

The Mitten Brewing Co.
Grand Rapids, MI

Wicked Hop
Milwaukee, WI

Wolf's Ridge Brewing
Columbus, OH

Wolff's Biergarten
Albany, NY

Wormtown Brewery
Worcester, MA

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any restaurant's food, service or prices, and automated checks may contain errors. This report is not a judgement of the quality of any food, service or price, and it does not assess

compliance with any food-safety, allergen-labelling or licensing rule. Clikiti is not affiliated with, and does not endorse, any restaurant listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one restaurant screenshot is the featured restaurant's own home page, shown unaltered.

REMOVE MY RESTAURANT FROM THIS STUDY

We review every request and reply when it's done; removed restaurants are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 180 of 181 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ± 7.3 points at 95% confidence for a share of all 180 sites (Casual and family restaurants ± 15.1 , Chef-driven and fine dining ± 14.1 , Cafés and bakeries ± 14.6 , Bars and brewpubs ± 14.6). Left out: 1 (no mobile Lighthouse result). Results are not attributed to named restaurants, except the standout; elsewhere each is shown as its kind of place and a number. The appendix lists who was scanned.
2. Twelve checks: eight diner questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; restaurant, café or bar structured data.
3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); Restaurant, café or bar structured data (Schema.org · FoodEstablishment).
4. Scanned October 2026.
5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the standout restaurant's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

Take it, quote it, share it

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Credit Clikiti with a link.

Only 29% of the 180 independent restaurant, café and bar websites we scanned mark allergens or vegetarian, vegan and gluten-free dishes. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

CITE (APA)

Clikiti. (2026, October 15). The state of independent restaurant websites 2026 (Q4 2026) [Report].
<https://clikiti.com/research/restaurants/2026-q4>

EMBED THE CHART

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/restaurants"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/restaurants">Clikiti, The State of Independent Restaurant Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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180 sites · scanned October 2026 · margin of error up to ±7.3 percentage points at 95% confidence.

Clikiti · Research from automated scans, CC BY 4.0 · Aggregate figures; no business is named in the data.

Research Benchmarks Gallery Free scan Privacy