FOR THE ARELLANO FAMILY · GUADALAJARA MEXICAN RESTAURANT

One site for all three Guads, built to move orders to Toast

A working concept of one website for Downtown, Pantops and Greenbrier, built from your public menu, prices and reviews. Scan the code to try it.

Try the concept

What I found today

- The site Google lists for Pantops, guadalajaramexicanva.com, shows “Site not found.”
- The apps charge more than your Toast menu: a Burrito California is $15.50 on Toast, $17.60 on Uber Eats, $17.90 on DoorDash.
- No gift cards for sale online. Toast can sell them before the holidays.

Phone speed check

LIGHTHOUSE, MOBILE	YOUR SITES TODAY	CONCEPT
Speed score	40–60	86–98
Accessibility	49	100
Main photo shows in	5.4–6.4 s	1.6–1.8 s
Page weight	2.6–3.6 MB	0.5 MB

Google's Lighthouse test on a simulated phone, November 2026. Your sites: range across all three.

What the new site does

- The full menu, 187 dishes with your Toast prices and a photo on each.
- Checkout goes to Toast, commission free, for the location they pick.
- “Find the closest Guad” sorts the three by distance. No location is favored.
- English and Spanish with one tap.
- Dietary icons on every dish, and filters like meatless or no shellfish.
- A catering request form that goes straight to the right location.
- Specials, reviews, maps, hours and your story, on one page.
- QR table tents that send regulars to Toast, ready to print.
- Your orange, navy and gold, or a fresh look. Your call.

What ordering direct keeps

$100 ORDER THROUGH	YOU PAY
DoorDash or Uber Eats delivery	$15–30
DoorDash pickup	$6
Toast, ordering direct	about $3.65

Example only, not your numbers: $10,000 a month in app orders at one location on a 25% plan, half moved to Toast, keeps about **$1,075 a month**. One month of app statements gives the real figure.

What it costs

$1,500 one time, first-client price (normally $3,500). Payable as three $500 gift cards, one per location.

$99 a month per location, paid monthly, not in gift cards. Hosting, menu updates, specials, fixes.

~$1,400 a month of app orders moved to Toast covers the monthly cost for all three.

Wes Ellis
Websites for local businesses · Charlottesville
wes@wesellis.com · wesellis.com

Unofficial concept. Photos in the concept are stock stand-ins until we shoot your food. Prices and links checked November 2026.