FREE DELIVERY APP AUDIT · OCT 2026

East Moon Asian Bistro

How your DoorDash, Uber Eats and Grubhub storefronts look to a customer today, scored against best practice, with fixes for each gap.

5725 RICHARDS VALLEY RD, ELLICOTT CITY MD · CHECKED TUE OCT 13, 2026

HOW WE SCORED IT

Thirteen checks, each rated Strong, Needs work or Priority fix

CHECK	STRONG LOOKS LIKE	PRIORITY FIX LOOKS LIKE
Found on Google	Order buttons for each app on the Google profile	No order buttons for any app
Ratings and reviews	4.5+ with steady recent reviews	Recent low reviews left unanswered
Photo coverage	80%+ of items have a photo	Under 50% of items have a photo
Best sellers with photos	Every Popular / Best seller item has one	3 or more without one
Photo quality	Sharp, real dish, clean background, good light	Dark, blurry or in a takeout box
DoorDash offer-ready	Top items can go on BOGO / item offers	Best sellers blocked (no photo)
Markup vs website	15–25% above in-store prices	Under 10% or over 30%
Menu structure	Clean names, clear categories, one menu	Hard to find the main dishes
Item add-ons	Priced upgrades on top items	Flat items, no upsells
Built for bigger orders	Meals, combos, drinks, desserts	None of these
Hours	App hours match the store and the area	Closes early on the apps
Campaigns	An always-on offer on best sellers, plus ads	No offers or ads running
Logo and header	Same sharp logo and header everywhere	Different or low-quality images

SCORECARD

Strong ratings and fair prices. Photos, Google, menus and offers are holding you back

	DOORDASH	Uber Eats	GRUBHUB
Found on Google	PRIORITY FIX		
Ratings and reviews	STRONG	STRONG	NEEDS WORK
Photo coverage	PRIORITY FIX	PRIORITY FIX	PRIORITY FIX
Best sellers with photos	PRIORITY FIX	PRIORITY FIX	PRIORITY FIX
Photo quality	NEEDS WORK	–	STRONG
DoorDash offer-ready	PRIORITY FIX	–	–
Markup vs website	STRONG	NEEDS WORK	STRONG
Menu structure	NEEDS WORK	NEEDS WORK	NEEDS WORK
Item add-ons	NEEDS WORK	NEEDS WORK	NEEDS WORK
Built for bigger orders	NEEDS WORK	NEEDS WORK	NEEDS WORK
Hours	NEEDS WORK	NEEDS WORK	STRONG
Campaigns and ads	PRIORITY FIX	PRIORITY FIX	PRIORITY FIX
Logo and header	NEEDS WORK	NEEDS WORK	NEEDS WORK

– = not applicable or not enough to score. Uber Eats has only 3 item photos, so photo quality isn't scored there.

QUICK WINS

Five fixes worth doing first

01 Add DoorDash, Uber Eats and Grubhub order buttons to the Google profile

02 Put photos on every best seller first, using the professional photos already on Grubhub

03 Clean up DoorDash item names and descriptions (numbers, asterisks, “One piece per order” on rolls)

04 Show the full menu at every hour on Uber Eats and Grubhub, and keep DoorDash open until the store closes

05 Price upgrades properly: shrimp and combo are +$1 today, and there’s no meal, drink or dessert add-on

Details, screenshots and estimated impact for each are on the following slides.

01 · GETTING FOUND

Your delivery apps are invisible on Google.

Google profile · cuisine tags

GOOGLE BUSINESS PROFILE

PRIORITY FIX

Your Google profile doesn’t link to DoorDash, Uber Eats or Grubhub

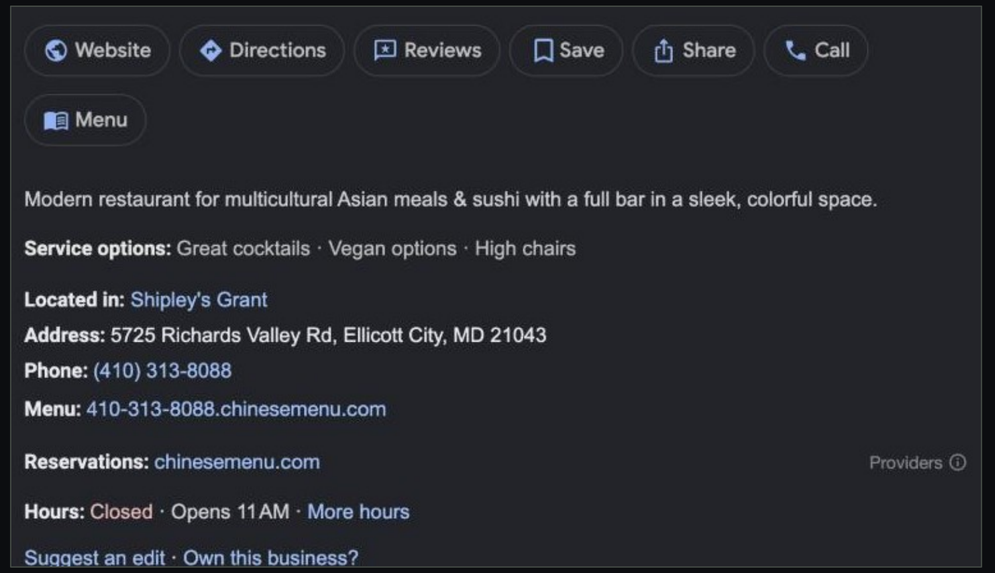
PROBLEM

The only ordering path is a Menu link to your chinesemenu.com site. There’s no Order button for DoorDash, Uber Eats or Grubhub. It also shows “Own this business?”, which usually means it hasn’t been claimed.

WHY IT MATTERS

Most people find a restaurant on Google first, and many order through the app they already use.

GOOGLE SEARCH · EAST MOON PROFILE



RECOMMENDATION

Claim the profile, then turn on each app’s Google ordering link (all three support it) next to your own online ordering.

EST. IMPACT

~$500/mo per $10k in app sales (+5%)

DOORDASH Uber Eats GRUBHUB · CUISINE TAGS

No app lists you as Chinese, even though your best sellers are Chinese dishes

WHERE	LISTED AS	TOP SELLERS THERE
Google	Chinese restaurant (also sushi, Thai, Japanese)	—
DoorDash	Japanese · Sushi Bars · Asian · “Sushi Bar”	Spring rolls, General Tso’s, Pad Thai
Uber Eats	Noodles · Seafood · Asian	Fried rice, Basil fried rice, General Tso’s
Grubhub	Asian · Asian Fusion · Sushi	General Tso’s, spring rolls, Krab Rangoon

RECOMMENDATION

Ask each app’s support or rep to add Chinese and Thai tags, so you show up when people browse or search those cuisines.

02 · RATINGS AND REVIEWS

Your ratings are a real strength.

Ratings · review volume · recent reviews

WHAT'S WORKING

High ratings with lots of reviews on every app

DOORDASH	Uber Eats	GRUBHUB	GOOGLE
4.6	4.6	4.4	4.3
2,159 ratings #9 Sushi on DoorDash nearby	370+ ratings Tagged “Excellent quality”	752 ratings 94% accurate · 95% on time	815 reviews

KEEP / BUILD ON

This is the base everything else builds on. Customers like the food and the portions, so better photos and menus should convert more of the people already looking.

GRUBHUB · RECENT WRITTEN REVIEWS

Two of the last four Grubhub reviews are 1 star, and none of the 37 has a reply

DATE	STARS	WHAT THEY SAID (SHORT)
May 21, 2026	1	Arrived 30 minutes after the requested time, plus a $2 fee they didn't expect
Mar 8, 2026	4	Food was delicious, but took much longer than the delivery estimate
Mar 1, 2026	1	Fried rice came as steamed rice
Feb 12, 2026	5	The food is good
Mar 4, 2025	1	Wrong food given
Sep 10, 2024	1	Ordered fried rice, received white rice

RECOMMENDATION

Reply to every review, especially low ones. It might be worth confirming with kitchen staff how rice swaps show on app tickets.

03 · PHOTOS

Most of the menu has no photos.

Coverage · best sellers · DoorDash offers · quality

DOORDASH Uber Eats GRUBHUB · PHOTO COVERAGE

Only about 1 in 4 DoorDash items has a photo. On Uber Eats and Grubhub it’s almost none



Dinner menus, food items only. Of DoorDash's 54 photos, 23 are customer uploads, not your own photos.

DOORDASH Uber Eats GRUBHUB · BEST SELLERS

PRIORITY FIX

Your #1 best seller on DoorDash and most “Popular” items on Uber Eats and Grubhub have no photo

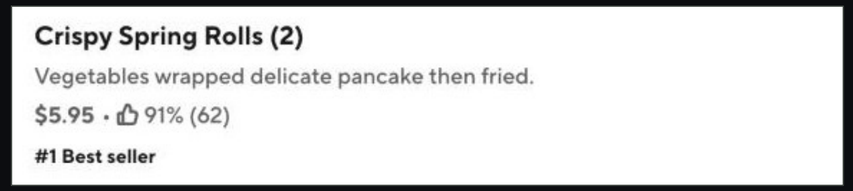
PROBLEM

DoorDash: 4 of 12 Most Ordered at dinner and 5 of 12 at lunch have no photo, incl. the #1 best seller. Grubhub: 10 of 11 Popular items. Uber Eats: every dinner entree.

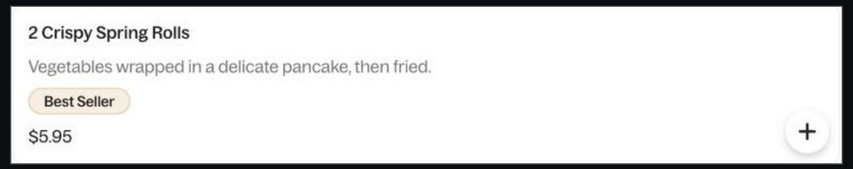
WHY IT MATTERS

Customers decide in seconds and skip text-only cards. DoorDash cites up to +44% sales with item photos; Uber cites +88% with photos on every item.

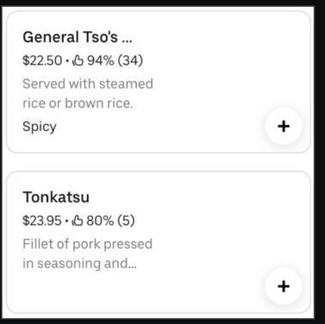
DOORDASH · #1 BEST SELLER



GRUBHUB · BEST SELLER



UBER EATS · POPULAR



RECOMMENDATION

Photograph the 12 most-ordered items first and load them on all three apps. Then work through the rest of the menu.

EST. IMPACT

~$1,000/mo per $10k (+10%)

DOORDASH · OFFERS

PRIORITY FIX

DoorDash won’t let you run BOGO on items without photos, which rules out several best sellers

PROBLEM

Crispy Spring Rolls (#1 best seller), Lo Mein, Steamed Dumplings, California Roll, Gyoza and the 2-roll lunch deal (#2 at lunch) have no photo.

WHY IT MATTERS

BOGO and item offers are DoorDash’s strongest traffic driver, and they work best on the items people already order most.

OFFER-READY · #2 BEST SELLER WITH PHOTO



BLOCKED · #1 BEST SELLER, NO PHOTO



RECOMMENDATION

Add photos to the Most Ordered items before planning any DoorDash campaign, so the strongest items can carry the offer.

EST. IMPACT

Unlocks item offers on best sellers

DOORDASH Uber Eats GRUBHUB · PHOTO QUALITY

You already own professional photos, but DoorDash mostly shows customer photos

9/10

Grubhub pro shoot
sharp · real dish · clean

STRONG · GRUBHUB AND DOORDASH PRO PHOTOS



4/10

DoorDash customer photos
takeout box · clutter · glare

WEAK · CUSTOMER PHOTOS SHOWN ON DOORDASH



RECOMMENDATION

Put the Grubhub professional photos on DoorDash and Uber Eats now, and replace customer photos as new ones are shot. Scored 0–2 on: sharp, real dish, fills frame, clean background, good light.

04 · STOREFRONT

Three apps, three different looks.

Logo · header banner

DOORDASH Uber Eats GRUBHUB · HEADER BANNER

NEEDS WORK

Each app shows a different header, and the Uber Eats one shows ramen, which isn't on your menu

PROBLEM

DoorDash: close-up of sushi rolls. Uber Eats: ramen with chicken katsu. Grubhub: a professional spread of your dishes.

WHY IT MATTERS

The header is the first thing customers see. It should look like your food and be the same everywhere.

DOORDASH



UBER EATS



GRUBHUB



RECOMMENDATION

Use the Grubhub spread as the header on DoorDash and Uber Eats. It's your strongest image and shows both Chinese dishes and sushi.

EST. IMPACT

Same look everywhere; no dollar estimate

DOORDASH + GRUBHUB · LOGO

NEEDS WORK

Two different logos, and the DoorDash one can’t be read at app size

PROBLEM

DoorDash: a black circle with a sunset and tiny script. Grubhub: a 2019 photo of your wall sign. Your storefront uses a third look, red letters with a yellow moon.

WHY IT MATTERS

Small logos are shown at thumbnail size in search, so a clear name matters.

DOORDASH LOGO · GRUBHUB LOGO · STOREFRONT SIGN



RECOMMENDATION

Make one clean logo file (the name in large letters on a solid background) and upload it to DoorDash and Grubhub. Uber Eats doesn’t show a logo.

EST. IMPACT

Recognition in search; no dollar estimate

05 · PRICING

Prices are in a healthy range.

Markup vs your website · consistency

DOORDASH Uber Eats GRUBHUB · MARKUP VS WEBSITE

App prices sit about 20–26% above your website, mostly within the healthy 15–25% range



Website prices may be out of date. If in-store prices are higher, the real markup is lower.

KEEP / BUILD ON

Pricing is in good shape. Only Uber Eats spring rolls (+40%) and soups (+30%) sit well above the range.

DOORDASH Uber Eats GRUBHUB · SAME ITEM, DIFFERENT PRICE

The same dish has three different prices, and add-on prices don’t match

ITEM	WEBSITE	DOORDASH	UBER EATS	GRUBHUB
General Tso’s (dinner)	$17.95	$21.95	$22.50	$21.50
Crispy Spring Rolls (2)	$4.95	$5.95	$6.95	$5.95
Wonton Soup	$4.95	$5.95	$6.45	$5.95
Fried rice instead of white	+$1.50	+$1.90	+$1.00	+$1.85
Shrimp instead of chicken	+$1–1.50	+$1.00	+$1.00	+$1.00

RECOMMENDATION

Keep one price sheet for the apps, bring Uber Eats spring rolls and soups back in line, and match upgrade prices everywhere.

06 · MENU AND ITEMS

The menu makes customers work too hard.

Structure · lunch and dinner · add-ons · bigger orders

DOORDASH · NAMES AND DESCRIPTIONS

NEEDS WORK

Item names carry menu numbers and asterisks, and several descriptions are wrong

PROBLEM

About 200 items across 16 categories. Names like “12. *Spicy Tuna”. Every basic roll says “One piece per order.” Typos such as “White TUna” and “18 pos sashimi”.

WHY IT MATTERS

Wrong descriptions make customers unsure what they’re buying, and clutter makes best sellers harder to find.

DOORDASH · ROLL DESCRIBED AS ONE PIECE



RECOMMENDATION

Remove numbers and asterisks from names, fix descriptions on rolls, and add Krab Rangoon (your top lunch item, 97% liked) to the dinner menu.

EST. IMPACT

~$300/mo per $10k (+3%)

Uber Eats + GRUBHUB · LUNCH AND DINNER

NEEDS WORK

Depending on the time, customers can’t see your main dishes

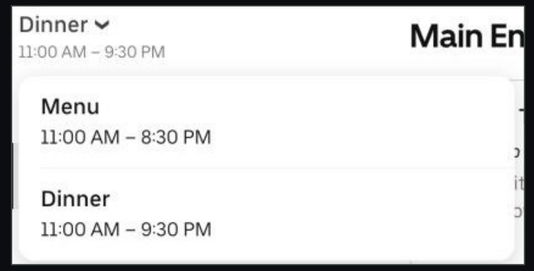
PROBLEM

Uber Eats opens on a menu with no entrees, and its sushi and fried-rice menu stops at 8:30 PM. Grubhub shows no entrees until a time is picked, then lists lunch and dinner versions side by side.

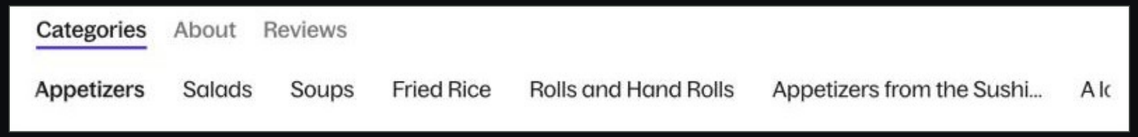
WHY IT MATTERS

If General Tso’s or Pad Thai isn’t in front of them, many customers leave instead of hunting.

UBER EATS · TWO MENUS



GRUBHUB · NO ENTREES IN THE CATEGORY BAR



RECOMMENDATION

Run one all-day menu on each app with a Lunch Specials section that only shows 11–3. Keep sushi and appetizers orderable until close.

EST. IMPACT

Included in the hours estimate

DOORDASH Uber Eats GRUBHUB · TOP ITEMS

Your top items have few or no paid upgrades

ITEM	OPTIONS TODAY	WHAT'S MISSING
General Tso's / Sesame Chicken	Spice level, rice swap	Extra chicken, extra sauce, make it a meal
Pad Thai · Lo Mein · Drunken Noodles	Protein; shrimp or combo +$1	Shrimp at a real upcharge, extra protein
Crispy Spring Rolls · Krab Rangoon	None	Larger portion, extra sauce, add to an entree
Fried rice	Protein (same price)	Shrimp/combo upcharge, bigger size
Choose Any 2 / 3 Rolls (lunch)	18 rolls, no upcharge	+$2 for premium rolls like shrimp tempura
Basic rolls	Brown rice, soy paper (+$1)	Spicy mayo, eel sauce (only on Grubhub)

RECOMMENDATION

Add the missing upgrades on all three apps. Grubhub's sauce add-ons on rolls are a good model to copy.

DOORDASH · PAD THAI OPTIONS

NEEDS WORK

Shrimp costs only $1 more than chicken, which gives away margin on your most popular noodles

PROBLEM

Pad Thai, Lo Mein and Drunken Noodles charge +$1 for shrimp or combo on every app. Beef, chicken, tofu and veggie are all the same price.

WHY IT MATTERS

Shrimp costs more to make. Customers expect to pay $2–4 more for it.

DOORDASH · PAD THAI, #3 BEST SELLER



RECOMMENDATION

Price shrimp and combo at +$3, and add “Extra protein” and “Extra sauce” to every entree and noodle dish.

EST. IMPACT

~$400/mo per $10k (+4%), with meals and drinks

DOORDASH Uber Eats GRUBHUB · BIGGER ORDERS

Nothing on the menu nudges customers to add more

01 No “make it a meal” option on any entree. In-store, lunch already comes with fried rice and a spring roll, but the apps don’t say so

02 No drinks on DoorDash or Uber Eats (Grubhub has 4 sodas). No desserts on any app

03 No family or dinner-for-two bundle, though you have sushi for two

RECOMMENDATION

Add a meal upgrade (spring roll + soda, about $4), sodas, one dessert and a family bundle on all three apps.

EST. IMPACT

Part of the +4% add-on estimate

07 · HOURS AND CAMPAIGNS

Closing early on the apps, with no offers running.

Hours vs nearby restaurants · offers

HOURS · NEARBY RESTAURANTS (GOOGLE HOURS)

Several neighbors take orders until 10 PM or later. DoorDash stops taking your orders at 9:10

RESTAURANT	MILES	WEEKDAY CLOSE	FRI–SAT CLOSE	SUNDAY
East Moon · in store	—	9:30 PM	10:00 PM	11–9:30
East Moon · DoorDash	—	9:10 PM	9:10 PM	11:30–9:10
East Moon · Uber Eats sushi menu	—	8:30 PM	8:30 PM	8:30 PM
Hunan Express	1.3	10:00 PM	10:30 PM	11:30–9:30
Yu Noodles	1.4	9:00 PM	9:00 PM	11–9
China Village	1.5	9:00 PM	9:00 PM	12–8:30
Kawa Sushi	2.0	10:00 PM	10:30 PM	12–9:30
Yama Sushi	2.9	10:00 PM	10:30 PM	11:30–9:30
Hunan Legend	2.9	8:00–8:15 PM	8:15 PM	12–8:15
Takumi	3.3	10:00 PM	11:00 PM	11–10

RECOMMENDATION

Keep DoorDash and Uber Eats open until the store closes (9:30, 10 on Fri–Sat), then test 10 PM on weeknights.

EST. IMPACT

~$200/mo per $10k (+2%)

DOORDASH Uber Eats GRUBHUB · CAMPAIGNS

PRIORITY FIX

No offers or ads on any app, while nearby competitors run BOGOs and pay to rank above you

PROBLEM

Checked at 11 AM while open: no BOGO, item discount or spend offer on DoorDash, Uber Eats or Grubhub, and no sponsored listings.

WHY IT MATTERS

On Uber Eats, East Moon shows up 15th when someone 50 ft away searches “chinese”. Most of the stores above it carry a BOGO tag or are paid placements.

UBER EATS “CHINESE” SEARCH · TOP RESULTS



EAST MOON · 15TH, NO OFFER



RECOMMENDATION

Start one always-on BOGO on DoorDash and Uber Eats using 6–9 popular items (add photos first on DoorDash), plus a small sponsored listing on DoorDash.

EST. IMPACT

Sized with your own numbers in an internal audit

Uber Eats + DOORDASH · NEARBY CAMPAIGNS

Four nearby competitors run BOGOs on Uber Eats, two of them on dishes you sell most

RESTAURANT	MILES	UBER EATS OFFER	DOORDASH	PAID ADS
East Moon	—	None	None	None
Hunan Express	1.3	BOGO on 8 apps and sides ($5–11): egg rolls, dumplings, spare ribs	No offer shown	Both apps
Yu Noodles	1.4	BOGO or 50% off on 9 items ($5–17): noodles, wontons	No offer shown	—
Quickway Hibachi	1.5	BOGO on Chicken Hibachi	No offer shown	—
Hunan Manor	3.3	BOGO on 5 items: General Tso's, Lo Mein, Fried Rice, spring rolls, soup	$0 delivery fee	Both apps

Checked Tue Oct 13, 2026 around 1 PM ET. Straight-line miles from East Moon. Paid ads = "Sponsored" placement in "chinese" search.

RECOMMENDATION

Run the BOGO on your best sellers (General Tso's, Pad Thai, fried rice) at prices where a free one still clears margin. On Uber Eats, split offers by new vs returning customers so they don't stack.

EST. IMPACT

Matches what neighbors already run

PRIORITY PLAN

What to fix first, and what it could be worth

QUICK WINS

this week

Google order buttons for all 3 apps

~$500/mo per $10k

Reuse Grubhub pro photos on the other apps

part of photo estimate

Reply to every Grubhub review

protects rating

NEXT 30 DAYS

menu work

Photos on the 12 best sellers, then the rest

~$1,000/mo per $10k

Clean names and descriptions; one all-day menu

~$300/mo per $10k

Upgrade pricing, meals, drinks, dessert

~$400/mo per $10k

BIGGER LIFT

after the basics

Match app hours to the store, then test 10 PM

~$200/mo per $10k

One logo and header across all apps

brand

DoorDash BOGO on best sellers once photos are in

campaign upside

Estimates are rough, per $10,000 of monthly app sales, and use conservative fractions of the lifts the apps publish. They are not guaranteed or additive.

WHAT THIS AUDIT CAN'T SEE

This audit only covers what customers see. The numbers behind it need portal access

01	Sales, orders and average order by app, and how they're trending
02	Commission plan on each app, and what you net after fees
03	Campaign and ad spend, and the return on each
04	Customer mix: new vs repeat, and where customers drop off before ordering
05	Item sales: what actually sells, and what's never ordered
06	Errors, refunds and missing-item charges

NEXT STEP

With portal access, we can do an internal audit too.

Read-only access to DoorDash, Uber Eats and Grubhub lets us size each fix with your own numbers.

blenderdigital.co

APPENDIX · METHOD

How this audit was done

TOPIC	HOW
When	Tue Oct 13, 2026: full pass about 1–2 AM ET, rechecked at 11 AM ET while open. Customer sites for DoorDash, Uber Eats and Grubhub; Google Search and Maps
Menus	Every item on the lunch and dinner menus: price, photo yes/no, Popular / Best seller tags, and options on the top items
Markup	28 items that appear on the website (eastmoonec.com) and the apps, compared item by item
Hours	Google-listed hours for Asian restaurants within ~3 miles, straight-line distance from the store
Estimates	DoorDash and Uber merchant guides (photos, descriptions, Order with Google, item offers), scaled down