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## **NetWaiter Offers Google +1 To Online Ordering Customers**

NetWaiter, a premier provider of online ordering and marketing capabilities for restaurants, now offers the latest social media and search tool from Google, Google +1, as part of the package for all NetWaiter clients.

When a dining customer logs onto the NetWaiter website of a restaurant, they can click the Google +1 tab, which places that restaurant on their Google profile as someplace they like and recommend, similar to clicking the Like icon for Facebook.

"The increased focus on social media of all types is pervasive," said Jared Shimoff of NetWaiter. " We see it as one of the untouched areas for online ordering and a very powerful tool for driving business to your site. NetWaiter was the first web-based online ordering system to offer Facebook integration. Google +1 is another option that allows just such a referral, and we are making it available to our client restaurants."

When a dining customer clicks on the Google +1 tab on a restaurant's NetWaiter site, it also improves their content in Google Search. A recent post on Mashable.com noted: "Google's hoping that +1's integration in search results will make it an attractive option to publishers, which stand to gain more traffic when their visitors start '+1ing' content."

"We recommend our client restaurants place the Google +1 tab on their website next to their other social media icons," added Shimoff. "One of the plans for +1 is that

when enough people have used a website's +1 button, their data can be mined for information such as age, gender and location--all gathered from their Google profile."

FastCasual.com, in a recent article on Google +1, commented: "The biggest draw to Google+ is its potential to leverage every Google property, including Gmail, Maps, Places, Analytics, AdWords and Reader."

Google +1 tabs are now operable on the NetWaiter pages of all client restaurants.

*Restaurants interested in using NetWaiter can activate the service at no charge and get immediate access to their NetWaiter site with a Google +1 tab. For more information, contact NetWaiter at 1-866-638-9248, or logon to their website at [www.netwaiter.com](http://www.netwaiter.com).*