

Fast Casual Restaurant Case Study



How a fast casual restaurant partnered with us to take control of their local business listings and understand the customer experience in order to make improvements. In this highly competitive industry, they were consistently losing out to competitors by not appearing in online search results and needed a solution in place to drive more foot traffic to their stores.

THE GOAL

- Claim all business listings in order to improve the accuracy of the information about their franchises.
- Increase the online visibility of their restaurants by improving their local search rankings.
- Get customer insight and create more repeat customers by responding to reviews.

THE APPROACH

- Invest in a high quality and efficient local SEO and review management product that will give them insight into the online and offline customer experience at their franchised locations.
- Claim, clean, and optimize their local business listings in order to get consistency and accuracy across all their locations.

THE RESULTS

After 4-Months

↑25%

INCREASE IN 5-STAR REVIEWS ON GOOGLE

↑26%

INCREASE IN LISTING ACCURACY

↑34%

INCREASE IN REVIEW RESPONSE RATE

- **12%** increase in Page-1 appearances on Yelp
- **15%** increase in Page-1 appearances on Google
- **13%** increase in click to call actions on Google.

Review Response Growth

