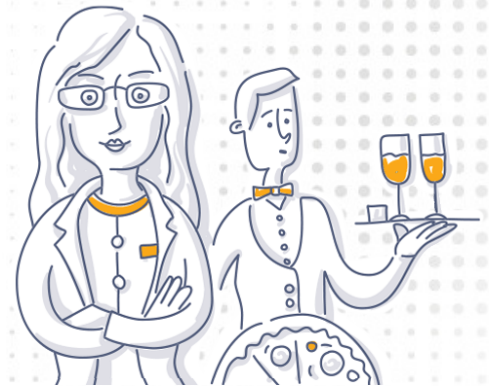


# Restaurant Case Study



How one of the top multi-concept restaurant operators utilized Local SEO and Reputation Management to improve 5 separate brands and increase traffic at over 600 restaurants nationwide.

## THE GOAL

- Improve accuracy across all restaurant listings to foster trust among consumers and search engines.
- Facilitate positive online customer engagement to improve reputation at the brand and store level, and increase online to offline conversions.
- Implement an easy to use marketing strategy that differentiates themselves from competitors and improves online visibility.

## THE APPROACH

- Invest in a high quality and efficient review management product that will centralize customer relationship activities for all brands.
- Equip local store management with easy access to relevant restaurant reviews, allowing them to act on customer feedback and improve the overall customer experience.

## THE RESULTS

After 1 Year

↑443%

GOOGLE REVIEW  
INCREASE

↑223%

TOTAL AVERAGE  
REVIEW INCREASE

↑57%

5-STAR REVIEW  
INCREASE

- 443% increase in Google Reviews
- 223% average increase across all review sites
- 68% increase in restaurants with page-1 rankings
- The number of 5-star reviews increased by 57%

Page 1 Rankings

