Customer Success Story: Website Verona Italian Restaurant
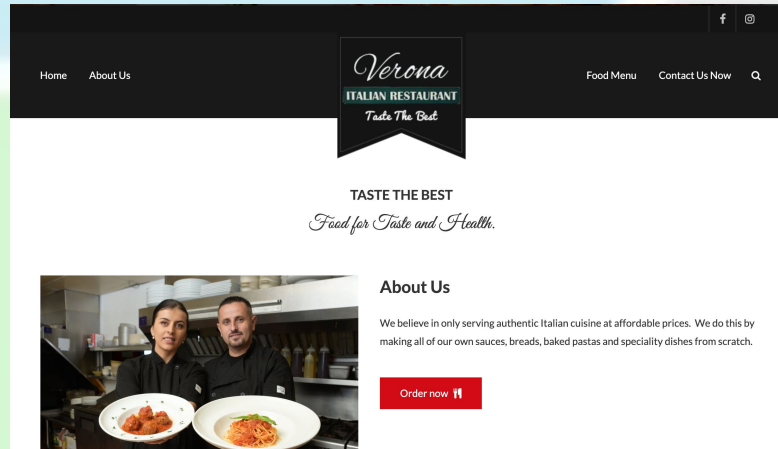
The Client

Verona Italian Restaurant of Conway, Arkansas has been a customer of ours since May 2019. The owner came to us with no website and no online presence. We often see this with businesses in the food industry. Unfortunately, these business owners are missing out on substantial opportunities to be discovered by diners in their area.

The Solution

Within a week, we were able to provide them with an optimized, responsive website that suited the vision that they had for their business. In addition, we placed a schema markup on the backend of their website that would help them rank for keywords related to their product and service offering.

To help their domain rank for product-related searches in their area, we placed their menu on their website in a web-crawlable format. Since the website has launched, we also integrated Menufy, which allows their customers to place online orders. By adding this integration, not only does their website inform consumers of their restaurant, it also adds another stream of revenue for their business. As you can see, a website can be leveraged in many different ways. Below is an image of the business' website brought to you by our creative team at TAPLocal.

The Results

In addition to the website, this merchant also signed up for our TAPLocal Social, our business listings solution that places a business information in 60+ online directories and locks it into place so that their are no inaccuracies.

Before they started with us, they could not be found on Google, Yelp, or Bing. Nevertheless, since launching the website and TAPLocal Social, the merchant has had over 300 direction requests and about 800 phone calls as a direct result of our services. A snapshot of our their TAPLocal merchant dashboard is to the right.