

Customer Success Story: Uninhibited Tapas Bar

Previous Efforts

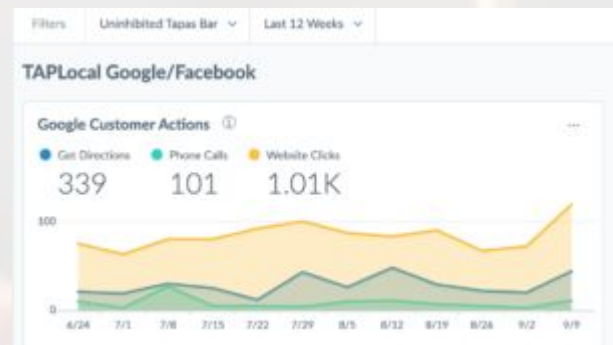
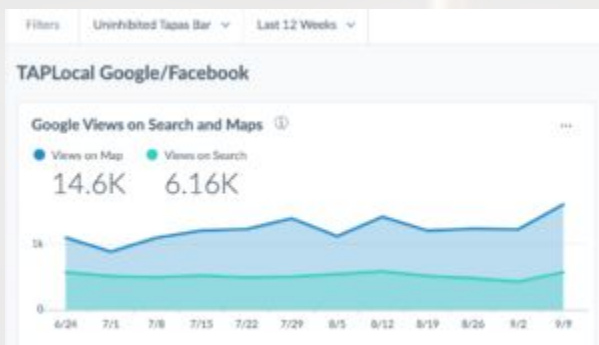
Greg Goldberg the owner and executive chef of Uninhibited Tapas Bar in Raleigh, NC. reached out to us in June 2019 because he needed help gaining traction and getting customers in the door. His business was relatively new. In addition, his restaurant was not located on a main road. He had tried to market his business through traditional avenues, such as passing out flyers and posting (*not advertising*) on Facebook. However, he realized he needed to do more, which is why he reached out to us.

First Contact

During our first contact with Greg, we ran a scan of his business. We found that his business listings were 96% inaccurate. In addition, he was not showing up on Google when searching for "tapas restaurants near raleigh north carolina". Therefore, his branded search was nonexistent. In addition, he did not have an online menu (in web crawl able format). As a result, his business was not showing up for product-related searches. As a restaurant owner, you need to present all of the items on your menu in a format that search engines can understand so that when a customer searches for a product you have, your business will come up as a result.

Product Setup

With his needs in mind, we listed his business in 60+ online directories and posted his menu on his website and in online directories to increase his online visibility. In addition, we listed his menu and business in our network of food industry specific directories with our food industry specific product TAP Listings For Food. We also created a custom-website for his business with schema markup so that search engines could read his site more efficiently. Lastly, we set him up with our review generation system so that he could generate reviews and increase his local search rank.



Results

Since Greg has been a customer of ours, we corrected his business listings and locked the information with our proprietary technology to ensure they are maintaining 100% accuracy and consistency throughout our network of 60+ online directories. We were also able to increase his online visibility, gaining him more exposure and ensuring that his business is viewed more often. We have also increased the number of user actions like direction requests (clicks on the "Get Directions" button), phone calls, and website clicks. The cherry on top is that he now ranks #12 on Google Maps for the local search "tapas restaurants near raleigh north carolina" for which he had previously not ranked.

Our services have generated 339 direction requests, 101 phone calls, and 1,010 website clicks for the client. Thanks to our review generation solution that simplifies the review generation process through automated text messages, we have also helped him generate 30 Google reviews and 24 Yelp reviews for Uninhibited Tapas Bar..

Next Steps

The success of our services (business listings, review generation and website) is apparent. Eager to gain more exposure for his business, Greg has decided to have us set up and manage a Google Ads campaign for his catering service.



Call or Email Today!: 888-882-7996 Sales@taplocalnow.com