# Restaurant Case Study

How a chain restaurant utilized local SEO and reputation management software to increase their online visibility and stand out from the competition. Looking to earn better reviews and improve the customer experience at all their restaurants, this brand worked with our software to improve their online reputation.

## THE GOAL

- Increase online visibility by getting more locations on page-1.

- Claim all of their listings across 100's of business directories to increase online presence.

- Stay competitive by improving the customer experience and earning more 5-star 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 all their locations.

- Claim, clean, and optimize their local business listings in order to improve their online visibility.

- Create a review response strategy that gives better insight into the customer experience and increases their review velocity.

## THE RESULTS

After 1-Year

### ↑53.2%
INCREASE IN NUMBER OF REVIEWS

### ↑50.3%
INCREASE IN 5-STAR REVIEWS

### ↑115%
INCREASE IN ONLINE VISIBILITY

- **144%** increase in 5-star reviews on Google.

- **99%** listing presence on all directories.

- **8.9%** increase in driving direction clicks.

**Number of 5-Star Reviews**

| | Number |
|---|---|
| Year Before Chatmeter | 4,936 |
| Year After Chatmeter | 7,419 |