

How To Increase Your Restaurant's Site Traffic, Social Media Engagement, & Foot Traffic In 30 Days



The Case Study

Alhambra Palace- Chicago, IL



- Mediterranean restaurant in Chicago serving Middle Eastern food and drinks
- Emphasis on main dining and specialty cocktails, with the ability to host private events and shows
- Great reputation among the locals, but barely visible on search engines and social media

The Good & The Not-So-Good

The Good

- **Excellent Ambiance-** considerable thought put into the furniture, décor, table set-up & lighting
- **Strategic Location-** located in Chicago's West loop neighborhood, walking distance to the Magnificent Mile
- **Strong Staff-** courteous & well-versed in Middle Eastern cuisine and beverages
- **Dynamic Menu-** constantly reviewed and updated based on customer tastes and local trends

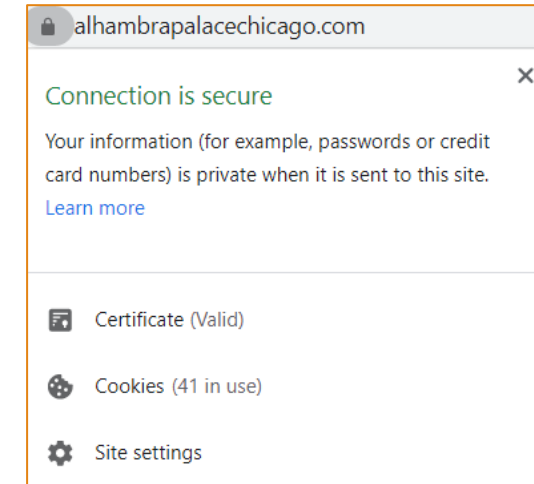
The Not-So-Good

- **Weak Digital Footprint-** outdated site, page errors, and not user-friendly. Doesn't appear on Google when users search for "Restaurant Chicago" leading to very low site traffic. Google My Business page and other review sites not properly optimized
- **Subpar Social Media Presence-** low number of followers/likes on all social media platforms. Poorly optimized pages with no chat or event creation functionality. Little to no engagement on Facebook, Instagram posts- overall lack of Internet "buzz"

What We Did

Website Technical Enhancements

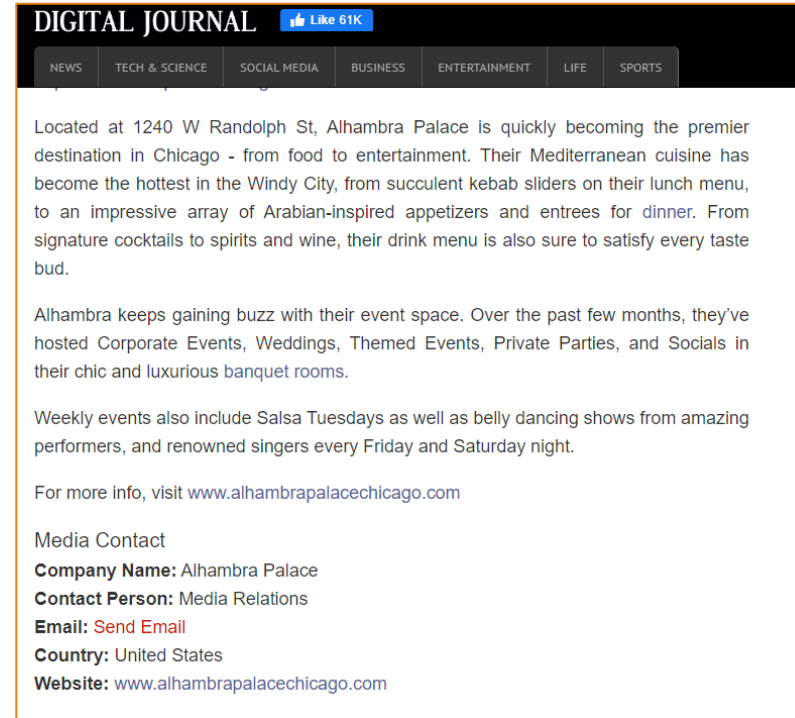
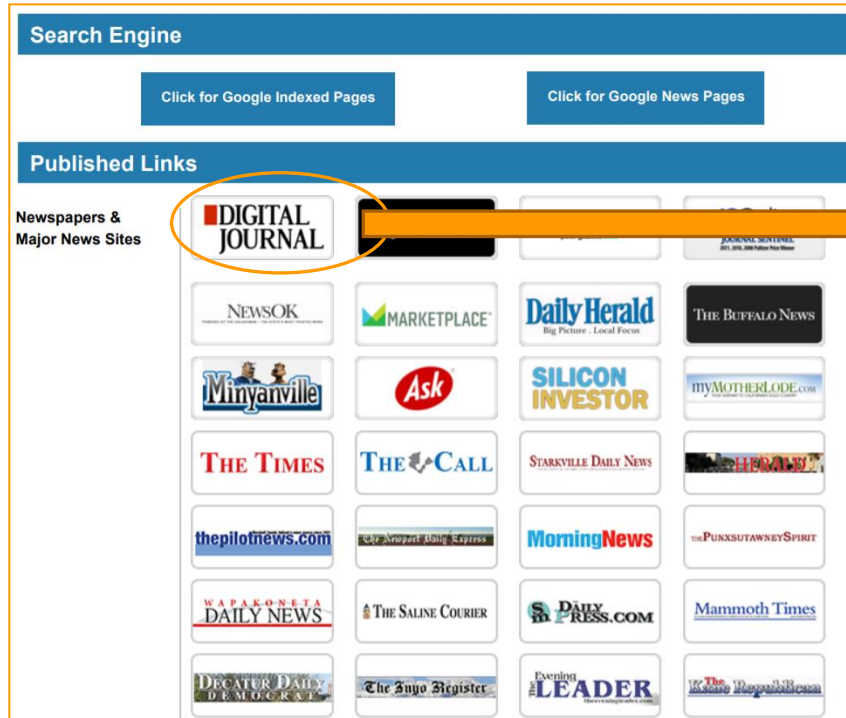
```
<meta name="title" content="Alhambra Home">
<meta name="description" content="Stepping into
Alhambra Palace is a guaranteed experience for a unique
evening of Middle Eastern / Mediterranean fine dining
paired with exotic drinks.">
<meta name="keywords" content="Alhambra, Chicago,
BellyDancer, singer, arabic, cuisine, nightlife,
restaurant, bar, salsa, live, events, middle east">
```



- Optimized the metadata title and description tags on all site pages
- Successfully migrated the hosting to a more secure Bluehost location
- Applied SSL certificate- now officially a secured site, with http://alhambrapalacechicago.com changing to https://alhambrapalacechicago.com
 - Redirected all http instances to https so as not to lose any pages or link equity
- All connections are now **secure**

These actions made the site more secure for users and more relevant and trusted by search engines keyword rankings and site traffic rose significantly within 7 days of implementation.

Press Release Distribution



Pushing out Alhambra content on search engines and national/local media outlets to obtain relevant **site traffic** and **authoritative links**.

This helped increase the number of keywords they appeared for on Google Search (e.g. **Middle Eastern restaurant Chicago**), leading to an increase in site traffic.

Social Media Enhancement



- **Optimized** their Social Media pages- primarily on Facebook and Instagram, targeted towards their desired demographic (25-54 M/F, living within 2-mile radius of the restaurant, interested in Middle Eastern Cuisine)
- Created **high-quality content** for Alhambra- including images, banners, videos, and event flyers to be distributed digitally
- **Strategically posted** this content all month for Alhambra on all their social media platforms
- Increased **post reach** and **fostered engagement** through brand awareness tactics- hashtag strategy, cross-channel posting, and influencer marketing

Our Results

Facebook Before

Low reach and
0-1
engagements

 **Alhambra Palace**
Published by Mailchimp [?] · January 20 · 🌐

Happy Networking After Work Thursdays!

THURSDAY JANUARY 23RD
 **IGMDC**
MEDIA, DEMOCRACY & CULTURE
Happy Networking After Work Thursdays!

674 People Reached 1 Engagement [Boost Post](#)

 **Alhambra Palace**
Published by DeeJay Prieto [?] · January 21 · 🌐

Last Chance to RSVP/Buy Tix for World Famous Salsa Tuesday @ Alhambra & More. (RSVP before 3pm today) Get on our RSVP list or purchase tickets online here too. Please SHARE these events with friends. To subscribe to all our events, make sure to join here on Facebook <https://www.facebook.com/events/623971511504859/> or on our main website here - <https://www.4fantasticevents.com/>



TUE, JAN 21
World Famous Salsa Tuesday – 3RMS, 4classes & More [★ Interested](#)

👤 You like Alhambra Palace

499 People Reached 0 Engagements

Facebook After

Over 1300
people reached
and 70-105
engagements
per post

Alhambra Palace
February 27 at 3:17 PM · 🌐

LIVE this Friday- our MYSTERIOSA show hosted by our world-famous Vanessa, the Brazilian belly dancer
Come enjoy the best dinner + show experience in Chicago!
RSVP today 312-666-9555



Alhambra Palace
Moroccan Restaurant

1,416 People Reached 105 Engagements

[Get Directions](#)

Alhambra Palace
February 28 at 4:49 PM · 🌐

This Saturday at the Palace- our Mysteriosa show is joined by renowned Middle Eastern singer Shadi Ranjos!! 🎤

Join us for an unforgettable dinner and show experience!! RSVP 312-666-9555



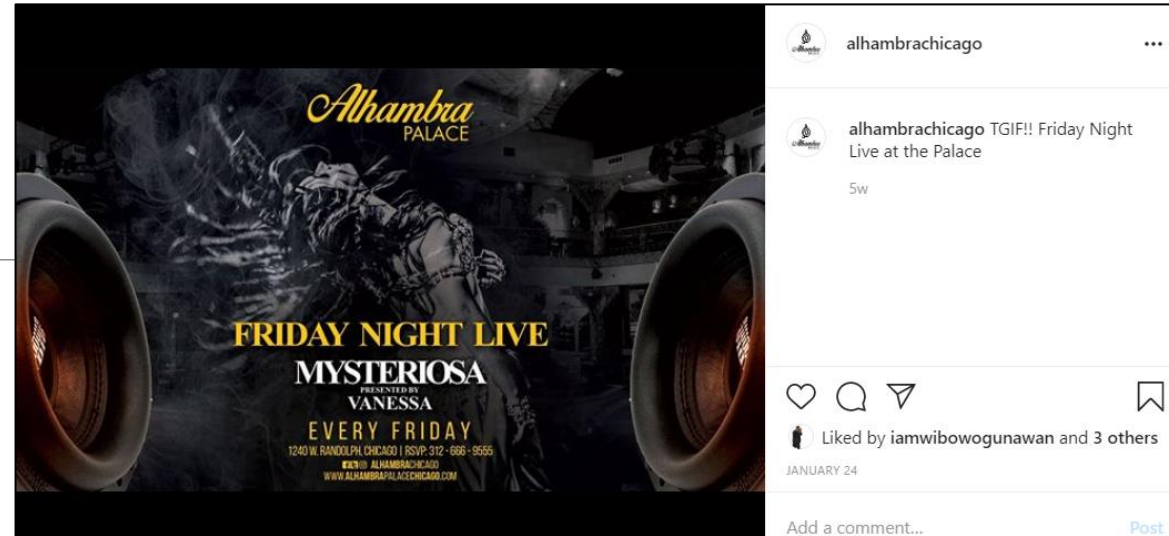
Alhambra Palace
Moroccan Restaurant

1,330 People Reached 70 Engagements

[Learn More](#)

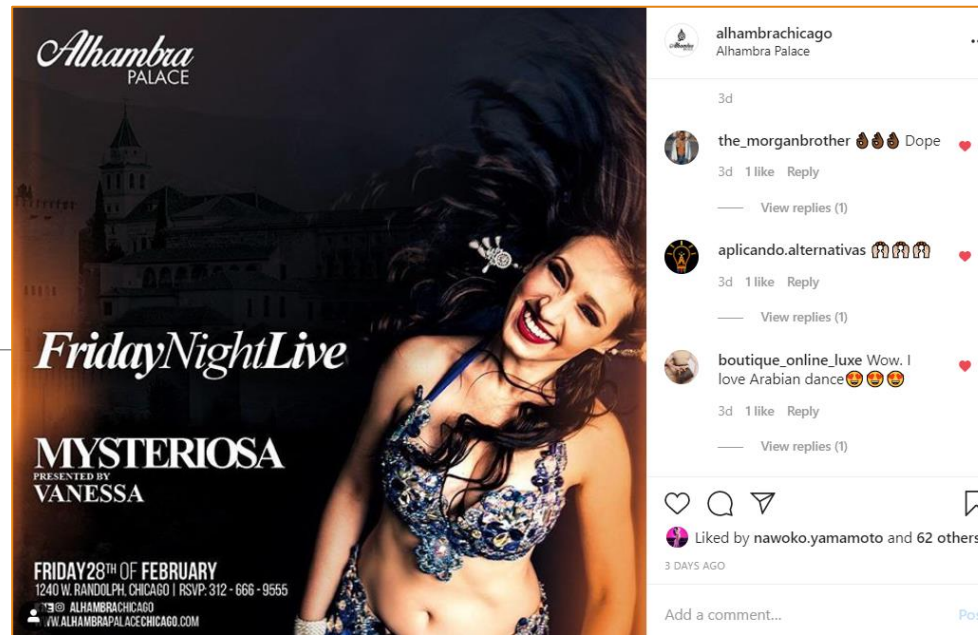
Instagram Before

Very little
engagement (3-4
likes, 0 comments
per post)



Instagram After

Extremely high engagement: 60-100 likes and 6-15 comments per post



Google Analytics – 30 Day Progress

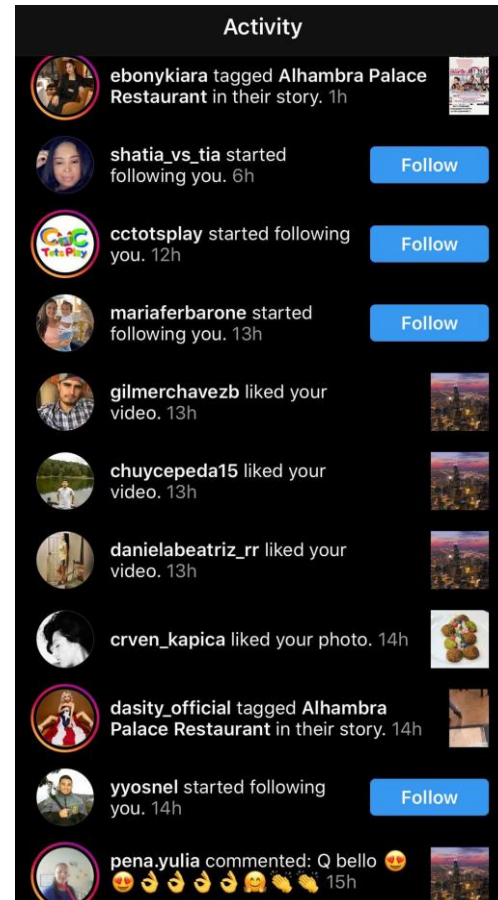
Default Channel Grouping	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	30.79% ↑ 6,868 vs 5,251	29.09% ↑ 6,629 vs 5,135	27.07% ↑ 8,567 vs 6,742
1. Direct			
Feb 1, 2020 - Feb 29, 2020	3,535 (51.31%)	3,479 (52.48%)	4,603 (53.73%)
Jan 1, 2020 - Jan 31, 2020	2,593 (48.50%)	2,542 (49.50%)	3,385 (50.21%)
% Change	36.33%	36.86%	35.98%
2. Organic Search			
Feb 1, 2020 - Feb 29, 2020	2,883 (41.85%)	2,724 (41.09%)	3,389 (39.56%)
Jan 1, 2020 - Jan 31, 2020	1,967 (36.79%)	1,843 (35.89%)	2,431 (36.06%)
% Change	46.57%	47.80%	39.41%
3. Social			
Feb 1, 2020 - Feb 29, 2020	237 (3.44%)	226 (3.41%)	250 (2.92%)
Jan 1, 2020 - Jan 31, 2020	109 (2.04%)	104 (2.03%)	117 (1.74%)
% Change	117.43%	117.31%	113.68%
4. Referral			
Feb 1, 2020 - Feb 29, 2020	234 (3.40%)	200 (3.02%)	325 (3.79%)
Jan 1, 2020 - Jan 31, 2020	677 (12.66%)	646 (12.58%)	809 (12.00%)
% Change	-65.44%	-69.04%	-59.83%

- User site traffic increased **31%** month-over-month
- Percentage of New site visitors increased **29%**
- Number of overall site sessions increased **27%**

Note:

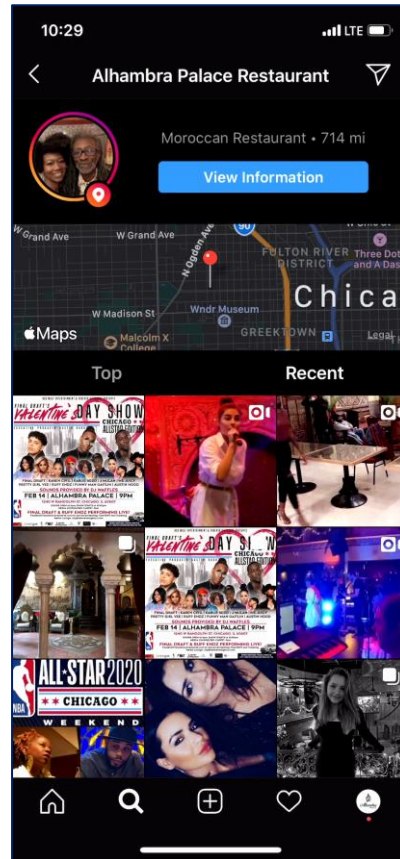
- Biggest traffic gains came from Direct, Organic Search, and Social channels

From Site Traffic to Foot Traffic



36% increase in check-ins into
Alhambra month-over-month,
particularly on Thursday-Sundays

From Site Traffic to Foot Traffic (contd.)



Significant increase in **engagement** and **check-ins** to Alhambra month-over-month

39% increase in videos tagging Alhambra, showing an increase in foot traffic and customer engagement (and free publicity too!)

Press play here!



We hope..

You enjoyed our free guide!

Any questions, or need additional help?

Feel free to contact us at info@dfpmarketing.com
or visit www.dfpmarketing.com/hospitality

We wish your restaurant the best of luck!

-DFP Hospitality Team

Thank you.

Digital Footprint Marketing | Hospitality Solutions
www.dfpmarketing.com/hospitality

