

# Making a Website Work for Your Business



## Food, Glorious Food

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The days are long gone when it was sufficient just to have a website to promote your business to the buying public. Today, just about every website is jostling for position on the all-important Google rankings. So what can be done to make a website work?

### <title> Introduction </title>

Some 4 months ago we were asked to produce a website for a local restaurant in the Paphos tourist area. We knew immediately that whilst we could provide the client with an eye-catching site that would enhance their business, it is always more difficult to ensure that the site was receiving the exposure it needed to ensure the business benefited not just from people visiting the site, but most importantly to maximise bookings and increase their business.

Our Stepping Stones strategy described below illustrates how, in just under 8 weeks, the restaurant was enjoying increased business and receiving bookings via email, not just locally but from overseas, one of which being a party of 34 people. This strategy will, of course, continue to ensure the restaurant's continued success.

### <title> Stepping Stones </title> <subh2> Step One </h2>

Our first step was to capitalise on the TripAdvisor Certificate of Excellence the restaurant had been awarded for 2014 and

featured it prominently on the website. We also advised the client to display the certificate prominently in the restaurant.



TripAdvisor has become the 'go to' reference source for millions of people throughout the world for unbiased (mostly!) reviews on holiday accommodation, sight seeing etc and, of course, restaurants.

The comprehensive stats analysis we have linked to our client's website confirms that diners use TripAdvisor regularly to check out reviews BEFORE visiting a restaurant's website. Therefore it was vital to update the restaurant's out of date TripAdvisor details; description, hours of opening, contact details, website, style of cuisine etc.

It was also essential to respond to all the reviews the restaurant received thus promoting loyalty to existing customers and demonstrating to would-be customers that the restaurant cares about its clientele.

## <subh2> Step Two </h2>

Our second step was to examine the restaurant's social media output.



Unfortunately, over the years well-meaning friends of the restaurant owners had set up multiple Facebook pages for the restaurant which, although dormant, were popping up on Google searches. This was to the detriment of the restaurant as out of date or empty Facebook pages give a very bad impression and could suggest that the restaurant is run the same way - lazily! It is better to have no Facebook page at all than one or, in this case, several that serve no purpose other than to give the wrong impression.

Since the people who set up these pages were no longer contactable, the option to ask them to remove the pages did not exist. Therefore, we created a new Facebook presence for the restaurant to force the other Facebook pages down and, eventually, off the Google rankings. By creating a vibrant, informative, regularly updated Facebook page this was, in part, very quickly achieved. However, to speed things up and increase the restaurant's presence in the Facebook community it was also necessary to generate more 'Likes' for the page. There are 3 ways to do this:

1. Asking friends and acquaintances to Like the page. This is a bit of a hit and miss affair and can take a long time.

2. Buy Likes from any one of the multitude of online companies selling them. We do NOT recommend this and nor do we ever use it. If Facebook become aware of this, then they could ban the page causing a lot of damage to the marketing strategy. Also, the so-called Likes frequently have a very dubious origin.

3. Promote the page legally through Facebook. The cost can be surprisingly low to secure genuine Likes from the countries that need to be targeted. Posts can also be promoted legally through Facebook to gain both Likes and, hopefully, more business.

Therefore, we used the third option for our client to promote the page throughout Cyprus, the UK, Sweden and Denmark and Greece. This resulted in a great deal of positive activity and, to date, has yielded more than 250 genuine Likes.

## <subh2> Step Three </h2>

Although the website was attracting an acceptable amount of visitors and improving its position on Google's organic rankings, we believed that given the time of year it was essential to improve its Google exposure and thus maximise the client's chances of increasing business throughout the all-important holiday season. To this end we decided to run a Google Ad Campaign.



Google Ad Campaigns can be both very costly and ineffective for those who are inexperienced in managing them, but managed correctly they can be both inexpensive and very

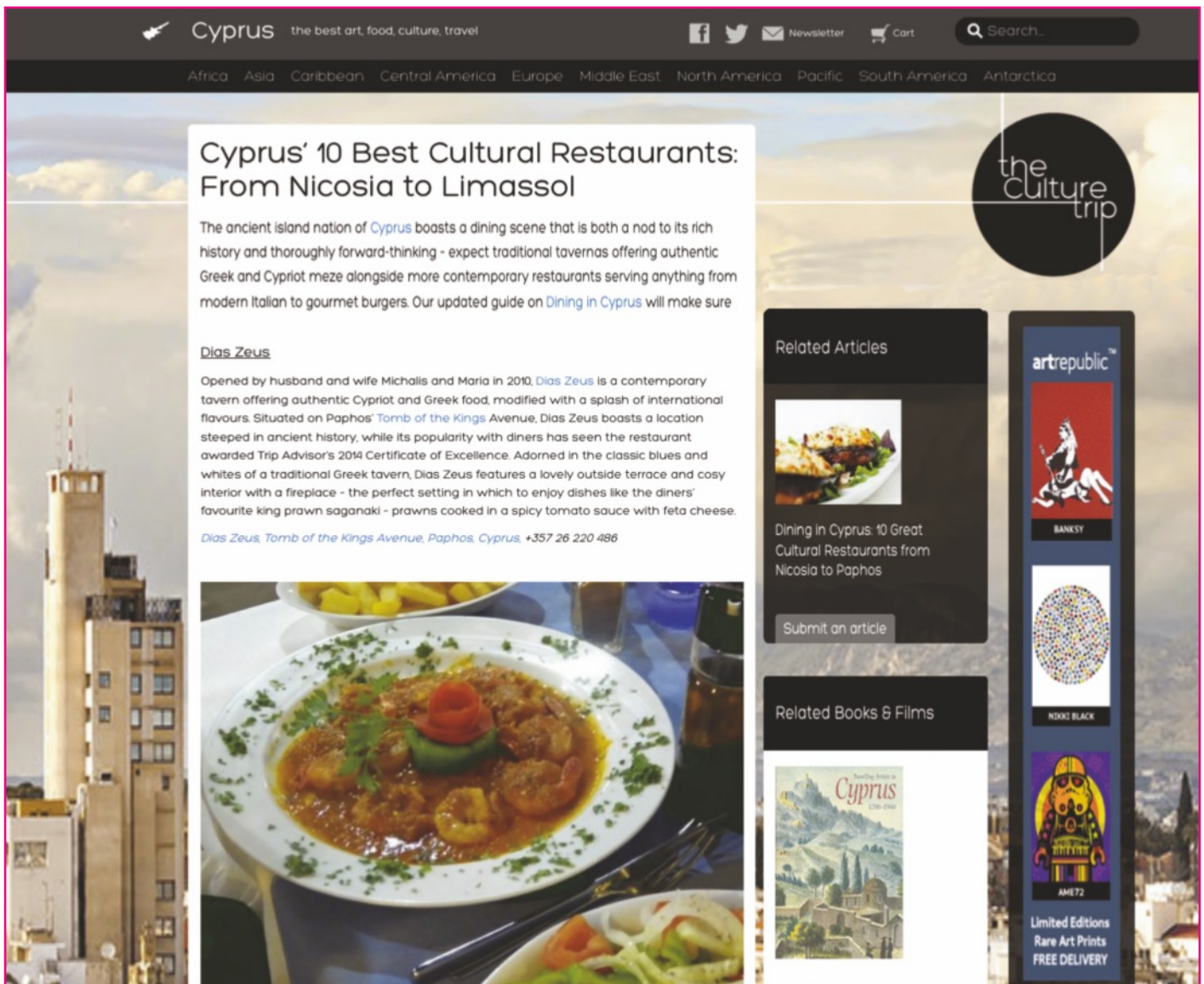


productive. By careful research and management across key word selection, bidding strategies, country selection etc we were able to run a very successful campaign at a fraction of the cost of, for example, a newspaper advertisement. By ensuring that the Google Ad Campaign was targeted at the right audiences we greatly increased the conversion rate.

The advert featured regularly on the various, selected Google extensions (.co.uk, .com.cy etc) and, of course, was seen on many directory sites devoted to eating out, such as Cyprus Eating etc.

However, although basic SEO gives a site a reasonable start, it is not enough to ensure a site rises to a 1st page position on Google. In order to achieve this, extensive SEO should be put in place and a business featured on other Google enhancements. Whilst Google enhancements can be put in place almost immediately, it is a good idea to let a site 'settle down' for 3 to 4, or even 6 months before embarking on detailed SEO. The reason for this is to give sufficient time to research and examine results already in place.

Our policy is to improve on what we already have in place in a cost effective manner for the client.



## <subh2> A Future Stepping Stone </h2>

To give a website the best possible chance in Google's organic rankings, SEO (Search Engine Optimisation) plays a significant role and we ensure that all our sites are equipped with basic SEO before they are published.

## <subh2> Social Interaction </h2>

As the owners of the restaurant do not have English as their first language we run day-to-day posting on the Social Media sites associated with the business to ensure that there is a constant flow of fresh content to maintain

engagement with their customers, as well as maintaining a high profile within their market sector, leaving them free to run the business and adjust to market conditions and other factors that may effect their businesses success.

## <title> Do Good Things and Good Things can Happen </title>

Within 3 months of us building and promoting the Dias Zeus website 'The Culture Trip Website' had ranked Dias Zeus in their "Top Ten" Restaurants in the whole of Cyprus. Dias Zeus was one of only two in Paphos to receive this accolade.

The Culture Trip showcases the best of art, culture, food and travel for every country in the world.



## <subh2> Great, but what about. . . </h2>

### <subh2> Bums on Seats </h2>

Bookings are coming in from overseas prior to people visiting Cyprus, these bookings are based on people's perception of the restaurant from what they have seen on the website.

They range from a party of over 30 people from Israel. Two party bookings of 12 in each party from the UK, as well as normal booking for twos and fours.

### <subh2> Local covers served </h2>

Local bookings are also up since our involvement with the restaurant, 'Covers Served' have increased every week in comparison the same weeks in previous years.

*All this in a time that is generally considered to be difficult for the hospitality sector.*

## <title> What makes us different? </title>

We specialise in delivering professional, online marketing and PR services to restaurants.

With over 20 years' experience in building websites, online marketing and PR, you can be confident that we will deliver a first class service.

We don't just create websites, we ensure that everyone knows how great your restaurant is with our Essential Ingredients marketing package.

### <subh2> Essential Ingredients </h2>

We use a perfect blend of the finest marketing ingredients that will create a recipe that can take your restaurant to the next level.

### <subh2> Website </h2>

Your website is invariably the first introduction to your restaurant so you want to look your best. We will create a professionally designed, 4 page website with stunning imagery and content to ensure you do!

### <subh2> Social Media </h2>

Facebook and TripAdvisor are crucial to the success of the visually exciting hospitality business. They help you reach out to a wide audience making more people aware of your superb restaurant.

### <subh2> E-Publication </h2>

A beautiful online brochure to showcase your restaurant and menu. Or perfect for the event market, showcasing a stunning sample of your areas of specialism.



To find out more about how we can help your business  
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