

Atlanta Bread Company

3 OWL | SINGLE PLATFORM CASE STUDY

3 OWL

 **singleplatform**

Atlanta Bread Company's Challenge

How Atlanta Bread Company Tripled Local Discovery in Three Months

When 3 Owl integrated Atlanta Bread Company's digital services using SinglePlatform and WP Engine, local store webpage traffic increased by 300%.



Diners searching Google, Yelp, TripAdvisor, and Facebook for sandwiches, soups, and other fast casual bakery cafe items weren't discovering their local Atlanta Bread Company in search results. Store location landing pages weren't ranking well in Search Engine Results Pages (SERPs) or map sites and weren't attracting enough traffic from customers with dining intent. Other restaurants were beating them out in local discovery, and, even when potential diners discovered Atlanta Bread online, they weren't finding the current menu information they needed to choose the restaurant.

Atlanta Bread understands that online discovery and their digital experience were critical to driving consumer visits. They had invested in website optimization and signed up for several services to manage their email marketing, social media, online ordering,

menu data, online reputation, point-of-sale, loyalty programs, and more.

But their many digital systems had no integration; they simply weren't talking to one another. For their branding and communications team, managing and coordinating all these disconnected services was labor-intensive and needlessly complex. Inconsistent messaging was unavoidable. Marketing and sales data were difficult to compile and impossible to translate into real-time actionable intelligence.

The marketing team had to fall back on less time-consuming but also less targeted tactics, many of which contributed to their poor local online discovery. They needed a better platform, a digital experience that would equip them to connect with local customers ready for a meal. They turned to 3 Owl for help.

Restaurants' online local menus are one of their most valuable digital assets. With how many online ordering options there are, restaurant brands are focusing on customers ordering directly from their platform. 3 Owl really moved the needle on local page traffic by helping us implement consistent and accurate menus paired with our branding.

– Kim Jensen Pitts
Atlanta Bread Company, CMO

3 Owl's Solution

DISCOVERY AND STRATEGY

3 Owl began by learning Atlanta Bread's business and operations, analyzing their sales data and marketing analytics, and auditing their local landing pages and digital services.

We found numerous issues on their local store webpages that were hurting SEO and SERP:

- Menus were only available as PDF downloads. The menu information was often outdated and did not contribute to SEO.
- URLs were not optimized for local search.
- Too much content was repeated on all local store landing pages, diminishing its SEO value.
- Restaurant information was not tagged correctly for search engine comprehension.

The fixes for these problems were relatively straightforward but would be labor-intensive on Atlanta Bread's

existing digital platform, both initially and for all ongoing brand maintenance and growth. Maintaining current menu data in SEO-enhancing HTML, properly tagged, was a particularly overwhelming problem.

Most of Atlanta Bread's locations are independently owned franchises that each set their own daily menus within the broad parameters of the franchise agreement. Entire menu sections, such as flatbreads, might be available at one

location and not at another, depending on local tastes. And each location has its own soups that rotate daily.

This local menu discretion allows franchisees to better serve the dining preferences of their customers. But managing 25 distinct local online menus that changed on a daily basis was a near-impossible task. Add in updating menu information across all discovery sites, and it seemed insurmountable.

Coming from the digital agency world, I am impressed with 3 Owl's work. They are equally interested in design, utility, and discoverability. We like to show their websites to our other clients as examples of how to improve their own website and take control over the consumer experience while also improving their restaurant's business performance.

— Josh Glantz

SVP and General Manager of SinglePlatform

SWITCHING TO SINGLEPLATFORM

Once we completed our audit of Atlanta Bread's current tech stack and needs, we assessed where improvements could be made. One of our key recommendations was to migrate menu data management to SinglePlatform, which keeps menus current across restaurant websites, apps, maps, social networks, and search engines.

"Restaurant operators are the source of truth for their restaurant data," says Rev Ciancio, SinglePlatform's Head of

near me" is the second most popular, and "food-based searches make up four of the top five positions in all unbranded 'near me' queries."³

A recent study commissioned by Acquisio found that "more than 75% of local-intent mobile searches result in offline store visits within 24 hours... These are high intent, highly converting queries."⁴

"If you're a restaurant and you don't put your menu content where

DEVELOPMENT AND DESIGN

With a strategy for integration and optimization finalized and approved, we got to work designing and developing the tools to make it real.

INTEGRATING THE SINGLEPLATFORM API

SinglePlatform offers three ways for restaurants to include current menu information on their websites, including an embeddable widget, a template website builder, and a robust API. Given Atlanta Bread's ambitions, the SinglePlatform API was the clear choice, giving us the features and flexibility we needed.

"The API allows for complete configuration," says Glantz. "And all of the SEO value accrues to the client's website. That's a terrific opportunity for any restaurant owner, especially multi-location brands."

To best serve Atlanta Bread's marketing and business goals, we needed to fully integrate their menu

¹ "Menu Metrics: The Importance of Having Your Mother's Day Restaurant Menu Online," Open Table, May 2, 2018. Retrieved November 20, 2019 from <https://openforbusiness.opentable.com/tips/marketing/menu-metrics-the-importance-of-having-your-mothers-day-restaurant-menu-online/>

² "Search Engine Ranks Matter," BrandRep. Retrieved November 20, 2019 from <https://www.brandrep.com/local-seo>

³ "Why Restaurants Need to Optimize for 'Near Me' Searches," Brad Fagan, Modern Restaurant Management. Retrieved November 20, 2019 from <https://www.modernrestaurantmanagement.com/why-restaurants-need-to-optimize-for-near-me-searches/>

⁴ "SEM: From Loss-Leader to Profit-Driver," Greg Sterling, Local Search Association, p. 3. Retrieved November 20, 2019 from <https://www.acquisio.com/resources/ebook/sem-loss-leader-profit-driver/>

We're excited to see all of our menus displayed accurately and beautifully on our local pages. It's saved us hours operational and we've seen a big lift in local page traffic, conversion rates and sales.

– Smyrna Location Franchisee

Hospitality Marketing, "and they should be managing that information wherever consumers are looking for it. But because consumers discover restaurants all over the place, it's really difficult to update ALL of it, especially at scale or with a multi-unit business."

Yet we knew that potential customers increasingly rely on accurate online menus to make their dining decisions. A 2018 survey by OpenTable found that "93% of people view menus online prior to dining out."¹ And "49% of people perform local searches without a specific place in mind."²

A recent article in Modern Restaurant Management reported that, "'Restaurants near me' is by far the most popular 'near me' search query." "Food

consumers are searching -- Google, Yelp, TripAdvisor -- people won't know what you serve," says Josh Glantz, SVP and General Manager of SinglePlatform. "And if the restaurant down the street has their menu available, it's more likely that the consumer is going to go there."

If current menu items for each Atlanta Bread location were either unavailable or inaccurate, restaurants could lose initial or repeat business. SinglePlatform offered a solution that would give customers the accurate information they needed without the backend hassle for the company's marketing and communications team.

Atlanta Bread agreed with our recommendation, so we integrated SinglePlatform into our master strategy.

data and metadata into the Atlanta Bread digital experience platform (DXP). For diners and search engines alike, menu items had to read as native to the website. But given the constantly changing menus, custom coding wasn't an option. Integration had to be automated.

3 Owl systems architect Christian Dumitru scoped out and led development of a custom PHP backend that regularly queries the SinglePlatform API, pipes the latest data and metadata into the Atlanta Bread DXP, then updates the local pages. Our atomic design system dynamically redesigns each page for brand consistency, and automated best-practice HTML markup optimizes local SEO.

In addition to menu items and sections, the SinglePlatform API provides localized information including:

- Address, phone number, and local Facebook page
- Hours of operation
- Whether the location offers catering
- Whether the location offers online ordering
- Third-party delivery services that serve this location

All location information is updated on the website automatically by a daily cron job. Even the downloadable PDF menu for each location is updated automatically, pulling in data from SinglePlatform so the menu is always current.

"3 Owl has taken the data available through the API and customized it, says Ciancio, "made it visually exciting and yet still functional."

SCHEMA MARKUP

Schema markup has become one of the most important best practices for local SEO, but it can be labor-intensive to produce. Created through a collaboration among Google, Bing, Yahoo, and other major search engines, the schema.org standard "helps search engines understand the information on web pages and provide richer search results."⁵

For restaurants, this means search engines can more readily recognize that a page represents a location of a restaurant, then process information such as the address, phone number, and operating hours. Search results can then provide such information right on the results page.

The schema.org standard also specifies a `hasMenu` property for restaurants, and it can simply provide a link to a menu page. However, there's more SEO value to encoding all menu section and menu item data as properties of the schema `Menu` type.

For a daily changing menu with hundreds of options, the latter approach would be prohibitively time-consuming to update manually. So we developed a PHP script to automate the process. The daily cron job now takes the latest SinglePlatform menu data and transforms it into schema markup, then updates this on the local pages, providing structure and emphasis for search engines. So if, say, a diner in Northglenn, Colorado is looking for tomato soup to warm them up on a brisk afternoon, they'll be more likely to discover that their local Atlanta Bread has Tomato & Cheese Soup on the menu that day.

```
"@type": "MenuSection",
"name": "Sandwiches",
"description": "Every sandwich
is made to order with our
daily fresh baked breads.
From our timeless classics
to changing seasonal
options, we put a lot of
thought and love into what
goes between
our famous bread.",
"hasMenuSection": [ (
"@type": "MenuSection",
"name": "Signature",
"hasMenuItem": [ (
"@type": "MenuItem",
"name": "Chicken Waldorf",
"description": "chicken, dried
cranberries, fresh apples,
walnuts, served on multi-
grain cranberry",
"nutrition": {
"@type":
"NutritionInformation",
"calories": "760 calories"
```

Custom code snippets from PHP script

"It's an amazing way to wrangle that data in a way that serves both the business needs and the needs of the consumer," says Ciancio.

IMPLEMENTATION

After extensive QA testing, we did a one-time import of SinglePlatform IDs of all the locations. All 25 local pages (including schema markup, menu and location data, page meta descriptions, and search-friendly URLs) were created within minutes.

⁵ "About Schema.org." Schema. Retrieved November 20, 2019 from <https://schema.org/docs/faq.html#o>

SinglePlatform's API allowed our team to have the flexibility of rich data that we could port into our WordPress database. This enabled us to apply schema markup to all of the data, use crons to query SinglePlatform's database create, an HTML structure based on their data.

– Cristian Dumitru
Web Development Manager

Atlanta Bread Company's Results

Two months after launch, visits to local pages on the new site were up 126% and average time on page had more than doubled from 51 seconds to 2:11. This despite the fact that the redevelopment had created new (SEO-optimized) URLs for the local pages, and even though search engines were still indexing the old URLs as well.

Three months after launch, visits to local pages were up 300% and key local search terms (like “sandwiches” in a specific zip code) went from not appearing on Google to third in ranking, trailing only Yelp.

Four months after launch, those same local search terms ranked first, surpassing even Yelp.

Location and menu information on the Atlanta Bread website is always current, and it is recognized by search and discovery sites as canonical. Third-party delivery sites also have accurate information for all local restaurants.

And because the current local menus



