

SEO & SMM CASE STUDY

*From Redesign to Results:
A full digital makeover with SEO + Social Media Ads for
a local diner in Rochester.*

Client: East Ridge Diner and Steak House

Website URL: eastridgedinerandsteakhouse.com

Company Overview

East Ridge Diner and Steak House is a locally owned and operated family diner in Rochester, NY, known for its diverse menu featuring breakfast, lunch, and dinner. Chris and Flora are the enthusiastic new owners of East Ridge Diner and Steak House, bringing exciting improvements to the restaurant.



In 2024, East Ridge Diner and Steak House came under new ownership. The new owners understood that to take the business to new heights and attract more local customers and reservations, they needed a modern website and a comprehensive digital marketing strategy. That's where webWAH! came in. The client partnered with webWAH! to promote the restaurant through SEO and social media marketing (Facebook and Instagram).

Challenges:

Before starting the SEO & SMM program, the client faced multiple online visibility issues:

- The business had no website and online visibility.
- The business was not ranking for important local keywords like "Best Diner Irondequoit NY", "Lunch Diner Irondequoit NY" etc.
- Online orders and reservation inquiries were not there.
- Google Business Profile had limited reach and low customer interactions.
- The diner had no presence on social platforms and lacked brand consistency.

Solution:

webWAH! launched a comprehensive digital transformation that included:

- Designing a modern, SEO-friendly, and mobile-optimized website.
- Immediately following the website launch, we initiated SEO and SMM marketing strategies.
- Optimizing all web pages and meta tags according to the latest SEO guidelines.
- Enhancing location-based SEO for surrounding suburbs and neighborhoods in Rochester, NY.
- Designed engaging creatives and short videos showcasing the diner experience, increasing visual appeal and storytelling.
- Used local hashtags and boosted posts to grow the page reach and improve engagement rates.

The Results

webWAH! helped drive more people to East Ridge Diner’s website and social media pages. Our work helped bring in more local customers, boosted calls and messages, and made the diner more visible online.

The results went beyond what the owners expected. The restaurant started getting more foot traffic, more bookings, and more people talking about it online.

We achieved the following results in just 6 months:

S.No	Before SEO	After SEO
1.	No official website to represent the business online.	Created a unique, appealing, and search engine friendly website.
2.	Did not rank for any keywords in search results.	Ranks on Google for over 30+ keywords.
3.	No online presence in their serving areas.	Now ranking in neighborhood location as well.
4.	No traffic or engagement from search engines.	Receiving avg. 1500+ visits per month.
5.	No brand awareness among local customers.	Social media pages (Facebook & Instagram) are now active and driving awareness, traffic, and engagement.

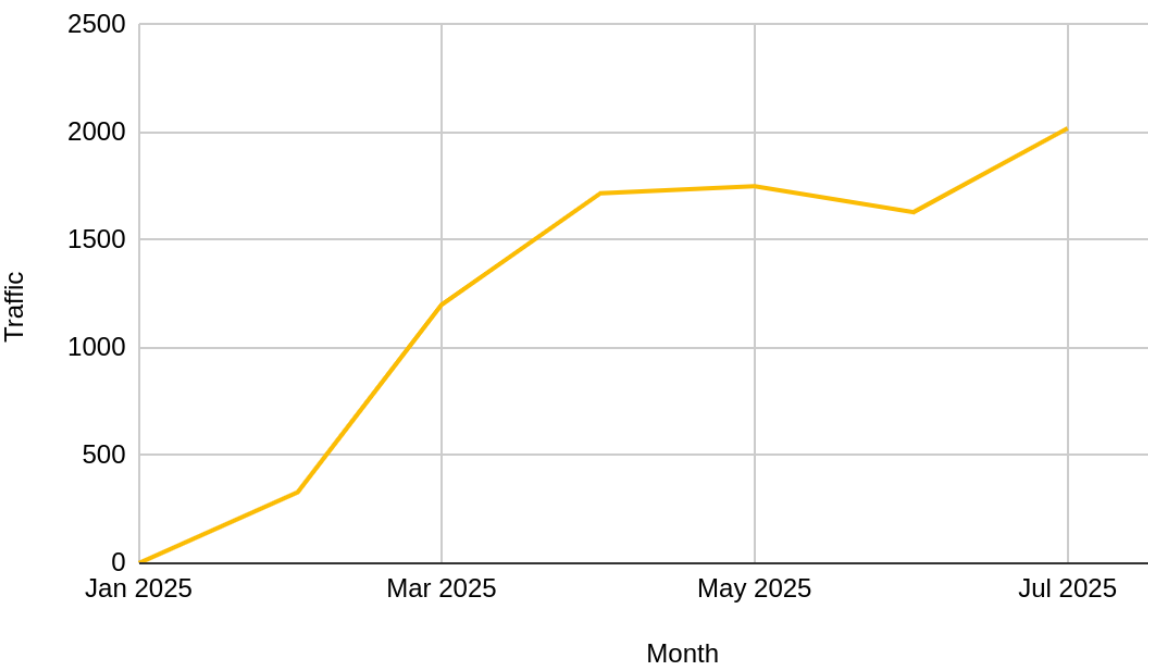
KEYWORDS RANKING INCREASED

Keyword	Before SEO	Ranking
Diner in Irondequoit NY	Not In Top 100	B, 1
Lunch Diner Irondequoit NY	Not In Top 100	C, 1
Diner Irondequoit NY	Not In Top 100	C, 1
All Day Breakfast Diner Irondequoit NY	Not In Top 100	C, 1
Breakfast Diner Irondequoit NY	Not In Top 100	C, 1
Dinner Irondequoit NY	Not In Top 100	2
Best Diner in Irondequoit NY	Not In Top 100	3
Diner Near Me	Not In Top 100	3
Diners Near Me	Not In Top 100	3
Dinner to Go Irondequoit NY	Not In Top 100	3
All Day Breakfast Restaurant Irondequoit NY	Not In Top 100	4
Breakfast Irondequoit NY	Not In Top 100	4
Dinner Takeout Irondequoit NY	Not In Top 100	4
Lunch Specials Irondequoit NY	Not In Top 100	4
Breakfast Takeout Irondequoit NY	Not In Top 100	4
Dinner Specials Irondequoit NY	Not In Top 100	4
Full Menu Takeout Irondequoit NY	Not In Top 100	4
Lunch Irondequoit NY	Not In Top 100	5
Lunch Takeout Irondequoit NY	Not In Top 100	6
Diner Rochester NY	Not In Top 100	7
Breakfast to Go Irondequoit NY	Not In Top 100	8
Diner in Rochester NY	Not In Top 100	8
Lunch to Go Irondequoit NY	Not In Top 100	9
Lunch Diner Rochester NY	Not In Top 100	12
All Day Breakfast Diner Rochester NY	Not In Top 100	12
Best Diner in Rochester NY	Not In Top 100	20
Breakfast Diner Rochester NY	Not In Top 100	33
Diner Near Me	Not In Top 100	39

Avg. 1500+

WEBSITE VISITS PER MONTH FROM THE WEBSITE

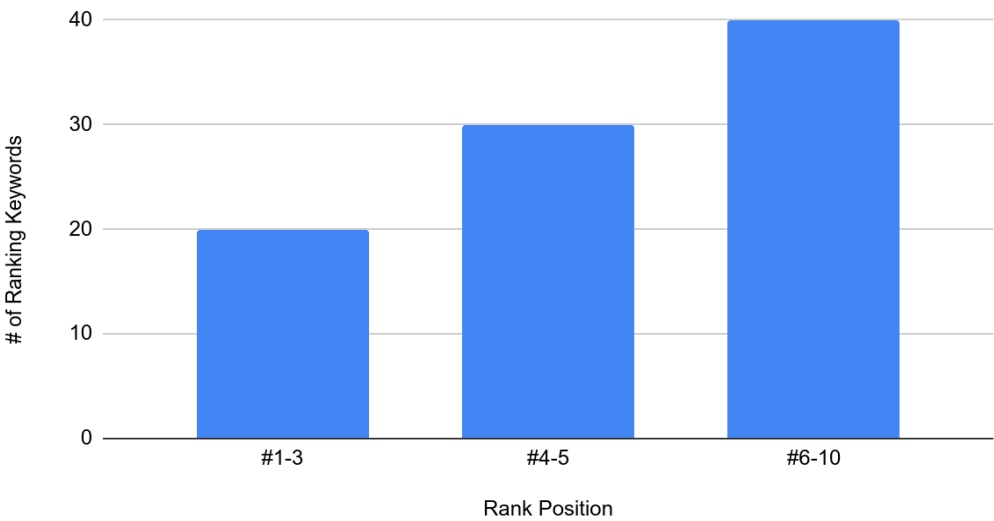
Traffic vs. Month



70%

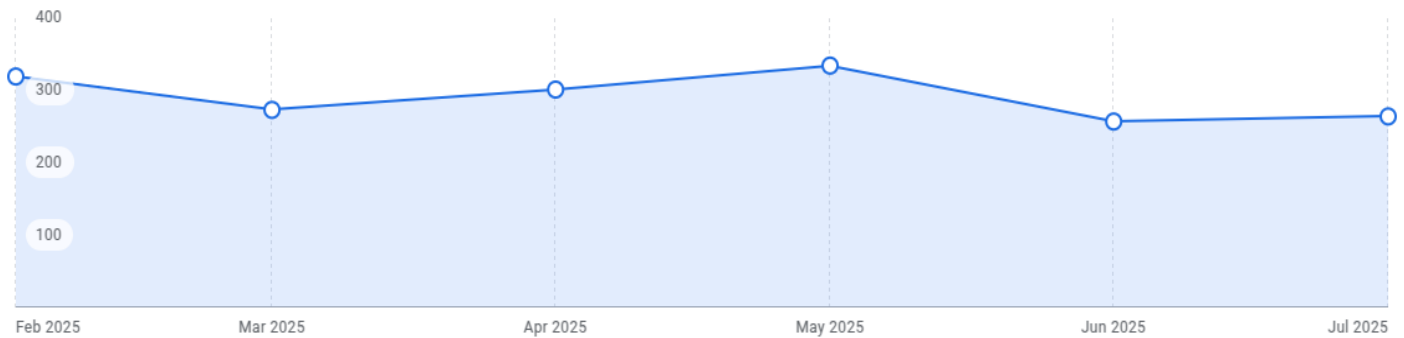
OF KEYWORDS ARE RANKING ON THE FIRST PAGE

of Ranking Keywords vs. Rank Position



Avg. 250

PHONE CALLS PER MONTH FROM GOOGLE LOCAL LISTING



Social Media Marketing

Within the first month of launching the Social Media Marketing (SMM) program, the Facebook and Instagram pages started getting more engagement, and customers began walking in. The client was happy with how things were going and now continues with monthly SMM as part of their whole digital marketing plan.

Audience Reach

Increased Post Engagement



Highlights of the SMM Program:

- Facebook and Instagram reach have **increased by 236%**.
- Consistent Engagement on every post (likes, shares, comments) with an **increase of 315.5%**.
- More People Ordered Online, with a clear **increase in clicks on the order link**.
- Local Customers Started Coming Back.
- **East Ridge Diner Became Known Online as "Upstate NY's Most Beautiful Diner."**

Testimonial From The Owner, Chris Gogos:

When I opened my business this past year, I knew I needed to have a website and presence online, but I was not sure where to start. webWAH! delivered both for me. The team at webWAH! is easy to work with and had my new website up and running in no time at all. It did take some time for the leads to start coming in, but once my SEO program was up and running for a few months, we started getting phone calls and inquiries from people telling me that they found us on Google. The sales rep also suggested we do social media marketing as well, and that program has worked great too. Our business has had great growth this year, and we spend most of our advertising budget with webWAH! They are a great business partner and easy to work with. Thank you, webWAH!

Chris Gogos - East Ridge Diner and Steak House