

Multisite Pizza Restaurant Redesigns Website To Better Compete in Local Market

Client Background



www.pizzagrindersbeer.com

Spicy Pie started as a small pizza joint in the heart of downtown Fargo, North Dakota. Spicy Pie serves their guests with New York style pizza, along with grinders and specialized menu items. Spicy Pie has since expanded and now has locations throughout North Dakota, with locations in Fargo, West Fargo, Grand Forks, and Minot.

Their Previous Website:

Spicy Pie's former website was an STP platform, and was originally built by the friend of a friend. Many small business begin their website efforts in a similar fashion and Spicy Pie was no different. This process worked in the beginning when Spicy Pie was first starting in the web-world, but wasn't efficient as they grew. It became clear they would have to do something with their website if they wanted their business to grow.

The Fargo-Moorhead market is very competitive for pizza joints, ranging from large chains and other local franchises. Spicy Pie had tons of competition online, and this fact gave them fits when trying to rank well in search, so their visitors and customers could find them when searching in Google, Yahoo and Bing. Despite their best efforts to rank high in search, Spicy Pie consistently struggled with ranking on the first 2 pages of search results.

Spicy Pie Marketing Director, Mary Brown, knew they needed to invest in a new website, one with a better mobile platform, and a website built with the best SEO in mind.

Why They Chose BNG Design:

Spicy Pie's website was completely redone by BNG Design. From page copy, to layout, to SEO, Spicy Pie wanted their new site to better enable them to put their amazing pizza products in front of their customers.



Spicy Pie now makes it easy for their customers to see their menu from their smartphones, ultimately helping Spicy Pie guests order from a click on their smartphones.

Spicy Pie also benefits from a customized monthly reporting plan, which helps Spicy Pie understand if their site is running smoothly, while making recommendations for improvements. Spicy Pie is also provided with a comprehensive report that helps focus on better SEO. Spicy Pie now consistently ranks on the first page of search results in Google, Yahoo and Bing.

The Result:

Spicy Pie loves BNG Design's customer service. Whenever they need help, BNG Design provides quick responses, helping them solve whatever website challenges that may arise. Spicy Pie receives tremendous value from the monthly SEO report sent by the BNG Design team. This report is reviewed with Mary every month, and offers insight into what Spicy Pie can do in order to easily be found by their visitors in search.

"Pizza is huge everywhere you go. It's a popular food, and popular online term, so it's hard to stay up in the ranking on the first or second page of google, and that was huge for us to be able to improve that."

**Mary Brown,
Marketing Director**

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