

Y.O. Steakhouse

"The work done by Aadiguru is commendable. Their marketing efforts have resulted in an increase in visitors to our restaurant."

- Tony

CHALLENGE

Website speed was very poor and NAP consistency was also not maintained. Due to this, the desired result was not getting.

121%

Increase in New
Visitors Increase YoY

55%

Increase in Website
Leads YoY

38%

Increase in Phone Leads
YoY



Y.O. RANCH STEAKHOUSE

CHALLENGES:

- Needed a search engine-friendly site
- Maximize visibility
- NAP consistency

SOLUTION:

- Revamped the Website
- Content Optimization
- Made NAP consistency 100%

ABOUT Y.O. RANCH STEAKHOUSE

Website: <https://www.yoranchsteakhouse.com/>

Whether dining or simply relaxing over a cocktail with friends, the Y.O. Ranch Steakhouse offers a warm, inviting atmosphere. With its 100-year-old brick arches, iron accents, and candlelit tables, the main dining room delivers an authentic steakhouse dining experience that is relaxing with a touch of elegance.

The Y.O. bar is the perfect spot for enjoying a drink before or after dinner or grabbing a quick bite. The rich, deep wood and historic black and white photos create a comfortable ambiance to enjoy the fully-stocked bar.

THE SOLUTION

Since website speed was a major issue and it was not possible to improve it in the existing website so first we suggested revamping the website. After this, we did keyword analysis and improved the on-page of the website. Along with this, we also focused on NAP consistency on third-party websites. Due to this, we started seeing improvement after the first quarter and the improvement in performance is still going on.

RESULTS

- 121% Increase in New Visitors Increase YoY
- 55% Increase in Website Leads YoY
- 38% Increase in Phone Leads YoY