



Boostly

Case Study

Fat Daddy's Pizzeria (SEO)



In just a short time, Fat Daddy's Pizzeria in Provo Utah saw powerful growth through focused Google Business Profile optimization and local SEO. Website visits from Google Maps jumped by **20%**, calls increased by **22%**, and over **64% more online food orders** came directly from Google. With **16,137 searches**, **438 direction requests**, and nearly **900 website visits**, the numbers show that a stronger local presence doesn't just look good—it drives real action (and pizza orders).

🍴 41

food orders

+64%

📞 320

calls

+22%

📍 438

people asked for
directions

+13%

🌟 889

website visits from
profile

+20%

🔍 16,137

searches

+14%

Top search terms

1 restaurants
2,504

2 food near me
1,740

3 pizza
987

Fat Daddy's Pizzeria

4.4 ★★★★★ 1,331 Google reviews · \$10–20 · Pizza restaurant ·

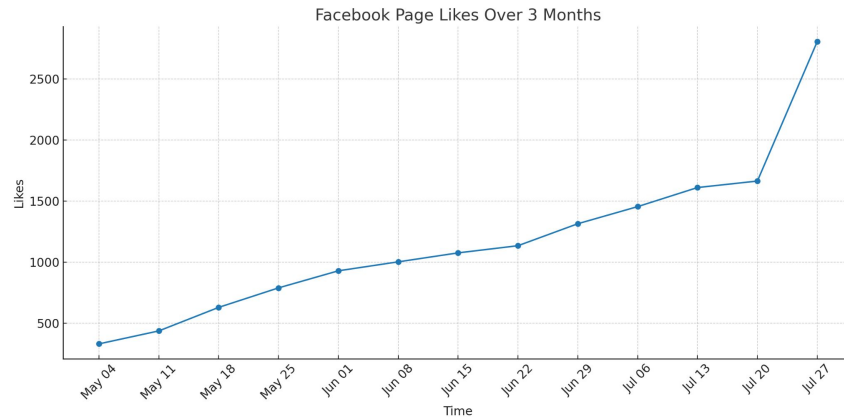


Fat Daddy's Pizzeria (Social)



From May to July, our organic social media strategy led to significant engagement and growth for Fat Daddy's Pizzeria.

- Likes increased from 330 to 2,806 — a **+750% increase**
- Comments increased from 16 to 190 — a **+1,088% increase**
- Shares skyrocketed from 10 to 1,074 — a **+10,640% increase**



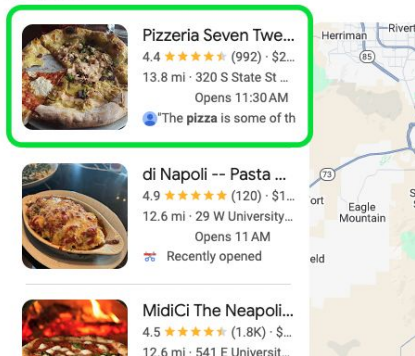
Pizzeria Seven Twelve (SEO)

PIZZERIA
SEVEN
TWELVE

Through optimized listings, regular content updates, and a focus on customer engagement, the restaurant built a strong digital presence that translated into real-world buzz. In just a short time, they amassed over 900 Google reviews, consistently ranking among the top local spots for pizza. The result? Packed tables, loyal fans, and a reputation that speaks for itself, both online and in the neighborhood.

#1 Map Result for **Pizza Near Me** and dozens of other terms!

Places



Pizzeria Seven Twelve

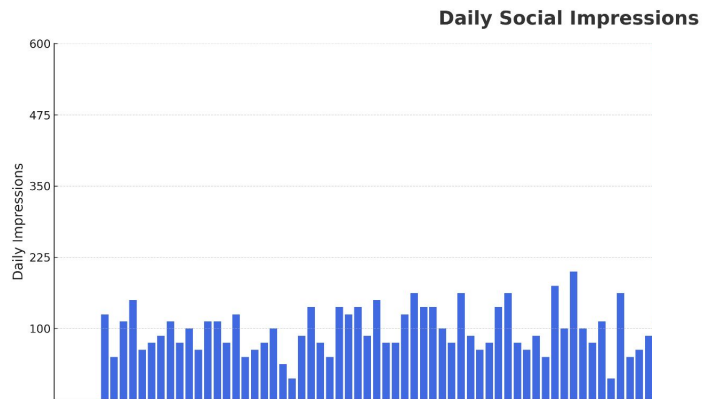
4.4 ★★★★★ 992 Google reviews · \$20–30 · Pizza restaurant ·



Social Marketing Case Study

Before:

- Minimal content strategy
- Inconsistent posting
- Low reach on social



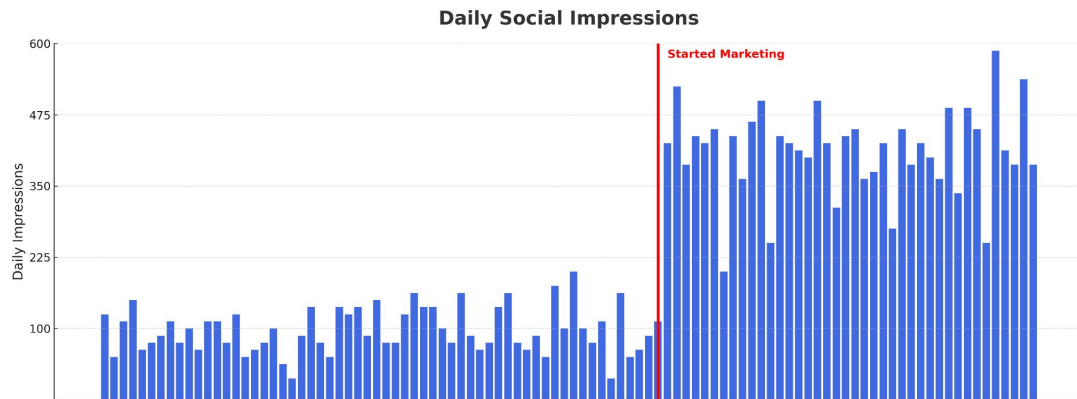
Social Marketing Case Study

Before:

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After:

- Focused Facebook & Instagram strategy
- 2–3 posts per week per platform
- Increased visibility & engagement



Results

Metric	Before	After	% Increase
Avg. Daily Impressions	296	516	↑ 72%
Avg. Reach Per Post	905	1,300+	↑ 41%

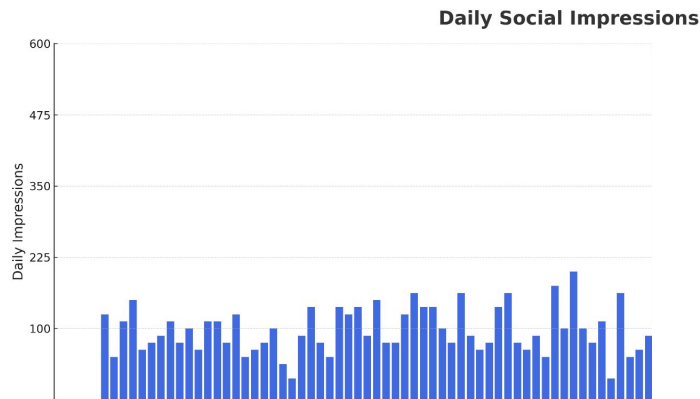
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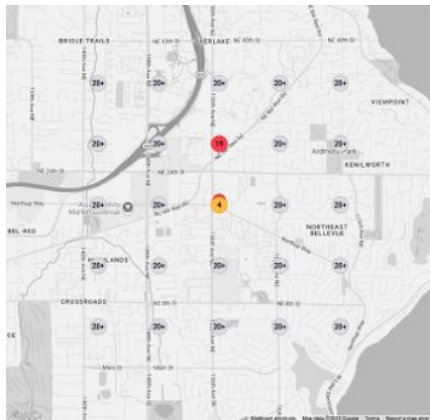
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Local Rankings

Boosting Local Visibility

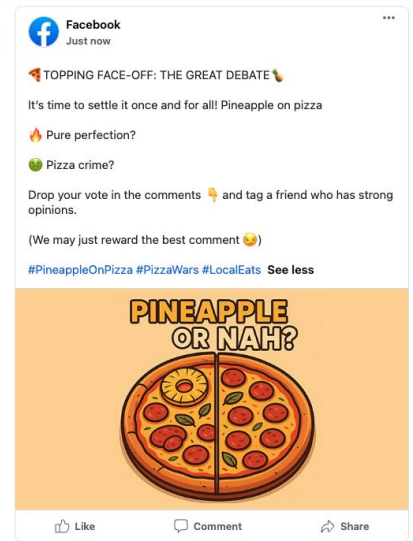
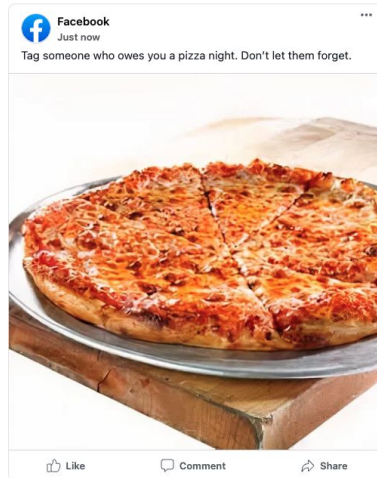
- Optimized Google Business Profile & local listings
- Drove a **50%+ traffic increase in 90 days**
- Resulted in more visits, orders, and brand interest
- Turned online searches into real-world customers



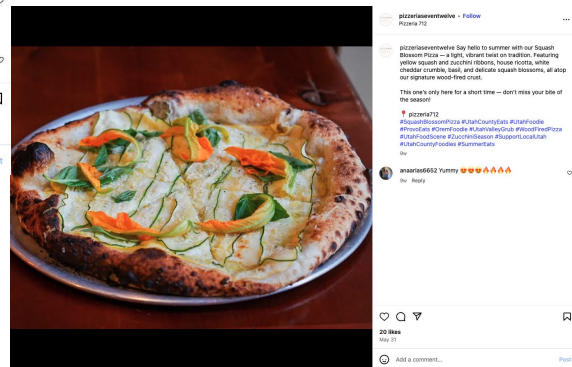
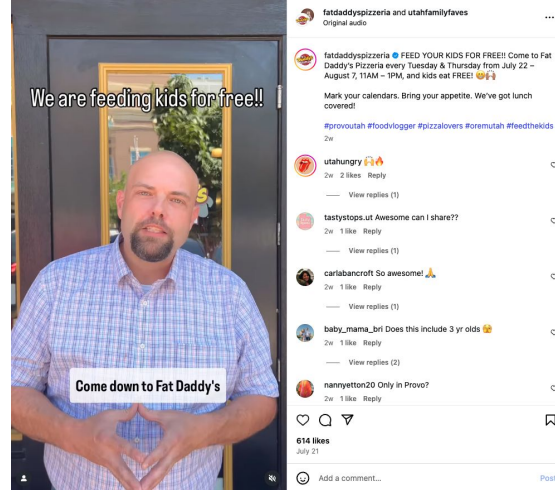
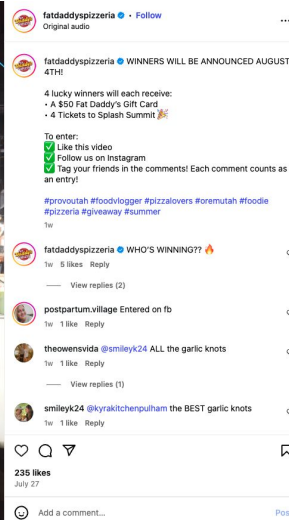
Social Post Examples

Social Media Goals

- Showcase the restaurant's personality to connect with guests
- Build trust by highlighting food, staff, vibe, and experiences
- Keep the brand top of mind with consistent, engaging content
- Turn casual scrollers into loyal, repeat customers by showing what makes the restaurant worth visiting



Social Post Examples



Review Response Examples

- Quickly reply to every review with thoughtful, on-brand messages
- Show customers they're heard and valued
- Strengthen online reputation & trust
- Send positive signals to search engines to boost visibility

 Fred Goldstein ★★★★★ Aug 02

Fast turn around on our order. Friendly staff! Our pizza was great! The specialty dessert pizza was the hit of our party.

 1 [Hide reply](#)

Capuano's Pizza House Aug 05 



We're so grateful for your kind words! It's fantastic to know that you enjoyed our pizzas, especially the dessert option! Our team strives to provide a speedy and friendly service. Can't wait to welcome you back to Capuano's Pizza House for more good times!


 Replied by AI

Review Response Examples

 Janet Owen ★★★★★ Jul 30

First time trying. Pizza was great. Lots of bacon and mushrooms. This will be our hometown favorite.

 1 [Hide reply](#)

Capuano's Pizza House Jul 30 

Awesome! Thanks so much for coming in. We are so glad you loved your pizza. We look forward to seeing you again soon!!

 Zachary Smith (Guitargeek09) ★★★★★ Aug 05

Excellent tasting pizza, cooked perfectly and the best pizza I've had in Tennessee. Service is good.

 1 [Hide reply](#)

Fox's Pizza Den Aug 05 

Hello there, Zachary! 😊 We're overjoyed to hear you loved our pizza - the best in Tennessee, wow! It warms our hearts knowing you had a good service experience as well. We can't wait to welcome you back at Fox's Pizza Den for more delicious moments!

 Replied by AI