

## Case Study 14

# Shared Restaurant Solutions (Restaurant Consultancy, USA)

URL: [sharedrestaurantsolutions.com](https://sharedrestaurantsolutions.com) [sharedrestaurantsolutions.com](https://sharedrestaurantsolutions.com)

**Industry:** Restaurant Consultancy  
**Engagement Length:** 24 months (completed)

### Challenge

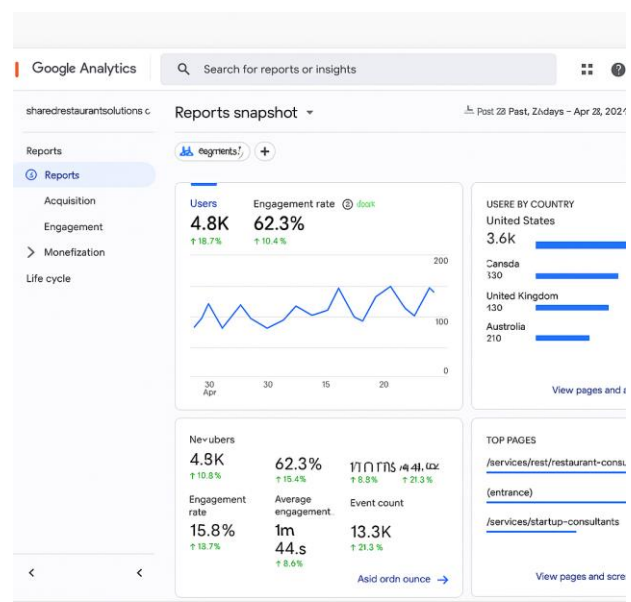
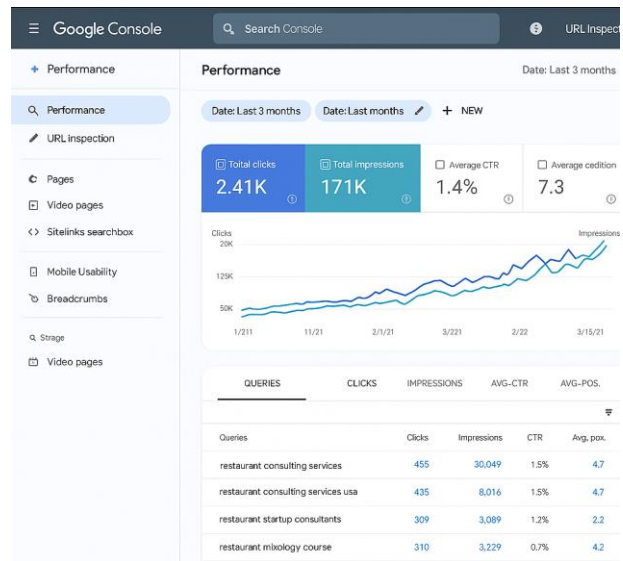
The consultancy launched at the tail-end of Covid and had to win restaurant operators’ trust fast—but competitors dominated page-one for “restaurant consulting services” and related terms.

### What We Did

- Built a crisp, trust-building site with sector-specific LocalBusiness and Service schema.
- Published in-depth guides on “post-Covid restaurant cost management” and “menu engineering”—topics underserved by rivals.
- Created separate service pages for Human Capital, Hospitality Management, Startup Services and more, each targeting its own keyword cluster.
- Standardised NAP details across 60 hospitality directories to boost local relevance.

### Outcome

By month 7 the site ranked in Google’s top five for “restaurant consulting services USA” and page-one for multiple niche searches (“restaurant startup consultants”, “restaurant





mixology course”). Discovery calls rose steadily; the partners have since expanded into three new states.

*“We no longer need paid ads—organic leads now outnumber referrals.”*

— *(Client name withheld at their request.)*