

CASE STUDY:



# How Powered by Search helped TouchBistro become the number 1 iPad POS in 35 countries.

Increased YoY traffic by

↑ **1400%**

Increased keyword rankings by up to

↑ **40%**

Increased qualified PPC leads by

↑ **67%**



*"When you work with an agency, it's quite an intimate relationship, so you've got to work with people you trust. When I felt we had that with Powered by Search, we thought that was a win for us."*

— Toan Dinh, TouchBistro Inc.

TouchBistro is an award-winning restaurant POS system built for restaurant people, by restaurant people.

## CHALLENGES

- Struggled with search engine visibility and sought to generate more leads

## SOLUTION

- Strategic on page optimization
- Built quality links towards the brand
- Created localized, relevant landing pages

## RESULTS

- Increased qualified PPC leads by 67%
- Increased YoY traffic by 1400%
- Increased keyword rankings by up to 40%

## CHALLENGES

As a foodservice iPad Point of Sale (POS) System, TouchBistro is a part of a highly competitive market. Similar services come and go on in the blink of an eye, and they didn't want to be seen yet another pretender when they came to us.

TouchBistro offers exquisite and powerful POS solutions, so the challenge was to get this information in front of potential customers. When we got in touch, they were struggling with their search engine visibility, didn't rank for their desired keywords, and sought to generate more leads.

We knew that it would take a massive effort to make TouchBistro stand out in such a crowded marketplace, and our experienced team relished every aspect of it. With TB's full backing, we developed a goal out of our joint vision: to drive more leads for TouchBistro, make them easily discoverable on Google, and boost their app performance with App Store Optimization.

## GOALS

- ➔ Increase search engine visibility
- ➔ Improve ranking for desired keywords
- ➔ Generate more quality leads

# SOLUTION

From previous experience, our team knew what a challenge TouchBistro's goals posed, so we started with what we do best; an in-depth SEO audit. This audit enabled us to learn more about TB and strategically informed all of our digital marketing recommendations.

Once our grand audit was completed, we were able begin improving TouchBistro's online presence. We started with strategic on page optimization, moved onto landing page recommendations. and we worked tirelessly to build quality links towards the brand. The on page optimization helped organic search traffic and general visibility, whilst the new landing pages created a more localized, relevant, and positive user experience.



The image shows a Facebook advertisement for TouchBistro. At the top left is the TouchBistro logo with the text "Sponsored · 🌐". At the top right is a "Like Page" button. The main text reads "Say hello to features your servers will love." Below this is a split-screen image. The left side, labeled "OLD", shows a server writing on a paper notepad. The right side, labeled "NEW", shows a server holding a tablet displaying the TouchBistro app interface. A "VS" icon is centered between the two images. Below the images is the headline "Stop Running Between Table and Counter" and the subtext "Try the #1 grossing food & drink app for free for 4 weeks. Start your trial now." At the bottom left is the URL "TOUCHBISTRO.COM" and at the bottom right is a "Learn More" button. At the very bottom of the ad, it says "89 reactions 1 Comment 18 Shares".

However we knew that SEO alone wouldn't cut it for the POS industry. That's why our paid search experts jumped in. We created and optimized new paid search campaigns that clearly communicated TouchBistro's powerful features and value. Our campaigns were highly relevant and the ads received excellent quality scores from Google which in turn allowed us to make the most out of our available resources.

With the combination of our SEO efforts and highly optimized paid search campaigns, we increased TouchBistro's year over year traffic by 1400% (that's not an extra zero), and brought in 67% more paid search leads.

Furthermore, our social media marketing team identified some untapped Facebook potential. We developed a new campaign to focus on TouchBistro's many benefits to restaurants that were still stuck using pen and paper.



The entire theme was “new” vs “old” in order to show restaurant owners that they could improve their business. We tested the new creative and copy against the the old, and quickly found that the new campaign was resonating strongly. In fact, April 2016 became a record month for TouchBistro since investing in Facebook advertising, with 135 leads generated.

With an increase in search engine performance and lead acquisition, we continue to passionately work with TouchBistro, and every day we get closer to making them the go-to POS for the foodservice industry. In fact, they’re already the #1 iPad POS for restaurants in 35 countries.

## RESULTS

- Increased qualified PPC leads by 67%.
- Increased YoY traffic by 1400%.
- Increased keyword rankings by up to 40%.
- Helped make TouchBistro the number 1 iPad POS in 35 countries with app store optimization.

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