

Chip's Restaurants

Six Chip's Family Restaurant locations across Connecticut now rank on page one. Arising Media fixed hosting and added online ordering to get them there.

ENGAGEMENT

Arising Media client

| Where Chip's Restaurants started

When Chip's Family Restaurant, a Connecticut dining institution with six locations including their landmark Orange restaurant and sites in Fairfield, Trumbull, Westport, and Milford, approached us for infrastructure support, hosting management, and ongoing local SEO, they needed a partner who understood multi-location operations without adding operational complexity. Their existing setup was fragile: the website would slow down during peak dining hours, location-specific pages were hard to update, and online ordering integrations were unreliable. With six restaurants and decades of customer loyalty behind the brand, they could not afford downtime or inconsistent digital performance on weekends when families searched for breakfast spots and dinner reservations spiked.

| Our approach

We restructured their hosting infrastructure to handle traffic spikes reliably, with automated backups and security monitoring running continuously. Each location received a dedicated page with consistent brand styling and room for location-specific content and promotions. We integrated their online ordering flow with Grubhub and Uber Eats so customers could place orders directly from any location page without friction. Alongside the technical work, we managed a local SEO strategy targeting each market: Orange, Fairfield, Trumbull, Westport, and Milford residents now find their nearest Chip's location on the first page of search results when they look for family restaurants and breakfast spots.

| What changed

Today, Chip's Family Restaurant's digital presence effectively supports all six locations, helping this Connecticut tradition continue serving families while attracting new generations of customers who discover them online before experiencing their famous pancake menu in person. Page load times stay consistently under two seconds across all devices. The website remains accessible even during Sunday morning traffic spikes. Online ordering works across all locations without interruption, and each location maintains its own search presence so customers find the right address without confusion.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.