

Larosa Pizzeria

LaRosa Pizzeria now competes online at both Niagara Falls locations. Arising Media's work means more people find them in search and order online.

ENGAGEMENT

Arising Media client

| Where Larosa Pizzeria started

When LaRosa Pizzeria, a beloved New York pizza institution with locations on Military Road in Niagara Falls and at the Fashion Outlets of Niagara Falls, approached us, they were struggling to compete with national chains that had better digital ordering systems and online visibility. Despite serving authentic New York style pizza since 1995 and maintaining a loyal customer base throughout Niagara Falls, Buffalo, Amherst, and surrounding communities, their outdated website and lack of online ordering capabilities were causing them to lose significant business, particularly among younger customers who expected convenient digital ordering options. The disconnect between their excellent food quality and their limited digital presence was especially problematic during peak tourist seasons when visitors to Niagara Falls searched online for local dining options but couldn't easily find or order from LaRosa. Their existing website was basic, not mobile friendly, and provided no way for customers to place orders online, forcing them to rely solely on phone orders which often resulted in long wait times and lost sales during busy periods.

| Our approach

Our approach began by completely redesigning their website with a focus on user experience and conversion improvement. We created a modern, mobile responsive site that showcased their menu with appetizing photography and clear descriptions, making it easy for customers to browse options and build their orders. The critical component of the project was implementing online ordering integration with both Grubhub and Slice platforms, giving customers multiple convenient ways to order for pickup or delivery. We configured the system to sync menu items, pricing, and availability across all platforms while maintaining centralized control through their main website. Beyond the ordering functionality, we developed custom digital signage powered by Arising Media technology that displays in their restaurants, featuring digital menu boards that automatically update pricing and highlight daily specials. The digital signage system also showcases customer reviews, promotes new items, and entertains waiting customers with rotating content about LaRosa's history and their commitment to authentic New York pizza making traditions. The SEO improvement strategy we implemented focused on capturing both local residents and tourists searching for pizza in the Niagara Falls area. We improved their website for location based searches, ensuring they appeared prominently when people searched for pizza near Niagara Falls attractions, hotels, and neighborhoods.

| What changed

LaRosa Pizzeria continues to thrive as a local favorite while successfully serving the digital native generation and tourist market, with Arising Media's ongoing management ensuring their digital presence remains current and fully operational. LaRosa Pizzeria changed from fragmented outdated operation to unified modern business with five digital menu boards creating professional in-store experience that improved customer perception, unified website consolidating digital presence

enabling quick menu updates across both locations, and Google Business improvement dramatically improving local search visibility in both markets.

Want a similar outcome?

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