

LT's Pizza

LT's Pizza and Subs built a strong local search presence with Arising Media. New customers on Union Road now find this community pizzeria online.

ENGAGEMENT

Arising Media client

| Our approach

Our approach began with a complete website redesign focused on improving speed, load times, and user experience while showcasing their extensive menu through professional food photography we arranged and directed. We photographed their signature pizzas, wings, subs, and specialty items in mouth watering detail, capturing the fresh ingredients and generous portions that set LT's apart from chain competitors. The new website design we created features these images prominently, with an intuitive menu structure that makes it easy for customers to browse options and place orders quickly. Beyond the website, we provided a digital signage system for their restaurant, replacing static menu boards with digital displays that showcase daily specials, promotional offers, and rotating images of their most popular items. The digital signage integration allows the LT's team to update prices and featured items instantly, responding to inventory changes or promoting slower moving items during off peak hours. Our ongoing website management ensures the site remains fast, secure, and fully functional, with regular updates to menu items, prices, and seasonal offerings. The local SEO improvement strategy we implemented focused on capturing hungry customers searching for pizza, wings, and subs throughout West Seneca, Orchard Park, and the greater Buffalo area. We improved their visibility for location based searches, ensuring LT's appeared prominently when people searched for pizza near me, Buffalo wings delivery, or best subs in West Seneca.

| What changed

LT's Pizza and Subs stands as a prime example of how traditional restaurants can successfully modernize while maintaining their authentic local character. LT's Pizza changed from invisible online presence to discoverable local resource with customers searching for "pizzeria near me" and "pizza delivery Orchard Park" now finding them prominently in search results.

Want a similar outcome?

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