

Olisis NY Pizza

Olisis NY Pizza in Tonawanda got a new site from Arising Media. More people now find them in search, and more new customers come in.

ENGAGEMENT

Arising Media client

| Where Olisis NY Pizza started

When Olisis NY Pizza, a locally owned New York style pizza restaurant serving the Tonawanda community from their Sheridan location, partnered with us for complete digital presence development, they were facing the challenges common to many independent restaurants trying to compete with larger chains and establish their brand in a crowded local market. Despite offering authentic New York style pizza made with original homemade recipes and fresh ingredients daily, their lack of online visibility was preventing potential customers from discovering their restaurant when searching for pizza delivery and dining options in the Tonawanda area. Without proper online presence, local citation management, and digital menu systems, Olisis was missing opportunities to reach hungry customers searching for authentic New York style pizza in their neighborhood.

| Our approach

We created a new website specifically designed to maximize local search visibility, with every element improved for searches customers actually perform: pizza near me, pizza in North Tonawanda, late night delivery Tonawanda. We implemented a comprehensive review management strategy to build credibility with first-time visitors who rely on ratings when choosing between local restaurants and chain options. Inside the restaurant, we deployed five digital signage screens for dynamic menu display and daily special promotions. We also launched Google Ads targeting customers actively searching for pizza and Facebook campaigns to build community engagement with existing and new customers in the local area.

| What changed

Today, Olisis NY Pizza operates as a digitally savvy local business that effectively competes with larger chains while maintaining their commitment to authentic New York style pizza and homemade quality that originally built their reputation in the Tonawanda community. Customers searching for pizza in North Tonawanda now find Olisis prominently in results. Online reviews continue to build credibility with first-time visitors. Digital signage makes it easy to promote specials without printing costs, and the paid campaigns bring in a consistent stream of new customer orders.

Want a similar outcome?

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