

NatLo Restaurant Top 40

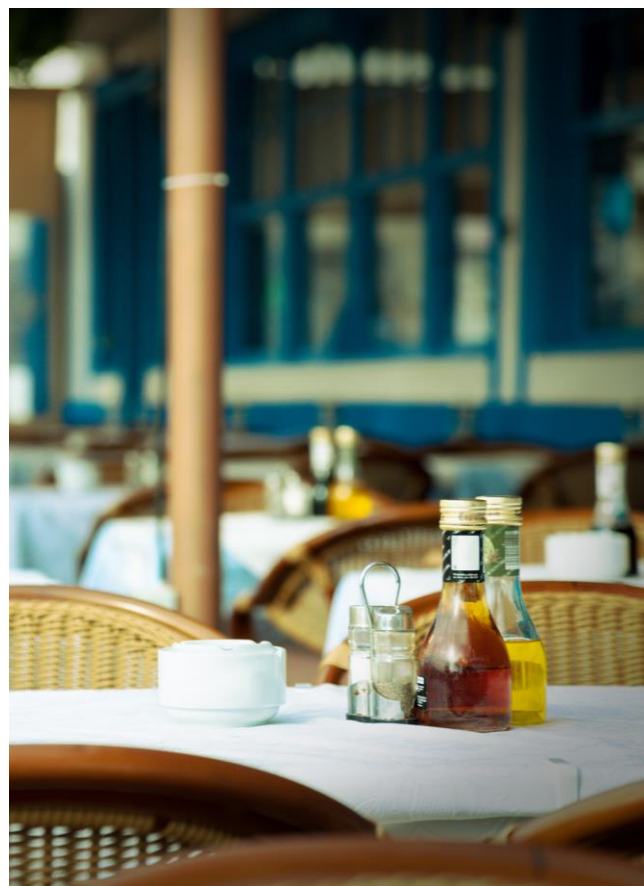
Best Brands at National-to-Local Digital Marketing

Which Restaurant Chains Have Mastered Digital Marketing?

With 92 percent of consumers beginning their searches for restaurants online, national chains must have an expansive and engaging web presence. They must supplement their national branding and advertising by building a rich, localized digital presence, maintaining accurate location data, and ensuring coverage across search engines, social networks and directories.

To measure national brands' mastery of these tactics, Ignite's Placeable team developed the NatLo™ Score. This scoring methodology is intended to be the authoritative measure of a company's local digital marketing performance across four critical dimensions: Visibility, Depth, Precision, and Reach.

Using publicly available data, Ignite's Placeable team recently scored and ranked over one thousand brands across a broad range of industries—including 220 restaurant chains. The NatLo Restaurant Top 40 recognizes the regional and national restaurant brands that demonstrate the greatest proficiency in national-to-local digital marketing. These chains are the best positioned to compete in local markets, drive consumer awareness, achieve online and mobile visibility, and capture the most web traffic and location visits.



RANK BRAND NATLO SCORE

01 Smashburger 75

02 Papa Murphy's International 75

03 Ruth's Chris Steak House 72

04 Pizza Factory 71

05 Fox's Pizza Den 69

06 Carraba's Italian Grill 68

07 Bonefish Grill 67

08 LEE's Famous Recipes 66

09 Corner Bakery Cafe 66

10 Mellow Mushroom 75

11 Olive Garden 65

12 Dairy Queen 64

13 Wingstop 63

14 Cousins Subs 62

15 Jack in the Box 62

16 Lenny's Sub Shop 61

17 On The Border 61

18 Freebirds World Burrito 59

19 Firehouse Subs 59

20 Donatos Pizzeria 59

RANK BRAND NATLO SCORE

21 Schlotzsky's 58

22 Sizzler 58

23 Macaroni Grill 58

24 Jersey Mike's 57

25 Outback Steakhouse 57

26 Steak 'n Shake 56

27 Whataburger 56

28 Bruegger's 54

29 Teavana 52

30 Dickey's Barbecue Pit 52

31 Krispy Kreme Doughnuts 50

32 Hungry Howie's Pizza & Subs 50

33 Joe's Crab Shack 50

34 The Keg Steakhouse & Bar 50

35 Texas Roadhouse 48

36 Sweet Tomatoes 47

37 Hooters 47

38 sweetFrog Premium Frozen Yogurt 47

39 Jason's Deli 47

40 Coco's Bakery Restaurant 46

The NatLo Score

The NatLo Score measures a brand's digital marketing effectiveness, as represented by the four key dimensions of local online marketing: Visibility, Depth, Precision and Reach. The brands received a score from zero to 100 for each dimension. The scores for the four dimensions were weighted and combined into a single overall score. The NatLo Top 150 comprises the highest scoring brands that were evaluated.



visibility

Website effectiveness in search and discoverability.

SAMPLE OF EVALUATION CRITERIA

- Site structure
- Page optimization
- Web and mobile site performance
- Local and geo-related search factors

WHY IT MATTERS

Strong **Visibility** produces higher search engine rankings and greater traffic. It also supports authoritative indexing by search engines and enables brands to attain location dominance with multiple listings in search results. Brands with poor **Visibility** surrender more traffic to directories and competitors.



depth

Depth and accuracy of published location content.

SAMPLE OF EVALUATION CRITERIA

- Richness and completeness of site information
 - Basic: name, address, phone
 - Enhanced: descriptions, services, photos, calls-to-action, etc.

WHY IT MATTERS

Brands that achieve exceptional **Depth** deliver a better customer experience with richer content about their locations and offerings. Greater **Depth** also produces higher click-to-brick conversion rates and supports other marketing calls-to-action.



precision

Geographic accuracy of location data.

SAMPLE OF EVALUATION CRITERIA

- Pin placement of each location based on latitude and longitude
- Dispersion of pins on third party sites (pin spread)

WHY IT MATTERS

Superior **Precision** enables customers to efficiently navigate to a brand's locations. It also supports accurate geo-targeting for digital campaigns. Failure to ensure **Precision** damages customer trust and increases the risk of competitive poaching.



reach

Data consistency and coverage across third party sites.

SAMPLE OF EVALUATION CRITERIA

- Presence, completeness and accuracy of location data on Google, Facebook, Foursquare and Yelp

WHY IT MATTERS

Brands with outstanding **Reach** can be found by consumers across a range of search engines, social sites and apps. Poor **Reach** can lead to consumer confusion and misallocated marketing investments.

Is Your Brand Doing What it Takes to Capture Local Customers?

The restaurant brands that earned a spot in the Top 40 deserve accolades for excelling at local digital marketing. These brands have achieved industry-leading performance when it comes to marketing at scale on the local level.

However, even the top-performing brands must continue to innovate and improve in order to remain successful. Addressing their weaker scoring dimensions and developing strategies to boost those measures is critical for brands that seek to fortify their digital marketing advantage.

Restaurant brands earned some of the lowest average scores across all industries for the Visibility and Depth dimensions. Poor scores in these areas result in inferior placement in search engine results and the loss of online site visits to directories, review sites and competitors. When restaurant chains cede visitors to third party websites, they miss valuable opportunities to build their brand, control the messaging, and establish consumer trust. Focusing on improving Visibility and Depth scores can increase site traffic, boost online orders, and drive more diners.

For brands that did not make the list, the NatLo dimensions and criteria can help you assess your brand's digital marketing efforts.

- Do you have a properly implemented online locator? Has your locator been optimized for mobile?
- Do you have unique landing pages for every one of your hundreds to thousands of locations?
- Have you created custom content and offers for each of your locations?
- How accurate is your location data?
- Are you syndicating to the right directories, aggregators, social networks, and search engines?

For More Information

Please contact us at success@ignitetechnology.com or visit www.ignitetechnology.com.

