Case Study: Experience Delivered: Leading National Pizza Chain Delivers Enhanced Digital Experience for Customers

Creating a Scalable Digital Experience Across Thousands of Restaurant Locations

ARC4 CASE STUDY

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Recent Snapshot

A national pizza chain with more than 6,000 stores tapped Arc4 to redesign its local digital experience across search, store pages, and online ordering touchpoints. The organization required a scalable local SEO solution to improve visibility for high-intent searches like “pizza delivery near me,” increase customer conversions, and give internal teams more flexibility to manage and scale the experience over time.

6,700+
Locations across the United States

12
Unique localized page templates scaled across locations to rank for unique search terms and menu items

10X
Improved visibility for searches like “pizza delivery near me”

CLIENT TYPE

National multi-location organization

INDUSTRY

Restaurant

BUSINESS MODEL

Multi-location Restaurant Chain

SERVICES

Local SEO
Information Architecture
Content Management System (CMS)
Performance Optimization

Executive Summary

Arc4 collaborated with one of the nation’s largest pizza chains to transform its digital presence and streamline customer experiences across local search and online ordering touchpoints.

Boasting over 6,000 stores nationally, the brand owned a sizable portion of quick-service pizza market share and was looking for a robust solution to scale and meet customer demands while enhancing local SEO performance and day-to-day agility.

The project centered around redesigning local and purchasing intent pages, migrating to a lightweight CMS, and increasing rankings for transactional queries like “pizza delivery near me” and “[city] pizza takeout.”

Arc4 built a comprehensive local website ecosystem that drove search visibility, boosted customer conversions, and empowered the brand with the flexibility to scale for the future.

Client Snapshot

The client was a national pizza chain with over 6,700 locations and roughly 22% market share of all pizza quick-service restaurants in the United States. Online ordering was increasingly becoming a consumer behavior, as was local search discovery. The client wanted to make sure they had the proper online experience setup to facilitate digital interactions with customers and conversions. They wanted to rank higher locally, update their outdated local pages, and create a scalable platform for the future.

OVERVIEW

The Challenge

The organization’s legacy platform created operational limitations that impacted scalability, customer experience, and search performance.

The custom-built system used to manage local and buying intent pages required support from platform services teams for updates and modifications, creating bottlenecks that slowed execution and limited agility.

Additional challenges included:

- Outdated local and buying intent pages with limited functionality
- Weak visibility for high-intent local searches
- Rising dependency on paid advertising due to poor organic visibility
- Operational inefficiencies tied to legacy infrastructure
- Difficulty scaling localized experiences efficiently
- Negative customer perception tied to outdated digital experiences

The organization needed a scalable solution capable of modernizing customer engagement while simplifying operational management across thousands of locations.

OVERVIEW

Strategy

Our Strategy

Arc4 implemented a comprehensive digital transformation strategy focused on scalability, local SEO performance, and customer engagement.

Modernizing Local & Buying Intent Pages

Arc4 led the effort in moving the company's city and intent landing pages to a scalable custom solution.

The new platform enabled six city category landing pages totaling over 25,000 local landing pages built into the main domain.

Pages were updated to match the company's updated brand identity and provided a better user experience for mobile and desktop users.

Expanding Local SEO Visibility

In collaboration with the client’s digital marketing team, Arc4 developed a comprehensive local SEO strategy designed to improve discoverability for both branded and unbranded searches. The initiative focused on improving visibility for key terms such as “pizza delivery near me” and “pizza takeout in [city].”

Performance improvements included:

- Faster page load times
- Improved mobile responsiveness
- Enhanced content relevancy
- Optimized page structures for local search engagement

Executing a Phased Rollout

Arc4 launched the redesigned experience in select test markets to gather user behavior insights and refine the experience prior to nationwide deployment.

Following iterative improvements and testing, the organization rolled out the updated ecosystem across all locations nationally.

Prioritizing Cross-Functional Collaboration

The implementation relied on close collaboration between Arc4, the client’s marketing and IT teams, and external stakeholders throughout the engagement.

Consistent communication and milestone alignment helped ensure efficient execution across a large-scale transformation initiative.

OVERVIEW

Highlights

Arc4 delivered a scalable restaurant digital ecosystem designed to improve local visibility, customer engagement, and operational flexibility.



Key platform capabilities included:

- Modernized local and buying intent page infrastructure
- City-level localized category pages at enterprise scale
- Integrated local SEO framework targeting high-intent searches
- Responsive mobile-first customer experiences
- Agile content management capabilities for easier updates
- Improved scalability across thousands of restaurant locations
- Streamlined operational management for local digital experiences

The solution positioned the organization for continued digital growth while improving customer interactions across online and local search experiences.

OVERVIEW

Measurable Outcomes

The transformation delivered measurable improvements across traffic, engagement, and local search performance.

29%

INCREASE IN PAGE VIEWS

29% increase in page views compared to the previous year's launch period

47%

INCEASE IN ENGAGEMENT

47% increase in CTA clicks from local pages

40%

INCREASE IN VISIBILITY

Increase in local visibility for non-branded search terms

The organization now operates within a more agile and scalable digital ecosystem capable of supporting evolving customer expectations and future growth initiatives.

OVERVIEW

Operational Impact

Moving to a new platform allowed them to scale and better manage local experiences for thousands of restaurants.

It made maintaining the site easier by eliminating bottlenecks and allowing self-service updates from internal teams without Platform Services support.

The CMS framework also allowed marketing and content updates to be deployed quicker, scaling for future marketing campaigns.

OVERVIEW

Why It Matters

For enterprise restaurant brands, local search visibility and digital customer experience play a major role in driving both online and in-store conversions.

This case study demonstrates how scalable local ecosystems, modernized digital infrastructure, and localized SEO strategies can improve discoverability, engagement, and operational efficiency across large multi-location organizations.

By combining scalable technology, localized search optimization, and customer-focused design, organizations can create digital experiences that strengthen brand performance while supporting long-term business growth.

OVERVIEW

About Arc4

Arc4 is a digital agency focused on building and operating scalable digital experiences for multi-location organizations.

Arc4 works with franchise, retail, and multi-location brands where national marketing must translate into measurable performance at the local level. This includes websites and franchise platforms, location page ecosystems, SEO and local SEO strategies, paid media programs, and integrations with CRM and marketing systems to support growth.

Arc4 brings deep experience delivering for organizations with complex content, integration, and operational requirements. Our work focuses on building systems that are scalable, maintainable, and designed for long-term performance across both brand and local channels.

What We Deliver at Scale:

- Websites and digital platforms designed to support multi-location and multi-region operations.
- SEO, AEO, and content strategies that drive both national visibility and local demand.
- Local and paid media strategies built to capture and convert high-intent traffic.
- Governance frameworks that enable distributed teams while maintaining consistency.
- Ongoing optimization, performance management, and post-launch support tailored to franchise brands.

Trusted by the World's Largest Multi-Location Brands

Request a Consultation