CASE STUDY

Flo's Grill

The complete digital stack, proven in production

CLIENT

Flo's Grill & Kitchen

SECTOR

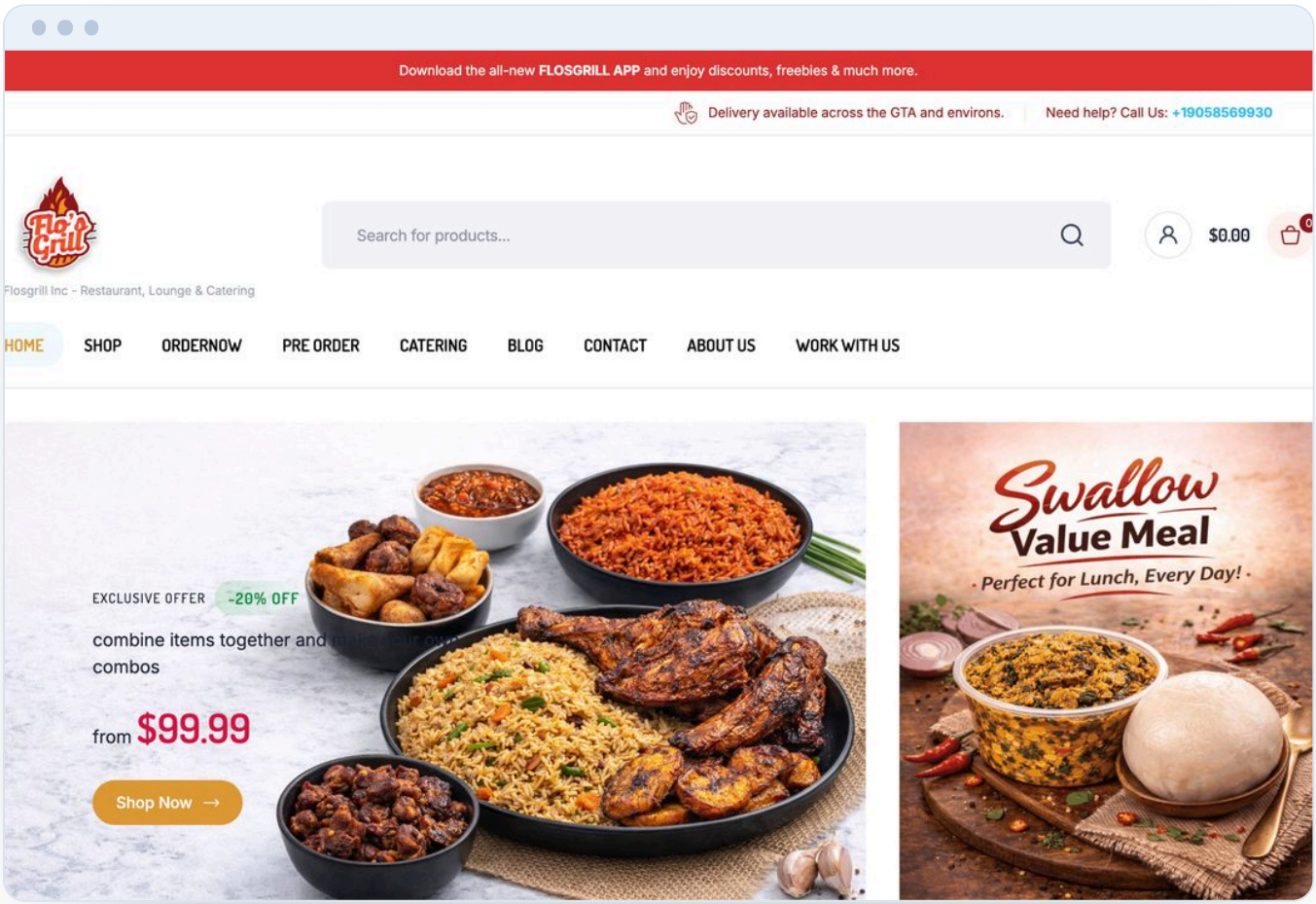
Nigerian restaurant

LOCATION

Toronto & Vaughan, Canada

STATUS

LIVE



01 The client

Flo's Grill & Kitchen serves Nigerian food across Toronto and Vaughan — a beloved restaurant whose growth was capped by two things it didn't own: a website search engines couldn't read, and delivery aggregators that took a heavy commission and kept the customer relationship.

02 The challenge

Two problems, one business. The site loaded in 14.1 seconds on mobile, ran four competing H1s, leaked product links to a theme vendor's demo site and had been stale since 2023 — invisible in search, and absent from the AI answer engines where a growing share of "best Nigerian food near me" questions now get answered. Meanwhile every order through Uber Eats cost margin and anonymised the customer. Flo's needed to be found, and it needed an ordering channel of its own compelling enough that customers would choose it.

03 What we built

Performance, at the root. Replaced the heavyweight purchased theme with a custom lightweight build — the hero image alone went from 2.9 MB to a 96 KB WebP — then tuned caching, deferred JavaScript and lazy-loading.

Technical SEO, page by page. Focus keywords on all 57 products (up from 28), rewritten titles, one keyword-led H1 per page, a Nigerian-food-delivery hub page, 8 suburb landing pages, 5 Canadian city pages, FAQ schema, canonical NAP across the network, and alt text on all 94 product images.

GEO — optimising for AI answers. Structured FAQ content, a machine-readable business identity, and automated probes that track how ChatGPT, Perplexity and Google AI Overviews answer the queries that matter.

The Flo's Grill app (iOS + Android). Menu browsing, ordering, push notifications, live delivery tracking on a map, order history and one-tap reorder — plus the differentiator: **loyalty points earned only on direct orders**. The reason to skip the aggregator is built into the product.

Payments. A dedicated Stripe payment service (serverless, on Vercel) driving a native payment sheet: order created, payment intent raised, kitchen notified, delivery dispatch triggered automatically on confirmation.

Square POS ↔ WooCommerce sync. In-store and online inventory stay aligned automatically, so the app never sells what the kitchen doesn't have.

Inventory automation. Stock tracking by item and unit with low-stock alerts by SMS and email, plus supplier delivery tracking, so reordering happens before running out, not after.

A living intelligence dashboard. A self-refreshing dashboard unifying organic (GA4 + Search Console via direct OAuth), app, social, local and AI-visibility data — flagging wins and losses against the prior week, every morning, automatically.

04 Results

- Mobile load time cut **62%** — Largest Contentful Paint from 14.1s to 5.3s; desktop Core Web Vitals all pass (LCP 1.8s), desktop performance 75 → 85, SEO score 100 maintained.
- Cited in **6 of 7** tested AI answer prompts across ChatGPT, Perplexity and Google AI Overviews — ranking **#2** for "where can I order suya in the GTA" — at a 14% AI share of voice.
- **1,366 active app users** (1,128 of them new) averaging **6m 54s** per session and $13.19 revenue per user; cart and checkout are the two most-used screens.
- Zero manual inventory reconciliation between POS and online store; payments, delivery dispatch and kitchen workflow all fire automatically from a single order event.
- **15,570 search impressions and 428 clicks** at an average position of **7.6**, with 57/57 products keyword-optimised and 15+ new landing pages targeting high-intent local queries.
- The app is live on iOS and Android, producing **$18,024 in revenue from 366 purchases in 28 days** at a **26.8% conversion rate**.
- Loyalty points on direct orders only — a standing reason to order from Flo's rather than an aggregator.
- Marketing decisions now made from **one daily dashboard** instead of five logins.