



CASE STUDY: 51st STREET

Web Development



OBJECTIVE:

To design and build an engaging website for the 51st Street burger chain that supported this vibrant brand and showcased their popular range of burgers.

51st Street is an American-themed burger bar located in Brisbane's CBD. Open for less than a year, the restaurant is already a popular destination due to its delicious food, great atmosphere, and busy location.

GDR'S CHALLENGE

51st Street didn't have an online presence and needed a website developed quickly – not only to build their brand but also support their franchise expansion plans.

Operating in a competitive industry such as the fast-casual dining sector meant GDR had to develop a web solution that not only supported the restaurants ambitious brand growth plans, but also gave them an online advantage over other operators.

SOLUTION

GDR Group worked closely with 51st Street to design and build a clear, attractive website which really represented their brand and gave potential customers the opportunity to view the menu, as well as understand more about the restaurants "American vibe". Our solution also focussed on enabling visitors to easily make reservations and enquires, while also providing a catering and function showcase area.

The in-house, locally based team at GDR managed the entire web design and development process from creating a site map,

copywriting and sourcing imagery to design, web development and migrating the approved site to the client's chosen domain.

Built with responsiveness in mind our solution enabled users to effectively interact with the website on mobile, tablet and desktop.

Our team's focus on building with search engine optimisation in mind further added to the site's online findability – supported by the integration of Google Analytics and Search Console to enable the client to regularly access user/visitor data.

GDR's website design highlighted the restaurant's offering through vibrant imagery, and keyword focused copy. We also created a franchise page to promote 51st Street's expansion plans allowing prospective franchisees to find out more and apply online.

A careers page also enabled 51st Street to advertise front and back of house jobs. Lastly, a simple navigation meant customers could easily book a table via an online reservation tool, integrated into the clients management system.





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THE RESULTS:

From initial briefing to final approval, GDR completed the website in less than 4 weeks. Traffic is already steadily increasing with visitors spending an average of 2 minutes per session.

Delighted by their new website, 51st Street now have an online presence that allows them to take their brand to its next phase of expansion.

LET'S TALK:

At GDR Group we combine passionate storytelling with local area marketing know-how to unleash your brand's growth potential. We provide affordable, best-in-class marketing and digital services for businesses across Australia, including:

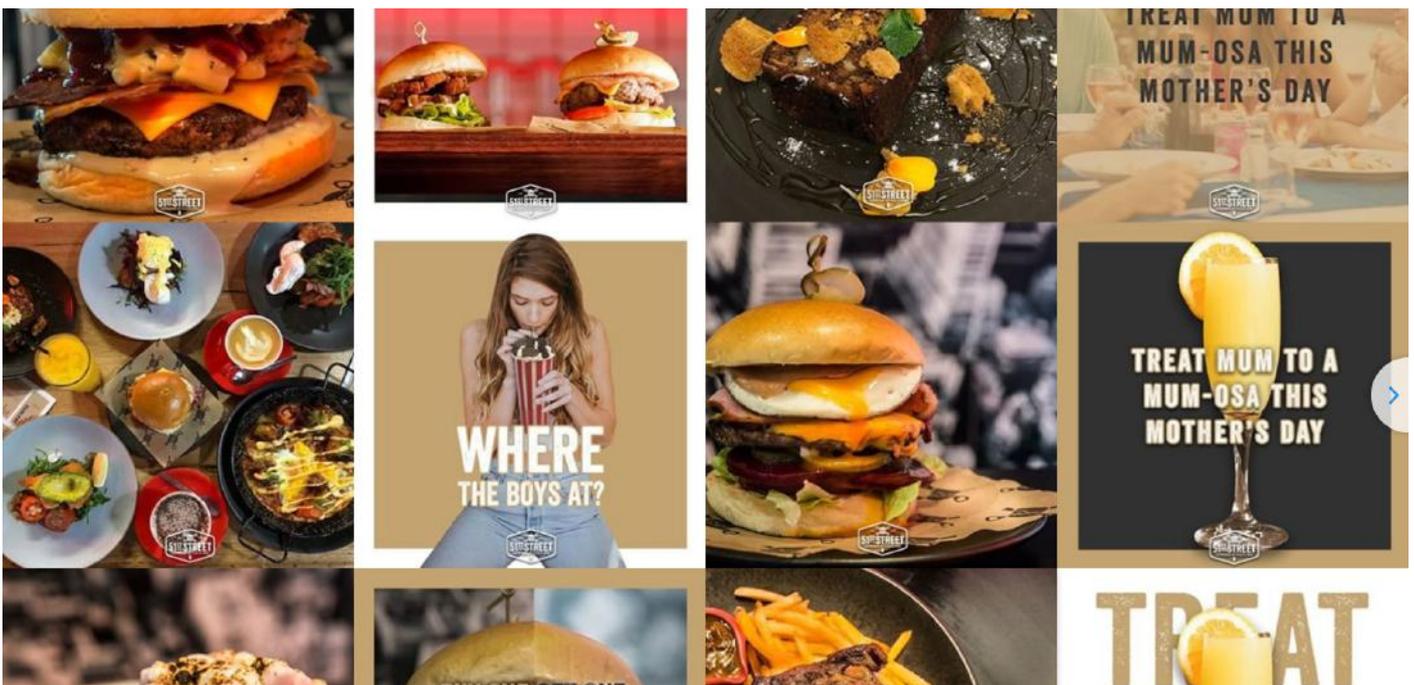
- Marketing Strategy & Planning
- Search Engine Optimisation
- Social Media Marketing
- Graphic Design
- Web and Digital
- Paid Search
- Video Production
- Print and Flyer Distribution

Through our personal, collaborative and unrelenting effort, we guarantee to always go above and beyond your expectations to deliver outstanding work. Give us a call today to find out more:

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Find out more: 51street.com.au