

# Shifting Consumer Habits During Pandemic Places Takeout and Delivery Front and Center of Search Strategy, Driving Increased Revenues



Wiideman Consulting Group provides SEO research, audits, and strategies for multi-location brands.



**“At Wiideman Consulting Group, we’re all about research and strategy. Similarweb gives us the ability to see our clients’ competitors’ keywords and traffic sources, which is super valuable to anyone doing SEO. From a value standpoint, Similarweb is the clear winner in terms of the breadth of data you get, the actionability of that data, and value for money.”**

Steve Wiideman  
President, Wiideman Consulting Group

**Driven by insights from Similarweb, Wiideman Consulting Group helped Applebee’s and IHOP increase revenue by 167% and 70% YOY, respectively.**

## CHALLENGE

### Pivoting From Dining-In to Takeout and Delivery During the Pandemic

Restaurants had to close their doors during the Pandemic, and quickly pivot to offer takeout and delivery options. With Applebee’s and IHOP as major clients, Wiideman had to develop strategies to turn the tables, as diners did not see the brands when performing non-branded queries, such as "restaurant delivery near me" or "restaurant takeout near me."

## SUCCESS

### Repositioning Brands Within Search Engines Leads to Increased Sales

In order to highlight takeout and delivery options in local search results, Wiideman used Similarweb to identify: keyword opportunities, Delivery Service Provider (DSP) insights, and industry trends. To increase visibility within localities where their restaurants previously had no takeout and delivery offerings, Wiideman performed the following:

- Deployed optimized takeout and delivery subpages for each restaurant location
- Optimized Google My Business profiles to emphasize off-premises options for lunch, dinner, and family meals
- Added a Start Order button as a floating call-to-action across all local pages

These tactics, driven by insights from Similarweb, delivered strong, measurable results for both Applebee’s and IHOP, improving organic traffic by 37% and 63% between 2019 and 2020, respectively, and increasing revenues by 167% and 70% year-over-year, respectively.

Set up a one-on-one demo to learn how their success can be yours. [Contact Us](#)