

Positive Micro-Experiences

The Search

- ✓ Waitlist: Clicking through from Yelp for the Waitlist and receiving a text when the table was ready.

The Transition

- ✓ Kara, my waitress, was very busy but present with me. She looked me in the eye and answered all of my questions. She was knowledgeable and kind. She was efficient but not short with me.
- ✓ The entire wait staff seemed to be professional, yet laid back and generally sweet.
- ✓ The option of getting coffee while I waited was brilliant. It made the wait seem bearable.
- ✓ Four important things were left on the table: hot sauce, a water pitcher, multiple sugar options, and a drink menu.

The Food

- ✓ The unique brunch drink options. The blood orange mimosa was excellent.
- ✓ Gluten free desserts
- ✓ Pecan meringue cookie. Loved the price point and that I could get an inexpensive, small, sweet treat.

The Ambiance

- ✓ The lively, energetic atmosphere.
- ✓ Seeing the open kitchen while I ate.
- ✓ The tables and napkins were classy and simple, and fit the mood of the restaurant.
- ✓ The windows were lovely. It felt bright, airy and happy.

Yelp Feedback Themes

Positive

- Fun atmosphere
- Great service
- Good coffee
- A couple standout dishes (biscuits & gravy)

Negative

- **Long wait**
- Too loud
- Organize people waiting
- Waitlist confusion
- Overpriced
- Underwhelming quality and lackluster plating

Aesthetics

Challenges

There were three doors to enter around the building and I was unsure where to enter. I had to walk around the entire building due to the “Do Not Enter” signs. This was especially frustrating because it was during a thunderstorm.

The seating and layout was inefficient in both the waiting area and the dining area. All in all, the feeling was loud and awkward.

The waiting area was very awkward. I didn't know where to stand without being in someone's way. There were many people waiting and not knowing where they should stand. I was very close to bailing until I finally found a seat to wait.

Because I was eating near the waiting area where people were watching, I felt the need to hurry up and eat.

The open kitchen added to the noise in the space.

The room was unbelievably loud and I had expected a quiet breakfast nook. Carrying on a conversation with a friend would have been difficult. I noticed those around me practically yelling to one another.

The bathroom had trash all over the floor and water or urine all over the toilet seat.

Solutions

Our interior design team can improve the flow and efficiency of the upper and lower space. There will be more seating, but feel less crowded and awkward.

These changes will ultimately create more revenue by allowing for more covers per day.

We can also install noise dampeners around the space that fit into the decor, and will dramatically reduce the problem of poor acoustics.

Social Media

Challenges

When I searched for brunch and breakfast in Nashville, it was very difficult to find you.

The quality of most of the photography on social media was poor. This is oftentimes the diners' first impression of your restaurant, and my first impression was underwhelming.

It looks like there is not a social media coordinator that has the bandwidth to post consistently. I do not see a clear strategy, consistent posting, or clear branding on all of the social media platforms. With the food and the ambience, you have the potential to crush it on social.

Solutions

The GrowFly team can strategically elevate and showcase the restaurant on the best social platforms for your brand. We'll work with you to improve the brand pages and create a friendly, consistent presence moving forward. Social media facilitation would practically require the photography solution as well.

Photos & Videos

Challenges

I was personally turned off from coming to the restaurant because of the poor photographs. I know I'm beating a dead horse here, but it made the food look unappealing.

The shrimp dish as the main Yelp photo was unattractive. So much so, during the process of narrowing down which restaurant to eat, I eliminated yours multiple times. It wasn't until I saw a pretty photo that I finally gave your restaurant a chance. When I think of breakfast/brunch, I don't think of shrimp.

Solutions

One of the pieces of the pie you're missing the most is beautiful, visual content on your website and social media channels. In 2019 in the restaurant industry, this is absolutely essential, and as it stands, you're missing out on the opportunity to show off.

Our local photographers will photograph the restaurant, providing the social team with hundreds of photographs or several short videos for social media or even printed publications.

Website

Challenges

When I first clicked the menu from the Yelp page from my phone, it wouldn't load and I thought the menu link was broken. I backed out of the website twice because I was frustrated in not being able to see the menu. I then realized later on my desktop computer that the link was just so slow that it couldn't load it before I backed out. I had to find a photo of the menu from a fan to see the menu.

Your website needs major optimization, and without it, it is contributing to your low search engine optimization rank.

Solutions

Out of 100 points in a Google Speed Test, Google scored your mobile site at the lowest score I've ever seen: 4! A slow website means Google will push you down on the rankings, which means you're harder to find. This is a completely avoidable issue.

The bare minimum our web designers should do is an optimization overhaul. Optimization is continual, so investing in an inexpensive maintenance and SEO package is a service all business websites should have.

Search Engine Optimization

Challenges

I could not find you on Google using the keywords below, even when I was intentionally looking for you.

Your website needs a professional SEO specialist to make the site more easily found.

When searching “Breakfast Nashville,” you ranked 49. “Brunch Nashville” you didn’t rank in the top 100. “Breakfast in Nashville” you ranked 30. “Brunch in Nashville” you ranked 69. “Cafe Nashville” not in the top 100. “French cafe Nashville,” you ranked 12.

Solutions

The cost of increasing your “findability” all depends on how “findable” you want to be. At minimum, the site badly needs an SEO overhaul. The next step would be to utilize a unique SEO and paid advertising strategy. Our collective goal will be to bring a more balanced flow of customers throughout the week.

If you specialize in breakfast and brunch, you should be found on the first page.

Menu Design

Challenges

Overall, the menu is overwhelming and cramped.

The menu design doesn't fit the feel of the restaurant.

I didn't know if you had local, gluten-free, vegetarian, vegan, or children's food, and if you did, I didn't know which dishes highlighted it. It took me a long time to read everything to know if it matched any of those descriptions.

Solutions

Our award-winning design team will use the most up-to-date trends as well as time-tested menu design standards to create a menu as beautiful as your vibe and your building.

A well-designed menu can often result in more sales.