

TEXAS-SIZED RESULTS: SITE TRAFFIC VIA LOCAL SEARCH SPIKED BY 40%.



USING NEUSTAR LOCALEZE, TEXAS ROADHOUSE NOW:

- Gets more site traffic from local search
- Manages accurate listings on tablets, smartphones, and in-car GPS
- Ranks higher for important keywords

“At Texas Roadhouse, we don’t purchase national advertising, so maintaining a strong local and online presence is crucial for reaching our customers,” says Tyler Durham, Online Marketing Resources Coordinator for the steakhouse chain with 300+ locations in 46 states.

But not so long ago, Texas Roadhouse suffered from an inconsistent online search presence. Inaccurate restaurant listings, riddled with wrong phone numbers and addresses, dampened search-engine confidence. The company needed to help hungry diners find its juicy steaks, barbecue platters and ribs, whether on tablets, smartphones or in-car GPS.

NOW TEXAS ROADHOUSE CAN “STREAMLINE LOCAL SEARCH AND OPTIMIZE RESULTS.”

Before choosing [Neustar Localeze](#) to manage local search listings, Tyler’s team manually submitted restaurant information. Lacking an automated solution, they couldn’t continually update location name, address and phone number – or add business hours, website links and keywords.

With Neustar Localeze Texas Roadhouse has a single easy tool to manage local listings. Powered by proprietary database technologies, Localeze ensures accurate “anchor identity” data (name, address, phone) and pushes out listings to 120+ local search platforms, plus to top local, social and mobile sites: Yahoo, Bing, YP.com, Facebook and Twitter, to name a few. There’s also a standard process to update listings when restaurants open, close or relocate.

KEYWORD SEARCH RANKINGS HAVE SEEN A DRAMATIC INCREASE.

“Neustar Localeze lets us streamline the management of our local search listings across multiple platforms,” says Tyler, “and optimize our search results to increase our online presence.” Example: website traffic attributed to listings found on local search, mobile and social platforms has jumped 40 percent. Likewise, keyword search rankings for “steakhouse” or “barbecue” have shot up.

Says Tyler, “Neustar Localeze has helped us do this very quickly and cost-efficiently. We’re very happy with the results.”