

RESTAURANT · COLCHESTER

Saffron & Smoke

"A booking engine that actually books."

Replaced a clunky third-party booking widget with a custom-built reservation system, paired with a fast, food-led website that finally does the menu justice — and ranks #1 locally.

/ THE CHALLENGE

A beautiful restaurant losing covers to a slow, generic site and a booking widget that scared off diners on mobile.

/ THE WORK

A custom reservation system tied directly into the kitchen's capacity rules, plus a sub-2-second food-first site with structured data for Google's local pack.

SERVICES

Website build

Booking system

SEO setup

/ RESULTS

+186%

ONLINE BOOKINGS

#1

LOCAL GOOGLE RANKING

1.4s

AVG. PAGE LOAD TIME

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