



Southern Restaurants DC

Southern Restaurants DC

By: Ashley Johnson

The Idea

- Concept, Target Market, Competitors

About Us

Washington D.C. is filled with a large number of restaurants that can satisfy any taste, but choosing the right one can be overwhelming. For those of you that are interested in southern food, Southern Restaurants DC is the place you want to be. This site will provide you with the best southern restaurants in DC, recommended by very own southern born and raised, Ashley Johnson. She is from South Carolina and grew up on southern soul food made by her grandmothers, mom, aunts, and uncles. When she moved to the DC area a couple of years ago she was determined to find authentic southern restaurants that would resemble what she grew up on and that she could take her family to when they visited. Southern Restaurants in DC will serve as a guide for restaurants in the DC metro area that you have to try if you want an exceptional southern meal. Southern food, good food!

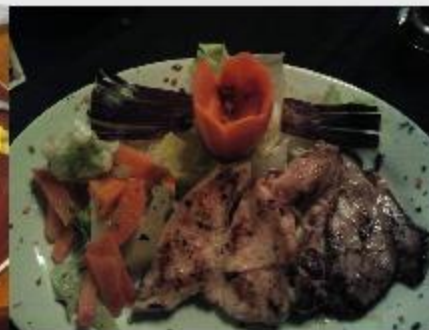
New Orleans



Soul Food



Fine Dining



Desserts



Website Design



New Orleans

New Orleans

Everyone wants a taste of New Orleans food every once and a while and boy is it a treat. New Orleans is known for cajun flavor and spices in their food. One of the signature New Orleans dishes is gumbo or etouffe. If you have not had shrimp and grits, you have to try this popular, delectable southern coast dish while in the Washington, DC metro area. This seems to be one of the staple dishes throughout DC and a menu item several in southern restaurants. Here are a few places that you can find this great dish and other favorite New Orleans dishes in DC restaurants.

"New Orleans is such a unique place, it is no wonder the food has an absolute taste of its own"
-AJ

Acadiana Restaurant
901 New York Ave, NW
Washington, DC 20001
(202) 408-8848

Price Range: \$31 - \$50

Signature Dish: Louisiana Seafood Gumbo

Cafe Creme
1322 U Street, NW
Washington, DC 20009
(202) 234-1885

Price Range: \$10 - \$30

Signature Dish: Shrimp & Grits

Let Us Know Your Favorites!

Let us know what you think. Submit your favorite southern desserts and where you can find them in the DC area then rank the restaurant from 1-5, with 5 being the best.

Restaurant:

Favorite Southern Sweet:

Rank 1-5:

Submit

Reset

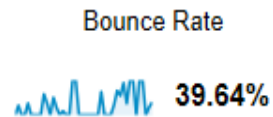
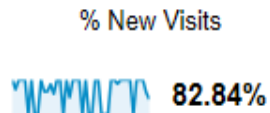


Link Building & Directories

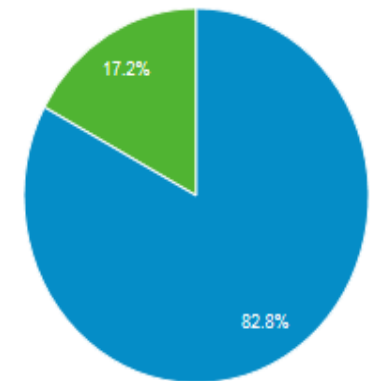
- Blog Searches
- Open Directory Project (Dmoz.com)
 - AOL Search, Google, Netscape Search, etc.
- DonRockwell.com Restaurant Guide
 - Most successful
- Internal linking

Website Analytics

140 people visited this site



■ New Visitor ■ Returning Visitor



Website Analytics

<input type="checkbox"/> Source / Medium	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/> 1. (direct) / (none)	55		3.13	00:02:54	78.18%	43.64%
<input type="checkbox"/> 2. donrockwell.com / referral	32		3.50	00:01:07	93.75%	28.12%
<input type="checkbox"/> 3. facebook.com / referral	18		3.39	00:01:34	94.44%	33.33%
<input type="checkbox"/> 4. t.co / referral	10		6.70	00:12:18	40.00%	20.00%
<input type="checkbox"/> 5. bing / organic	7		3.00	00:03:06	100.00%	42.86%
<input type="checkbox"/> 6. yahoo / organic	7		1.71	00:00:12	100.00%	71.43%
<input type="checkbox"/> 7. atthecenterofitall.business.gwu.edu / referral	6		3.17	00:04:31	66.67%	33.33%
<input type="checkbox"/> 8. Best Southern DC Restaurants Email List / email	4		7.50	00:12:38	75.00%	25.00%
<input type="checkbox"/> 9. pinterest.com / referral	3		5.67	00:00:34	100.00%	0.00%
<input type="checkbox"/> 10. reg.coolsavings.com / referral	3		1.00	00:00:00	100.00%	100.00%

* Referrals Total: 94 Referrals that were from Content Ads: 22

Online Advertising

- Bing \$50 Credit
 - 36 days
 - Search and content campaign
- Stellar Keywords
 - 'washington dc' with match type phrase returned highest number of clicks (21) and the highest number of impressions (22,184)
 - 'restaurant' with match type phrase, received the second highest number of clicks (17)
- Analytics
 - 69,468 impressions and 83 clicks
 - .12% CTR
 - Average rank position: 4.97
 - Average CPC: \$.61.
 - Bids ranged from \$.05 to \$3.29.
 - Measure of campaign competitiveness: high overall
 - Average quality score: 8 out of 10
 - Overall keyword relevance qualified as "good"

Best Southern Restaurants
www.southernrestaurantsdc.com
Find the best recommended southern
restaurants in DC.

Total Clicks from Online Advertising: 83

Social Media



Southern Restaurants @SouthRests_DC
@Southern_inDC you may appreciate my website, southernrestaurantsdc.com recommended by a girl from SC!
Expand

Southern Restaurants @SouthRests_DC
@BtchesWhoBrunch any southern style brunches I should add to by website southernrestaurantsdc.com
Expand

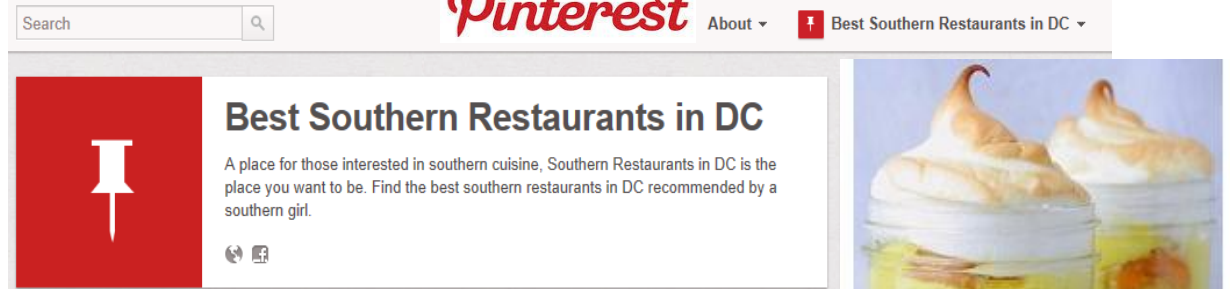
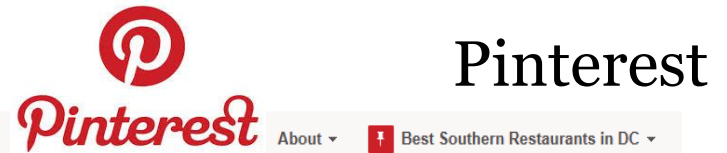
Southern Restaurants @SouthRests_DC
@EatDC For southern rests in dc recommended by a southern girl check out southernrestaurantsdc.com
Expand

Blogs



YOUNG & HUNGRY

Is Astro Doughnuts & Fried Chicken worthy to join my other recommended southern restaurants in DC? I would love to add them, if so. The name sounds interesting!
<http://www.southernrestaurantsdc.com>



Ashley T. Johnson
March 29, 2013
View on Instagram
If youre in DC and in need of a southern meal, find recommendations here: www.southernrestaurantsdc.com Twitter: @southrests_dc



Facebook



Hershey's Restaurant, Gaithersburg

Posted by South_Rests_DC on 26 March 2013 - 08:25 PM in Washington DC Restaurants and Dining

I haven't been, is this place worthy of adding to my [website](#) featuring southern restaurants? I'm taking recommendations! southernrestaurantsdc.com

South_Rests_DC

Made a comment, Mar 30 2013 10:11 AM

Dont feel like cooking on Easter? Then Dont! Find a few Southern Fine Dining options in DC at www.southernrestaurantsdc.com/fin dining.html

Social Media Analytics

- Twitter

- Follows: 11
- Clicks: 10



- Pinterest

- Follows: 3
- Clicks: 3



- Facebook

- Clicks: 18
- 1 Click from mobile site



- Blogs/Forums

DonRockwell.com

- Clicks: 32
- Young&Hungry
- Clicks: 2



Total Clicks from Social Media: 66

Email Marketing

- Mother's Day Campaign

Mother's Day

Mother's Day is a special day that we celebrate Moms, Grandmothers, Aunts, Sisters and Wives. Taking Mom out to dinner? Let [Southern Restaurants DC](#) help you make the right choice. Whether your mom wants a traditional soul food meal or a southern fine cuisine, we have the best recommendations that the DC area has to offer. For each restaurant listed we also suggest a signature dish that you do not want to miss trying!

Choosing a restaurant for Mother's Day can be easy for you!

Desserts



We all love a good homemade dessert, right? Visit our [dessert page](#) and let us know what your favorite southern dessert is and where we can find it in DC. You do not want to miss this page, you will be in for a sweet treat.

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The Best Southern Restaurants in DC recommended by a Southern Belle....

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A Taste of Southern Goodness

April 2013



Introducing Southern Restaurants DC. Washington D.C. is filled with a large number of restaurants that can satisfy any taste, but choosing the right one can be overwhelming. For those of you that are interested in southern food, [Southern Restaurants DC](#) is the place you want to be. This site will provide you with the best southern restaurants in DC, recommended by the very own southern born and raised, Ashley Johnson. Southern Restaurants in DC will serve as a guide for restaurants in the DC metro area that you have to try if you want an exceptional southern meal.

Best Southern Restaurants DC

Email Analytics

- Mother's Day Campaign

Mother's Day		
Sent		29
Opens	31.0%	9
Clicks	24.1%	7
Unopened	69.0%	20
Bounced	0.0%	0



Campaign "Mother's Day" forwarded to at least 1 friends

People are telling their friends about your campaign: Ayesha_gaston@yahoo.com (1 forwards),

Apr 27, 2013 12:05 pm

Total Clicks from Email Campaign: 7