



Website and Social Media Case Study:

The Raj Tandoori

AMT Digital started working with The Raj Tandoori in 2019. The Raj tandoori is an established Indian takeaway in Crawley operating since 1979.

Their owner, Abdul, contacted AMT Digital to discuss a new website for the business and social media management. Their current website was out dated and wasn't appearing on Google at all.

In the three years that AMT Digital has worked with The Raj Tandoori they have seen significant growth in their online presence notably on social media in the local area. AMT Digital manage their Google Business, Facebook and Website for a monthly fee. This covers all changes and amendments as well as weekly posts on social media.

The takeaway was solely on big third party delivery sites such as Just Eat, Deliveroo and Uber Eats in 2019. Paying large fees in commission meant less profit and workers for the takeaway. Now, with the help of AMT Digital, the bulk of orders through their website sees them save hundreds each month on their commission costs.

During covid 19, AMT Digital was adaptable and moved all orders to kerb side pickup for The Raj Tandoori free of charge. This allowed them to continue operation.

Key Headlines:

50% growth in Facebook followers

Over 1k site visits per month

Site conversion = 88%

ROI each month = 75%

Money saved on third party orders since launch = Excess of £4k

Google Business Rating – 4.5 Stars

The Raj Tandoori
est. 1979

Visit The Raj Tandoori at www.therajtandooricrawley.co.uk

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