Maggiano's Website Content Guide

Table of Contents:

Home

Need Approval:

USER GOALS
- See what's on the menu.
- Find store info (hours, contact, etc)
- See what a banquet room looks like

BUSINESS GOALS
- Help people find their nearest location
- Get reservations
- Drive email club signups
- Convert banquet leads

CONTENT DESCRIPTION
- Large image rotator highlighting current specials & features
- Banquets CTA
- Email sign up CTA
- Location info CTA

No Approval Necessary:

TECHNICAL GOALS
- Load in under 5 seconds
- Accurate and easy location identification

SEO KEYWORDS
- Maggiano's
- italian restaurant(s)

WRITING NEEDS
- Add to existing
- SEOification
- Location finder instructional microcopy
- CTA headlines

Menus

Need Approval:

USER GOALS
- Decide whether or not to visit
- See what the food looks like
- Find nutritional info

BUSINESS GOALS
- Drive visits to restaurants
- Make food look appealing
- Drive reservations
- Highlight current specials

CONTENT DESCRIPTION
- Large image rotator highlighting current specials & features
- Intro / overview copy describing food and menu options
- Banquets CTA
- Chef's blog CTA

No Approval Necessary:

TECHNICAL GOALS
- Large, engaging imagery
- Clickable menu items provide more info or media
- Location-specific availability and pricing

SEO KEYWORDS
- italian food
- lasagna
- best lasagna

WRITING NEEDS
- Intro / overview copy
- SEOification

Location Finder

Need Approval:

USER GOALS

- Choose new restaurant location

BUSINESS GOALS

- Help user choose new restaurant location

CONTENT DESCRIPTION

- Clickable map of USA, user clicks their state to see a list of all locations therein, user selects desired location

No Approval Necessary:

TECHNICAL GOALS

- Clickable map, similar to current site

SEO KEYWORDS

- N/A

WRITING NEEDS

- Instructional microcopy

Lunch

Need Approval:

USER GOALS
- See pricing and menu items available for lunch specials

BUSINESS GOALS
- Drive lunch visits

CONTENT DESCRIPTION
- Large image rotator with featured lunch items
- Intro copy
- Location-specific list of all available lunch menu items with descriptions and pricing

No Approval Necessary:

TECHNICAL GOALS
- Large, engaging imagery
- Clickable menu items provide more info or media
- Location-specific availability and pricing

SEO KEYWORDS
- lunch
- lunch restaurants
- italian food for lunch

WRITING NEEDS
- Intro copy
- SEOification

Carry Out

Need Approval:

USER GOALS
- Get pricing and available carry out items for desired location

BUSINESS GOALS
- Communicate difference between regular in-restaurant menu and carry out / delivery menu
- Provide pricing and available items

CONTENT DESCRIPTION
- Large image rotator with featured group dishes
- Description of carry out options
- Location-specific list of all available carry out menu items with descriptions and pricing

No Approval Necessary:

TECHNICAL GOALS
- Large, engaging imagery
- Clickable menu items provide more info or media
- Location-specific availability and pricing

SEO KEYWORDS
- group dining
- family style dining
- family style restaurants

WRITING NEEDS
- Intro copy
- SEOification

Dine-In

Need Approval:

USER GOALS
- See standard menu items and pricing

BUSINESS GOALS
- Drive visits to restaurant
- Make food as appealing as possible
- Highlight current specials

CONTENT DESCRIPTION
- Large image rotator with featured dishes
- Intro copy
- Location-specific list of all available dine-in menu items with descriptions and pricing

No Approval Necessary:

TECHNICAL GOALS
- Large, engaging imagery
- Clickable menu items provide more info or media
- Location-specific availability and pricing

SEO KEYWORDS
- best italian restaurants
- good restaurants
- Lobster Ravioli
- [other top menu items]

WRITING NEEDS
- Intro copy
- SEOification

Banquets

Need Approval:

USER GOALS
• Find out what's on the banquet menu and how much each item costs

BUSINESS GOALS
• Drive banquet leads
• Provide banquet menu pricing and available items

CONTENT DESCRIPTION
• Large image rotator with banquet imagery (rooms, tables, etc)
• Intro copy
• CTA for banquet services
• Location-specific list of all available banquet menu items with descriptions and pricing

No Approval Necessary:

TECHNICAL GOALS
• Large, engaging imagery
• Clickable menu items provide more info or media
• Location-specific availability and pricing

SEO KEYWORDS
• party venues
• private dining rooms

WRITING NEEDS
• Intro copy
• SEOification
• Banquet CTA headlines

Delivery

Need Approval:

USER GOALS
- Find what items are available for delivery and how much each will cost

BUSINESS GOALS
- Explain that delivery options are for groups and events
- Drive delivery and event leads

CONTENT DESCRIPTION
- Large image rotator with featured group dishes
- Intro copy with details of delivery options
- CTA for group dining / delivery services
- Location-specific list of all available delivery menu items with descriptions and pricing

No Approval Necessary:

TECHNICAL GOALS
- Large, engaging imagery
- Clickable menu items provide more info or media
- Location-specific availability and pricing

SEO KEYWORDS
- italian food delivery
- italian delivery
- restaurant delivery

WRITING NEEDS
- Intro copy with details of delivery options
- SEOification
- CTA headline

Beverage

Need Approval:

USER GOALS
- Find out what kind of bar and drinks items Maggiano's offers

BUSINESS GOALS
- Drive "after dinner" and happy our visits

CONTENT DESCRIPTION
- Large image rotator with featured seasonal drinks
- Intro copy
- Location-specific list of all available beverages with descriptions and pricing
- Links to videos and recipes

No Approval Necessary:

TECHNICAL GOALS
- Large, engaging imagery
- Clickable menu items provide more info or media
- Location-specific availability and pricing

SEO KEYWORDS
- best bar food
- classy bar
- cocktails

WRITING NEEDS
- Intro copy
- SEOification

Kids

Need Approval:

USER GOALS
• Find out if it's okay to bring my kids
• See if there is food my kids will actually eat

BUSINESS GOALS
• Drive dine-in visits
• Highlight lower cost options, classic pastas, etc.

CONTENT DESCRIPTION
• Large image rotator with featured kid dishes & classic pasts
• Intro copy about how much we love family
• Location-specific list of all available menu items with descriptions and pricing

No Approval Necessary:

TECHNICAL GOALS
• Large, engaging imagery
• Clickable menu items provide more info or media
• Location-specific availability and pricing

SEO KEYWORDS
• family dining
• family restaurants
• kid friendly restaurants

WRITING NEEDS
• Intro copy
• SEOification

Featured / New

Need Approval:

USER GOALS
• Learn about new and featured items

BUSINESS GOALS
• Communicate featured items

CONTENT DESCRIPTION
• Large image rotator with featured kid dishes & classic pastas
• Intro copy about featured items
• Location-specific list of all available menu items with descriptions and pricing

No Approval Necessary:

TECHNICAL GOALS
• Large, engaging imagery
• Clickable menu items provide more info or media
• Location-specific availability and pricing

SEO KEYWORDS
• best italian food
• classic pasta

WRITING NEEDS
• Intro copy
• SEOification

Dessert

Need Approval:

USER GOALS
- See what kinds of desserts Maggiano's offers
- Get nutritional information

BUSINESS GOALS
- Drive "after dinner" visits

CONTENT DESCRIPTION
- Large image rotator with featured desserts
- Intro copy about featured items
- Location-specific list of all available menu items with descriptions and pricing

No Approval Necessary:

TECHNICAL GOALS
- Large, engaging imagery
- Clickable menu items provide more info or media
- Location-specific availability and pricing

SEO KEYWORDS
- italian desserts
- tiramisu
- [other top dessert items]

WRITING NEEDS
- Intro copy
- SEOification

Locations

Need Approval:

USER GOALS
- Get store info (phone, address, directions, hours, etc.) for nearest location

BUSINESS GOALS
- Provide useful information
- Drive reservations and dine-in visits
- Drive banquet leads

CONTENT DESCRIPTION
- N/A

No Approval Necessary:

TECHNICAL GOALS
- N/A

SEO KEYWORDS
- N/A

WRITING NEEDS
- N/A

Locations Landing Page

Need Approval:

USER GOALS
• Choose or confirm restaurant location

BUSINESS GOALS
• Help user choose or confirm restaurant location

CONTENT DESCRIPTION
• Clickable map of USA, user clicks their state to see a list of all locations therein, user selects desired location

No Approval Necessary:

TECHNICAL GOALS
• Clickable map, similar to current site

SEO KEYWORDS
• N/A

WRITING NEEDS
• Instructional microcopy

Individual Store Profiles

Need Approval:

USER GOALS
- Learn more about specific Maggiano's location

BUSINESS GOALS
- Highlight the fact that each location has an executive chef
- Drive banquet and event leads

CONTENT DESCRIPTION
- Links to directions, reservations, gallery, chef bio, event calendar, and banquets for that location
- CTAs for banquets, directions, and reservations

No Approval Necessary:

TECHNICAL GOALS
- Large, engaging imagery, including both internal and external photography

SEO KEYWORDS
- restaurants in [location]
- best italian food in [location]
- [location] italian restaurants

WRITING NEEDS
- Total rewrite for each location, highlighting specific features and benefits of that particular location

Map / Info / Directions

Need Approval:

USER GOALS
- Get directions to specific location

BUSINESS GOALS
- Provide directions to specific location

CONTENT DESCRIPTION
- Basic description of location (eg: inside Northpark Mall)

No Approval Necessary:

TECHNICAL GOALS
- Zoomable map
- Link to Google maps

SEO KEYWORDS
- italian restaurant near [city / location]
- italian food in [city / location]

WRITING NEEDS
- Basic location description

Reservations

Need Approval:

USER GOALS
- Reserve a table for a specific time at this location

BUSINESS GOALS
- Drive reservations

CONTENT DESCRIPTION
- Very brief into copy
- Option to choose different location

No Approval Necessary:

TECHNICAL GOALS
- Integrate with the Open Table reservation system

SEO KEYWORDS
- italian restaurant reservations

WRITING NEEDS
- Intro copy

Find Time

Need Approval:

USER GOALS
- Select time for reservation

BUSINESS GOALS
- Convert visitors to arrive from Reservations page

CONTENT DESCRIPTION
- Select from available times for a given date
- Choose a different date
- Option to start over

No Approval Necessary:

TECHNICAL GOALS
- Integrate with the Open Table reservation system

SEO KEYWORDS
- N/A

WRITING NEEDS
- Basic instructional copy

Confirmation

Need Approval:

USER GOALS
- Confirm reservation

BUSINESS GOALS
- Drive email signups

CONTENT DESCRIPTION
- Confirmation message with reservation details
- CTA for email signup

No Approval Necessary:

TECHNICAL GOALS
- Display confirmation message if reservation is successful
- Display error message if reservation is unsuccessful

SEO KEYWORDS
- N/A

WRITING NEEDS
- Confirmation message copy
- Email signup CTA

Gallery

Need Approval:

USER GOALS
- View internal and external photos of this location

BUSINESS GOALS
- Present an attractive and inviting atmosphere for dinner or an event

CONTENT DESCRIPTION
- Very brief intro copy
- List or grid of all photos

No Approval Necessary:

TECHNICAL GOALS
- Display a gallery of photos
- Quick load times
- Allow easy management and organization on back-end

SEO KEYWORDS
- Maggiano's photos
- pictures of italian restauran

WRITING NEEDS
- Intro copy

Chef Bio

Need Approval:

USER GOALS
- Learn more about the executive chef at this location

BUSINESS GOALS
- Highlight the fact that each location has an executive chef
- Communicate that Maggiano's offers a higher level of cuisine than most national chain restaurants

CONTENT DESCRIPTION
- 500 to 1000 word bio for the chef

No Approval Necessary:

TECHNICAL GOALS
- N/A

SEO KEYWORDS
- italian chef
- maggiano's executive chef
- [name of chef]

WRITING NEEDS
- Edit / rewrite existing bios

Event Calendar

Need Approval:

USER GOALS
- Find out what's happening at this location

BUSINESS GOALS
- Drive dine-in traffic
- Encourage event participation
- Communicate the active and energetic nature of each location

CONTENT DESCRIPTION
- Brief intro inviting user to attend all events at Maggiano's
- List of past, current, and future events, either in list format or calendar grid

No Approval Necessary:

TECHNICAL GOALS
- Display a calendar of past, current, and future events
- Allow easy event management on back-en

SEO KEYWORDS
- N/A

WRITING NEEDS
- Intro copy

Banquets

Need Approval:

USER GOALS
- Learn more about banquet services and options at this location
- Find contact info for the banquet manager at this location

BUSINESS GOALS
- Drive banquet leads

CONTENT DESCRIPTION
- Images of banquet rooms, table settings, types of events, etc.
- Description of banquet services and types of events served
- CTA to fill out request form

No Approval Necessary:

TECHNICAL GOALS
- Banquet request form

SEO KEYWORDS
- banquet hall in [location]
- banquet room [location]
- restaurants in [location] with party rooms

WRITING NEEDS
- Total rewrite for each location, highlighting the specific banquet benefits and features of that particular location

Banquet Rooms

Need Approval:

USER GOALS
* Learn more about the size and features of the banquet rooms

BUSINESS GOALS
* Show off banquet rooms
* Drive banquet leads

CONTENT DESCRIPTION
* **????**

No Approval Necessary:

TECHNICAL GOALS
* **????**

SEO KEYWORDS
* N/A

WRITING NEEDS
* **????**

Photo Gallery

Need Approval:

USER GOALS
- See pictures of previous events and room setups

BUSINESS GOALS
- Show off banquet rooms
- Drive banquet leads

CONTENT DESCRIPTION
- Gallery of images with captions
- CTA for banquet services

No Approval Necessary:

TECHNICAL GOALS
- Display images in some kind of gallery

SEO KEYWORDS
- banquet room pictures
- banquet layouts

WRITING NEEDS
- CTA headline

360˚ View

Need Approval:

USER GOALS
- Learn more about the size and features of the banquet rooms

BUSINESS GOALS
- Show off banquet rooms
- Drive banquet leads

CONTENT DESCRIPTION
- Brief instructional copy
- Interactive visual tour of a banquet space
- CTA for banquet services

No Approval Necessary:

TECHNICAL GOALS
- Display a virtual walk-through of a banquet space, similar to Google street view

SEO KEYWORDS
- TBD

WRITING NEEDS
- Instructional copy
- CTA headline

Floor Plans

Need Approval:

USER GOALS
- Get the specifics of the size and layout of the banquet space

BUSINESS GOALS
- Show off banquet rooms
- Drive banquet leads

CONTENT DESCRIPTION
- Gallery of plans, click to view larger
- CTA for banquet services

No Approval Necessary:

TECHNICAL GOALS
- Provide downloadable floor plans and schematics for this location

SEO KEYWORDS
- banquet layouts

WRITING NEEDS
- CTA headline

Corporate Events

Need Approval:

USER GOALS
- Decide if Maggiano's will work for my corporate event

BUSINESS GOALS
- Drive banquet leads
- Convince users that Maggiano's is ideal for their corporate event

CONTENT DESCRIPTION
- Large image rotator displaying various aspects of corporate event services
- Description of benefits and features of corporate event services
- **????**

No Approval Necessary:

TECHNICAL GOALS
- Lift content from LiveBall page
- Banquet request form

SEO KEYWORDS
- private dining rooms
- banquet hall
- corporate event venue

WRITING NEEDS
- **????**

Social Events

Need Approval:

USER GOALS
- Decide if Maggiano's will work for my social event

BUSINESS GOALS
- Drive banquet leads
- Convince users that Maggiano's is ideal for their social event

CONTENT DESCRIPTION
- Large image rotator displaying various aspects of social event services
- Description of benefits and features of social event
- services
- **????**

No Approval Necessary:

TECHNICAL GOALS
- Lift content from LiveBall page
- Banquet request form

SEO KEYWORDS
- private dining rooms
- party venues
- social event venue

WRITING NEEDS
- **????**

Wedding Events

Need Approval:

USER GOALS
- Decide if Maggiano's will work for my wedding event

BUSINESS GOALS
- Drive banquet leads
- Convince users that Maggiano's is ideal for their wedding event

CONTENT DESCRIPTION
- Large image rotator displaying various aspects of wedding event services
- Description of benefits and features of wedding event services
- **????**

No Approval Necessary:

TECHNICAL GOALS
- Lift content from LiveBall page
- Banquet request form

SEO KEYWORDS
- rehearsal dinner restaurant(s)
- bridal shower venues
- wedding event venue

WRITING NEEDS
- **????**

Banquets

Need Approval:

USER GOALS
- Learn more about banquet services
- Find out if Maggiano's meets the needs for my next event
- Ask a specific question

BUSINESS GOALS
- Drive banquet leads
- Encourage users to contact, even if they don't have all the details worked out yet
- Present Maggiano's as a banquet resource, not just a venue

CONTENT DESCRIPTION
- N/A

No Approval Necessary:

TECHNICAL GOALS
- N/A

SEO KEYWORDS
- banquet room(s)
- party venue(s)
- private dining room(s)
- banquet hall(s)

WRITING NEEDS
- N/A

Banquets Landing Page

Need Approval:

USER GOALS
- Learn more about banquet services
- Find out if Maggiano's meets the needs for my next event
- Ask a specific question

BUSINESS GOALS
- Convince users that Maggiano's is ideal for their event through images and descriptions of a variety of event types

CONTENT DESCRIPTION
- Large image rotator with images of banquet rooms and various types of events
- Intro copy describing the benefits of Maggiano's banquet and event services
- CTAs for business events, special occasions, wedding events, and national sales

No Approval Necessary:

TECHNICAL GOALS
- Banquet request form

SEO KEYWORDS
- banquet room(s)
- party venue(s)
- private dining room(s)
- banquet hall(s)

WRITING NEEDS
- Intro copy
- CTA headlines

Business Events Landing Page

Need Approval:

USER GOALS
- Decide if Maggiano's will work for my business event

BUSINESS GOALS
- Drive banquet leads
- Convince users that Maggiano's is ideal for their business event

CONTENT DESCRIPTION
- Large image rotator displaying various aspects of business event services
- Description of benefits and features of business event services
- **????**

No Approval Necessary:

TECHNICAL GOALS
- Lift content from LiveBall page
- Banquet request form

SEO KEYWORDS
- private dining rooms
- banquet hall
- corporate event venue

WRITING NEEDS
- **????**

Special Events Landing Page

Need Approval:

USER GOALS
- Decide if Maggiano's will work for my special event

BUSINESS GOALS
- Drive banquet leads
- Convince users that Maggiano's is ideal for their special event

CONTENT DESCRIPTION
- Large image rotator displaying various aspects of special event services
- Description of benefits and features of special event services
- **????**

No Approval Necessary:

TECHNICAL GOALS
- Lift content from LiveBall page
- Banquet request form

SEO KEYWORDS
- private dining rooms
- party venues
- special event venue

WRITING NEEDS
- **????**

Wedding Events Landing Page

Need Approval:

USER GOALS
• Decide if Maggiano's will work for my wedding event

BUSINESS GOALS
• Drive banquet leads
• Convince users that Maggiano's is ideal for their wedding event

CONTENT DESCRIPTION
• Large image rotator displaying various aspects of wedding event services
• Description of benefits and features of wedding event services
• **????**

No Approval Necessary:

TECHNICAL GOALS
• Lift content from LiveBall page
• Banquet request form

SEO KEYWORDS
• rehearsal dinner restaurant(s)
• bridal shower venues
• wedding event venue

WRITING NEEDS
• **????**

National Sales Landing Page

Need Approval:

USER GOALS
- Decide if Maggiano's will be able to support a series of events across multiple cities

BUSINESS GOALS
- Drive banquet leads
- Convince users that Maggiano's will be able to support a series of events across multiple cities

CONTENT DESCRIPTION
- Large image rotator displaying various aspects of national event services
- Description of benefits and features of national event services
- **????**

No Approval Necessary:

TECHNICAL GOALS
- Lift content from LiveBall page
- Banquet request form

SEO KEYWORDS
- national event services
- multi-city event planning
- [research ongoing]

WRITING NEEDS
- **????**

Group Dining / Delivery

Need Approval:

USER GOALS

- Get pricing, menu, and available services for catering / delivery.
- Submit delivery request
- Submit large group carry out request

BUSINESS GOALS

- Drive group dining leads
- Clearly define available menu and services, communicate other important details of group dining / delivery options

CONTENT DESCRIPTION

- N/A

No Approval Necessary:

TECHNICAL GOALS

- N/A

SEO KEYWORDS

- delivery
- italian food delivery
- italian delivery
- restaurant delivery

WRITING NEEDS

- N/A

Group Dining / Delivery Landing Page

Need Approval:

USER GOALS
- Get pricing, menu, and available services for catering / delivery.
- Submit delivery request
- Submit large group carry out request

BUSINESS GOALS
- Provide group dining information
- Drive group dining requests

CONTENT DESCRIPTION
- Large image rotator of group dishes
- Intro copy describing group dining features and benefits
- CTA to fill out request form

No Approval Necessary:

TECHNICAL GOALS
- N/A

SEO KEYWORDS
- delivery
- italian food delivery
- italian delivery
- restaurant delivery

WRITING NEEDS
- Intro copy
- CTA headlines

Request Form

Need Approval:

USER GOALS
- Submit delivery request
- Submit large group carry out request

BUSINESS GOALS
- Drive group dining and delivery requests

CONTENT DESCRIPTION
- Brief instructional copy
- Button or drop-down to select delivery or carryout
- Form fields for required information
- Phone number or chat for immediate help

No Approval Necessary:

TECHNICAL GOALS
- Form

SEO KEYWORDS
- N/A

WRITING NEEDS
- Intro copy

Confirmation Page

Need Approval:

USER GOALS
- Confirm details of delivery or carry out order

BUSINESS GOALS
- Provide details of delivery or carry out order

CONTENT DESCRIPTION
- Amounts, dishes, and pricing of order
- CTA for banquet and event services

No Approval Necessary:

TECHNICAL GOALS
- Display details of order

SEO KEYWORDS
- N/A

WRITING NEEDS
- CTA headlines

Gift Cards

Need Approval:

USER GOALS
- Find out what kinds of gift cards are available and how much they cost
- Find a nice gift for someone who love Italian food

BUSINESS GOALS
- Drive gift card purchases
- Clearly explain available gift card options

CONTENT DESCRIPTION
- N/A

No Approval Necessary:

TECHNICAL GOALS
- Integrate with Brinker E-gift card system and Cashstar physical gift card system

SEO KEYWORDS
- N/A

WRITING NEEDS
- N/A

Gift Cards Landing Page

Need Approval:

USER GOALS
- Learn about gift card options
- Buy a Maggiano's gift card

BUSINESS GOALS
- Drive gift card sales
- Clearly explain available gift card options

CONTENT DESCRIPTION
- Intro copy explaining types of gift cards
- CTAs for both types of gift cards

No Approval Necessary:

TECHNICAL GOALS
- Integrate with Brinker E-gift card system and Cashstar physical gift card system

SEO KEYWORDS
- gift certificates restaurants
- little italy gift card location
- online restaurant gift cards
- egift cards

WRITING NEEDS
- Intro copy
- CTA headlines

Traditional Cards

Need Approval:

USER GOALS
- Learn about traditional gift card options
- Buy a traditional Maggiano's gift card

BUSINESS GOALS
- Drive gift card sales
- Clearly explain traditional gift card options

CONTENT DESCRIPTION
- Brief intro copy describing benefits and uses of traditional gift cards
- CTAs for available gift card amounts

No Approval Necessary:

TECHNICAL GOALS
- Integrate with Brinker E-gift card system and Cashstar physical gift card system

SEO KEYWORDS
- gift certificates restaurants
- little italy gift card location
- online restaurant gift cards
- egift cards

WRITING NEEDS
- Intro copy
- CTA headlines

Personal Message

Need Approval:

USER GOALS
- Create a personal message for the recipient of the gift card

BUSINESS GOALS
- Help users complete gift card purchase

CONTENT DESCRIPTION
- Instructional microcopy
- Text field for personal message

No Approval Necessary:

TECHNICAL GOALS
- NOTE: Everything described here will be contingent upon the limitations of the new gift card system, this is all simply a description of the ideal scenario

SEO KEYWORDS
- N/A

WRITING NEEDS
- Instructional microcopy

Cart Summary

Need Approval:

USER GOALS
- Complete purchase process

BUSINESS GOALS
- Help users complete gift card purchase
- Reduce cart abandonment

CONTENT DESCRIPTION
- Summary of purchase amounts, options, and personal message

No Approval Necessary:

TECHNICAL GOALS
- NOTE: Everything described here will be contingent upon the limitations of the new gift card system, this is all simply a description of the ideal scenario

SEO KEYWORDS
- N/A

WRITING NEEDS
- N/A

Shipping

Need Approval:

USER GOALS
- Enter the shipping information of the gift card recipient

BUSINESS GOALS
- Help users complete gift card purchase
- Reduce cart abandonment

CONTENT DESCRIPTION
- Text fields for physical address

No Approval Necessary:

TECHNICAL GOALS
- NOTE: Everything described here will be contingent upon the limitations of the new gift card system, this is all simply a description of the ideal scenario

SEO KEYWORDS
- N/A

WRITING NEEDS
- N/A

Billing

Need Approval:

USER GOALS
- Enter their own billing information

BUSINESS GOALS
- Help users complete gift card purchase
- Reduce cart abandonment

CONTENT DESCRIPTION
- Text fields for billing address

No Approval Necessary:

TECHNICAL GOALS
- NOTE: Everything described here will be contingent upon the limitations of the new gift card system, this is all simply a description of the ideal scenario

SEO KEYWORDS
- N/A

WRITING NEEDS
- N/A

Confirmation

Need Approval:

USER GOALS
- Confirm all details of purchase

BUSINESS GOALS
- Help users complete gift card purchase
- Reduce cart abandonment

CONTENT DESCRIPTION
- Summary of purchase amounts, options, personal message, shipping and billing information
- CTA for email signup and/or dining reservations

No Approval Necessary:

TECHNICAL GOALS
- NOTE: Everything described here will be contingent upon the limitations of the new gift card system, this is all simply a description of the ideal scenario

SEO KEYWORDS
- N/A

WRITING NEEDS
- CTA headlines

E-Gift Cards

Need Approval:

USER GOALS
- Learn about E-gift card options
- Buy a Maggiano's E-gift card

BUSINESS GOALS
- Drive gift card sales
- Clearly explain E-gift card options

CONTENT DESCRIPTION
- Brief intro copy describing benefits and uses of E-gift card
- CTAs for available gift card amounts

No Approval Necessary:

TECHNICAL GOALS
- Integrate with Brinker E-gift card system and Cashstar physical gift card system

SEO KEYWORDS
- gift certificates restaurants
- little italy gift card location
- online restaurant gift cards
- egift cards

WRITING NEEDS
- Intro copy
- CTA headlines

Cart

Need Approval:

USER GOALS
- Complete purchase process

BUSINESS GOALS
- Help users complete gift card purchase
- Reduce cart abandonment

CONTENT DESCRIPTION
- Summary of purchase amounts and other options

No Approval Necessary:

TECHNICAL GOALS
- NOTE: Everything described here will be contingent upon the limitations of the new gift card system, this is all simply a description of the ideal scenario

SEO KEYWORDS
- N/A

WRITING NEEDS
- N/A

Billing

Need Approval:

USER GOALS
• Enter their own billing information

BUSINESS GOALS
• Help users complete gift card purchase
• Reduce cart abandonment

CONTENT DESCRIPTION
• Text fields for billing address

No Approval Necessary:

TECHNICAL GOALS
• NOTE: Everything described here will be contingent upon the limitations of the new gift card system, this is all simply a description of the ideal scenario

SEO KEYWORDS
• N/A

WRITING NEEDS
• N/A

Confirmation

Need Approval:

USER GOALS
- Confirm all details of purchase

BUSINESS GOALS
- Help users complete gift card purchase
- Reduce cart abandonment

CONTENT DESCRIPTION
- Summary of purchase amounts and other options
- CTA for email signup and/or dining reservations

No Approval Necessary:

TECHNICAL GOALS
- NOTE: Everything described here will be contingent upon the limitations of the new gift card system, this is all simply a description of the ideal scenario

SEO KEYWORDS
- N/A

WRITING NEEDS
- CTA headlines

Corporate

Need Approval:

USER GOALS
- Interact with and learn about the people and organization behind Maggiano's
- Complain or brag about a dining experience

BUSINESS GOALS
- Provide useful and impressive information about Maggiano's
- Empower users to be more involved in their dining experience

CONTENT DESCRIPTION
- N/A

No Approval Necessary:

TECHNICAL GOALS
- N/A

SEO KEYWORDS
- N/A

WRITING NEEDS
- N/A

About

Need Approval:

USER GOALS

- Connect with the individuals behind Maggiano's on a personal level

BUSINESS GOALS

- Provide engaging information about the individuals behind Maggiano's

CONTENT DESCRIPTION

- Profile images and short bios for each of the Maggiano's leadership team
- Contact form to contact each of them directly (note: doesn't actually have to contact each of them directly, will be screened)

No Approval Necessary:

TECHNICAL GOALS

- Contact form

SEO KEYWORDS

- TBD

WRITING NEEDS

- Lift and edit bios from here: http://brinker.mediaroom.com/maggianosexecutives

Careers

Need Approval:

USER GOALS
- Find out about hiring and available jobs

BUSINESS GOALS
- Recruit high quality employees

CONTENT DESCRIPTION
- Short intro copy preparing user to be sent to BrinkerJobs.com
- Display link to BrinkerJobs.com

No Approval Necessary:

TECHNICAL GOALS
- N/A

SEO KEYWORDS
- N/A

WRITING NEEDS
- Intro copy

Contact

Need Approval:

USER GOALS
- Complain, brag, or ask a question about Maggiano's

BUSINESS GOALS
- Empower users to be more involved with the Maggiano's brand

CONTENT DESCRIPTION
- Brief intro copy
- Short, easy-fill-out contact form

No Approval Necessary:

TECHNICAL GOALS
- Integrate ePowerSuite form

SEO KEYWORDS
- N/A

WRITING NEEDS
- Intro copy

Policies

Need Approval:

USER GOALS
- Find out legal requirements and restrictions for using the Maggiano's website

BUSINESS GOALS
- Communicate legal requirements and restrictions for using the Maggiano's website

CONTENT DESCRIPTION
- Lots of text

No Approval Necessary:

TECHNICAL GOALS
- N/A

SEO KEYWORDS
- N/A

WRITING NEEDS
- All content to be provided by Brinker legal team

Privacy

Need Approval:

USER GOALS
- Find out how Maggiano's will be using my information and protecting my privacy

BUSINESS GOALS
- Communicate how Maggiano's will be using my information and protecting my privacy

CONTENT DESCRIPTION
- Lots of text

No Approval Necessary:

TECHNICAL GOALS
- N/A

SEO KEYWORDS
- N/A

WRITING NEEDS
- All content to be provided by Brinker legal team

Survey

Need Approval:

USER GOALS
- Provide feedback and opinions about my Maggiano's experience

BUSINESS GOALS
- Elicit feedback from visitors
- Generate ideas for possible changes to dining or web experience

CONTENT DESCRIPTION
- Brief intro copy
- Survey form

No Approval Necessary:

TECHNICAL GOALS
- Restyled or embedded Empathica survey form

SEO KEYWORDS
- N/A

WRITING NEEDS
- Intro copy

Social Profiles / Feed

Need Approval:

USER GOALS
- Find other connections with Maggiano's on the web

BUSINESS GOALS
- Enable visitors to connect and interact with Maggiano's through various social media platforms

CONTENT DESCRIPTION
- Location-specific links to social profiles for each restaurant, based on users location
- Location-specific feeds for recent posts and tweets from
- Option to choose new location
- CTA for email signup

No Approval Necessary:

TECHNICAL GOALS
- Display correct links and feeds based on user's location

SEO KEYWORDS
- N/A

WRITING NEEDS
- Instructional microcopy
- CTA headlines
-

Blog

Need Approval:

USER GOALS
• Get access to Maggiano's Chef's blog

BUSINESS GOALS
• Provide access to Maggiano's Chef's blog

CONTENT DESCRIPTION
• N/A

No Approval Necessary:

TECHNICAL GOALS
• Link to Maggiano's Chef's blog

SEO KEYWORDS
• maggiano's recipes
• rigatoni d recipe
• italian lasagna recipe
• maggiano's reheat

WRITING NEEDS
• N/A

Reservations

Need Approval:

USER GOALS
- Reserve a table for a specific time at this location

BUSINESS GOALS
- Drive reservations

CONTENT DESCRIPTION
- Very brief into copy
- Option to choose different location

No Approval Necessary:

TECHNICAL GOALS
- Integrate with the Open Table reservation system

SEO KEYWORDS
- italian restaurant reservations

WRITING NEEDS
- Intro copy

Confirm or Choose Location

Need Approval:

USER GOALS
- Make reservations at correct location

BUSINESS GOALS
- Help user make reservations at correct location

CONTENT DESCRIPTION
- Brief instructional microcopy
- Button to confirm location or option to choose new location

No Approval Necessary:

TECHNICAL GOALS
- Automatically determine location and allow user to select different location
- Pass location information through to OpenTable reservation system

SEO KEYWORDS
- N/A

WRITING NEEDS
- Instructional microcopy
- CTA headlines

Find Time

Need Approval:

USER GOALS
- Select time for reservation

BUSINESS GOALS
- Convert visitors to arrive from Reservations page

CONTENT DESCRIPTION
- Select from available times for a given date
- Choose a different date
- Option to start over

No Approval Necessary:

TECHNICAL GOALS
- Integrate with the Open Table reservation system

SEO KEYWORDS
- N/A

WRITING NEEDS
- Basic instructional copy

Confirmation

Need Approval:

USER GOALS
- Confirm reservation

BUSINESS GOALS
- Drive email signups

CONTENT DESCRIPTION
- Confirmation message with reservation details
- CTA for email signup

No Approval Necessary:

TECHNICAL GOALS
- Display confirmation message if reservation is successful
- Display error message if reservation is unsuccessful

SEO KEYWORDS
- N/A

WRITING NEEDS
- Confirmation message copy
- Email signup CTA

Email Sign Up

Need Approval:

USER GOALS
- Receive specials, new features, and interesting news in my email on a regular basis

BUSINESS GOALS
- Drive email signups

CONTENT DESCRIPTION
- Brief intro copy describing the types of information users will receive and the benefits of signing up
- Subscription form

No Approval Necessary:

TECHNICAL GOALS
- Subscription form

SEO KEYWORDS
- N/A

WRITING NEEDS
- Intro copy