Competitors Found

13

Hide ∧

#	Name ⇅	Rating ⇅	Reviews ⇅
1	Rusty Pelican Miami	4.7 ⭐	20363
2	CVI.CHE 105 South Beach	4.9 ⭐	18058
3	Españolita Miami Beach 🌹 🦞SEAFOOD&STEAKHOUSE	4.9 ⭐	16124
4	Joe's Stone Crab **YOU**	4.5 ⭐	11044
5	Mercato della Pescheria Miami Beach	4.8 ⭐	7678
6	Santorini by Georgios	4.7 ⭐	5146
7	Monty's Sunset - South Beach	4.2 ⭐	4260
8	CJ's Crab Shack	4.2 ⭐	3757
9	Chalan on the Beach	4.5 ⭐	3357
10	The Lobster Shack	4.4 ⭐	1609
11	Ocean Bistro	4.7 ⭐	1057
12	Poseidon Greek Seafood Restaurant	4.5 ⭐	981
10	The Lobster Shack	4.3 ⭐	654
14	Cafe del Mar	Miami Beach	5 ⭐	504

Reviews Analysis

Positioning: Above average

80/100 /100

Less details ⌃

You: 80

Market Average: 78

✓ What People Like

✓ Good stone crab bisque

✓ Excellent fried chicken

✓ Crab served cold is a unique experience

⚠ What People Don't Like

⚠ Clam chowder not impressive

⚠ Inconsistent service for non-reservations

⚠ Extremely cold air conditioning

Digital Presence

80/100

Authority Score

Active Website
joesstonecrab.com

Active Social Channels

Ig Fb Tk In

TECHNICAL AUDIT & PERFORMANCE

CMS/TECH
Shopify

SECURITY
● HTTPS Secure

MOBILE CHECK
● Responsive

SERVER RESPONSE
0.31s

SITE METADATA AUDIT

TITLE TAG
Joe's Stone Crab

META DESCRIPTION
"In 1913, Joe Weiss opened up a small lunch counter on Miami Beach. This was before Miami Beach was even a city. Folks stopped in to chat and for a top-notch fish sandwich and fries. This, of course, was only the beginning, and what happened next is a story worth telling."

H1 TAG
YOU CAN STILL ADD MORE!

SOCIAL PREVIEW (OPENGRAPH)

WEBSITE
Joe's Stone Crab
In 1913, Joe Weiss opened up a small lunch counter on Miami Beach. This was before Miami Beach was even a city. Folks stopped in to chat and for a top-notch fish sandwich

ADVANCED TECHNICAL SEO

SCHEMA.ORG
⚠ **Absent**

CANONICAL
⊘ **Set**

ROBOTS.TXT
⊘ **Present**

SITEMAP.XML
⊘ **Present**

Google Ranking
Ranking for strategic keyword

`> 10th POS`

KEYWORD
"Ristorante di pesce Miami Beach"

POSITION
N/A

Strategic Recommendations

75/100

Punteggio Competitivo

Hide ⌃

⚡ MARKET OPPORTUNITIES (COMPETITIVE GAPS)

1

Consistent Service & Ambiance

Improve service consistency for all customers regardless of reservation status. Focus on creating a more comfortable dining environment by addressing temperature control, as many customers seek an enjoyable dining experience.

⚠ SOURCE: RUSTY PELICAN MIAMI - POOR SERVICE COMPLAINTS; JOE'S STONE CRAB - AIR CONDITIONING COMPLAINTS

2

Authentic Paella Experience

Offer a truly authentic paella dish by using higher-quality ingredients. Highlight the freshness and flavor of the seafood used. Ensure the cooking process adheres to traditional techniques to enhance customer satisfaction.

⚠ SOURCE: ESPAÑOLITA MIAMI BEACH - PAELLA QUALITY COMPLAINTS

3

Personalized Customer Service

Enhance customer interaction by assigning dedicated servers like Roger at CVI.CHE 105. Train staff to be more attentive and provide personalized recommendations, creating a memorable and welcoming atmosphere for guests.

⚠ SOURCE: CVI.CHE 105 SOUTH BEACH - EXCEPTIONAL SERVER ROGER

🔍

Google Business Profile Optimization

Prioritize adding missing info to Google Business Profile (GBP), especially website and correct phone #, since they are missing. Upload high-quality photos of the restaurant and staff. Actively respond to all reviews to improve your online presence.

💡 RECOMMENDED STRATEGIC ACTIONS

1

Upload many high-quality photos of the restaurant, your team, and signature dishes to Google Business Profile. Customers often look at photos before deciding to visit, and more visuals build trust and attract more customers. For example, capture the preparation of your famous stone crabs or the friendly faces of your staff. Dedicate 30 minutes this week to take photos and upload them.

2

Actively encourage satisfied customers to leave reviews on Google and other platforms. Positive reviews improve online visibility and bring in more customers. Provide a link or QR code on receipts to make it easy for them. Consider a small incentive, like a discount on their next visit, to increase participation. Spend 1 hour per week managing and responding to reviews.

3

Highlight your restaurant's history and unique dining experience in your marketing. Let people know that you are a place where crab is served cold, as this can be a unique selling point, and it can improve customer satisfaction if they are informed. Add stories to your website and social media about your history. Update your Google description to reflect this. Dedicate 2 hours to writing compelling content this month.

4

Address the air conditioning issue. Consider installing adjustable vents or creating warmer zones in the dining area. This can drastically improve the comfort of your customers and prevent negative reviews related to the cold temperature. Test the temperature during different times of the day, and provide blankets for clients. Cost of install should be around $200-$300.

5

Enhance the flavor and quality of your Manhattan clam chowder based on customer feedback. Experiment with different recipes and ingredients to create a more flavorful and appealing dish. Ask customers to rate the dish and give you feedback, so that you can create a dish that customers adore.

Market Trends & News

Latest news and opportunities for your industry

- I will prioritize searching for local news and trends specific to "FL 33139".

- I will then broaden the search to national news and industry-specific trends applicable to seafood restaurants in the US.

- I will focus on recent laws/regulations, emerging consumer trends, technological adoption, and local events/market conditions affecting businesses in "FL 33139."

- I will cite concrete sources, preferably local newspapers, chambers of commerce, and regional business associations, to support each point.

- *1. Increased Transparency and Disclosure of Fees & Surcharges (Regulation):

⊕ POWERED BY GOOGLE SEARCH GROUNDING