WEBSITE AND REDESIGN

LocAle Food and Rooms

First website in 2024, redesign in 2026: now LocAle takes bookings in three languages.

LocAle is a restaurant with a Lounge Bar and two rooms in the old town of Pietralunga, in the hills of northern Umbria. In 2024 we built its first website; in 2026 we rebuilt it from scratch, because the place had grown and the website no longer told its story.



IN SHORT

The numbers *of the project.*

Desktop performance

98

OLD SITE ~~62~~

Lighthouse, before and after

Mobile performance

97

OLD SITE ~~48~~

twice as high, where people look for a restaurant

Main content on mobile

1.2s

OLD SITE ~~2,7 s~~

Home page LCP

Mobile home page weight

538KB

OLD SITE ~~1.2 MB~~

from 45 to 21 requests

3 languages with real pages: Italian, English and German

30 pages in the sitemap, all translated

19 dishes on the online menu, with sea, land and truffle filters

100 accessibility, best practices and SEO on Lighthouse

CLIENT

LocAle Food and Rooms, Pietralunga (Perugia, Italy)

BUSINESS

Restaurant, Lounge Bar and 2 rooms in the old town

PLATFORM

2024: WordPress and Elementor · 2026: Astro

ONLINE SINCE

February 2024, redesign since 20 October 2026

SERVICES

Websites, SEO and content

OUR ROLE

First website in 2024 and redesign in 2026: planning, design, development, copy in three languages, SEO and launch, with the same point of contact from start to finish.

IN THIS DOCUMENT

01 Two versions · 02 Why rebuild it · 03 Before and after · 04 The key features · 05 The technical · 06 At a glance · 07 SEO and languages · 08 Results · 09 Behind the scenes

01 / TWO VERSIONS

One client, *two websites.*

LocAle has worked with us since 2024. The first website did its job for more than two years; the redesign grew out of what those two years taught us.

February 2024 THE FIRST WEBSITE

Online, *with real photos of the town.*

The first goal was simple: make the restaurant and rooms known and get them booked. Photos of the dishes and rooms, the Lombard fortress, guest reviews and buttons to message or call in every section.

- WordPress with Elementor
- Bookings via WhatsApp, phone or email
- A page for each room, with video
- English and German through machine translation



October 2026 THE REDESIGN

Rebuilt from scratch, *without losing anything.*

Same photos, same addresses, same WhatsApp: everything that worked has stayed. Around it there's a new, faster website with the menu, online booking and three languages written properly.

- Static Astro website, no database
- Online booking for a table or a room
- Menu with prices and filters, also as a PDF
- Real pages in Italian, English and German



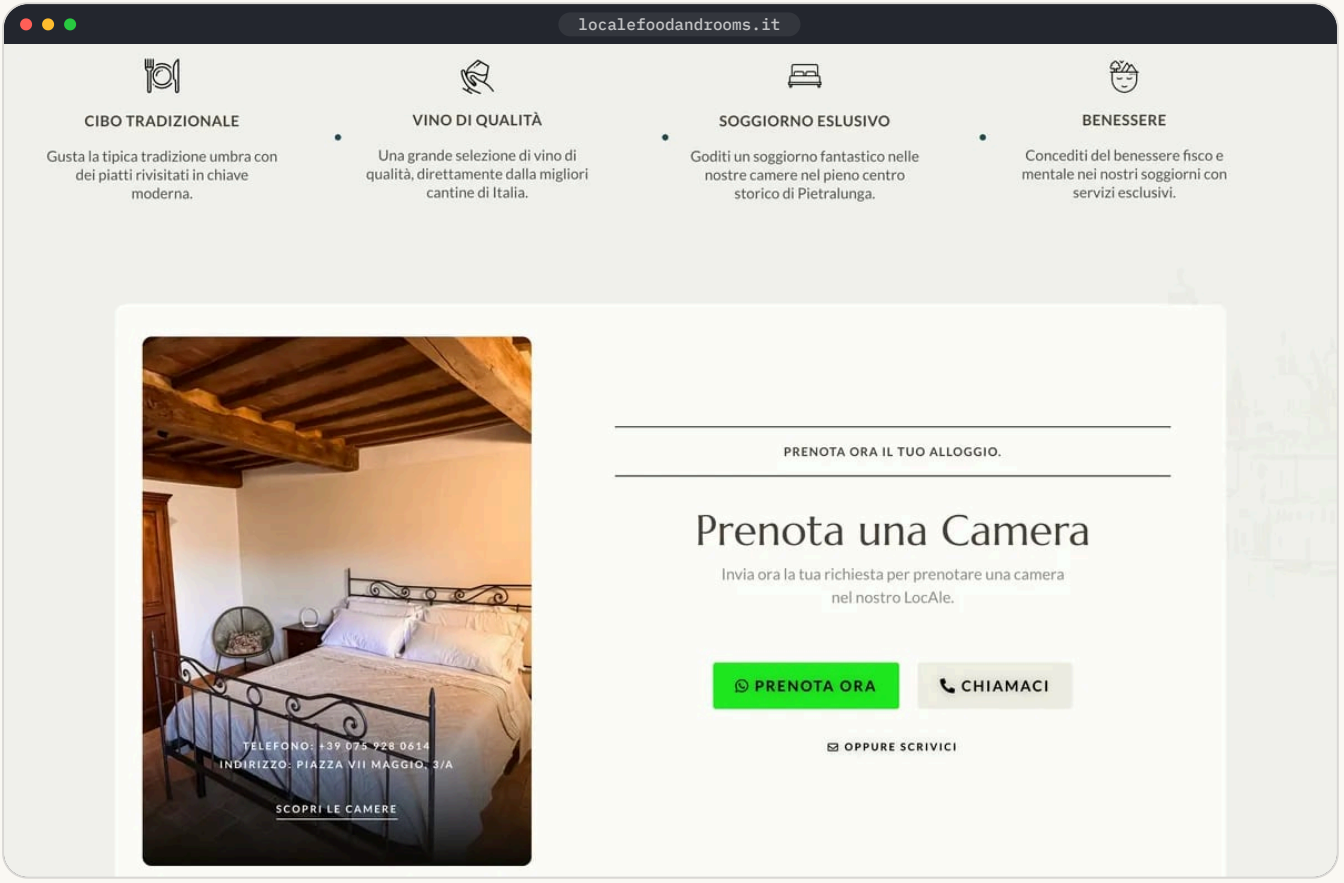
02 / WHY REBUILD IT

A good first website *that had grown too small.*

- Booking only by message or phone
- Machine translation, no pages in English or German
- Performance 62 on desktop and 48 on mobile
- No restaurant structured data
- Photos in JPG and PNG
- Opening hours on one line in the footer

The 2024 website was built to get bookings, and it did: a green WhatsApp button and a “Call us” in every section. In two and a half years, though, LocAle grew, with fish and truffle on the menu, the Lounge Bar on the square and the terrace over the hills. The website stayed the same: booking always meant messaging or calling, and the opening hours were a single line in the footer.

Underneath were WordPress, Elementor and a multipurpose theme: a lot of code for a site of a few pages, and you could feel it on a phone. Translations were done on the fly by a plugin, so for Google LocAle existed only in Italian, even though some of its guests come from abroad.



The 2024 website: every section led to WhatsApp or the phone. It worked, but booking always meant messaging or calling.

THE GOAL

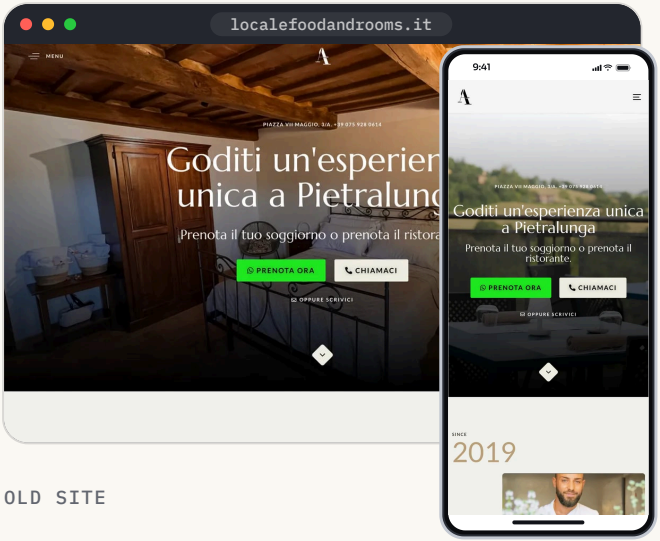
A website that makes you want to sit down at the table straight from your phone, that lets you book without calling and that truly speaks Italian, English and German, without losing what worked: the real photos, WhatsApp and the reviews.

03 / BEFORE AND AFTER

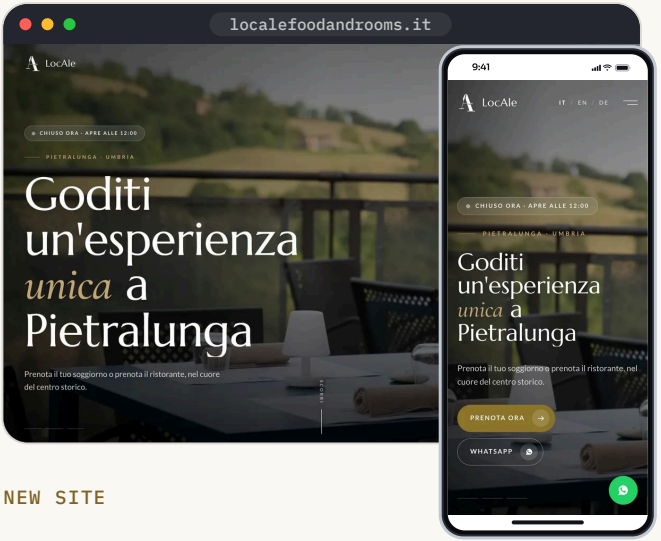
Four screens *compared.*

Home

Before, a centred title over a photo of a room and two green buttons. Now the terrace over the hills, an “open/closed” badge updated to the hour and the language always within reach.



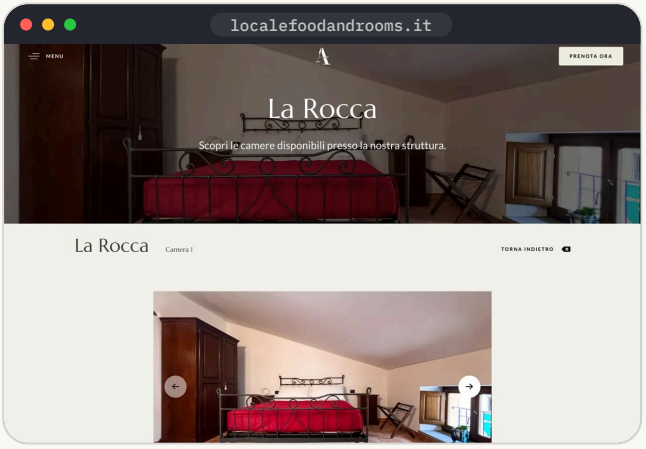
OLD SITE



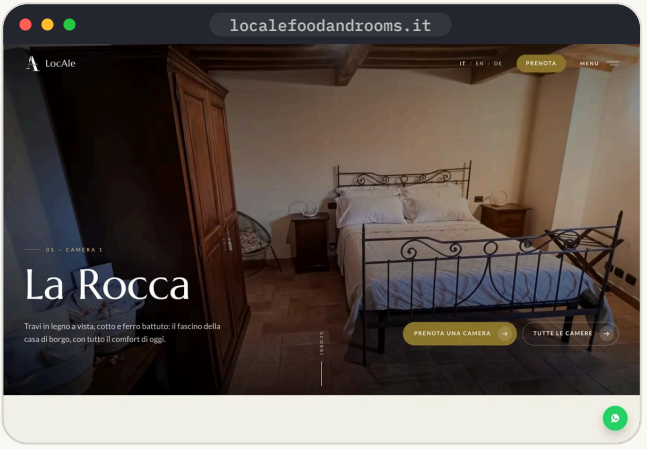
NEW SITE

Room

La Rocca had a carousel and a long text. Now it opens with a full-screen photo, then the amenities at a glance, the video and the gallery.



OLD SITE



NEW SITE

03 / BEFORE AND AFTER

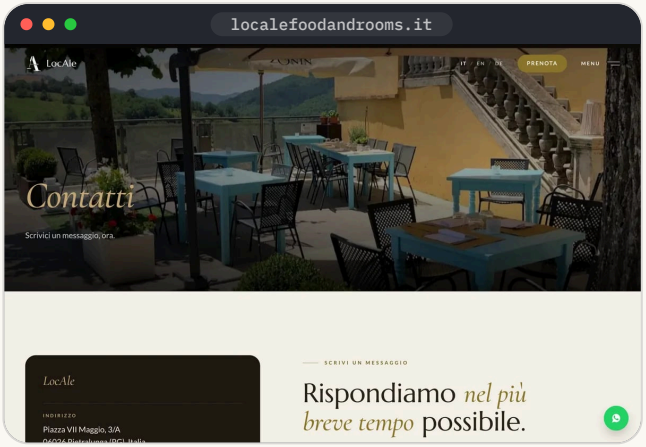
Before and after, *page by page.*

Contact

Address, phone numbers and hours on one card, the form next to it, a map that loads only if you ask for it, and the FAQ right below.



OLD SITE



NEW SITE

Navigation

The menu was a list on a grey background. Now it opens full screen with a photo of the square, opening hours, contacts, social links and the language switch.



OLD SITE



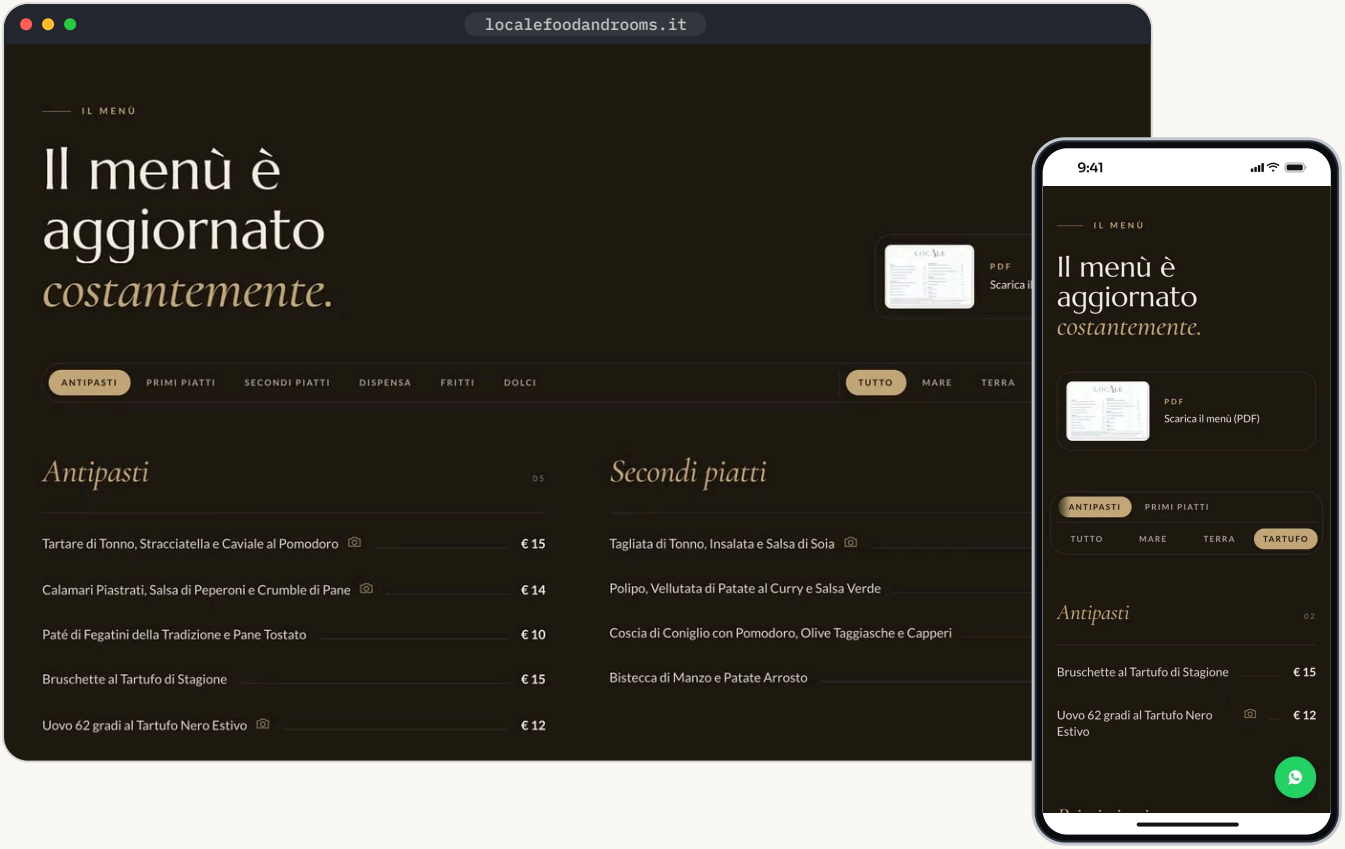
NEW SITE

04 / THE KEY FEATURES · 01

The menu, *before you even sit down.*

The menu is a page of the website: dishes, prices and cover charge, grouped by course. Fancy fish or truffle? One tap filters it; those who prefer paper download the PDF.

- 19 dishes in 6 courses, each with its price
- Sea, Land and Truffle filters, easy to use on a phone too
- Notes on allergens and raw fish, as the law requires





The menu on a phone, with the PDF to download

04 / THE KEY FEATURES · 02

A table or a room, *in the same form.*

Before, you could only message or call. Now you choose what to book and the form adapts: date, time and guests for a table; arrival, nights and guests for a room. WhatsApp and phone stay right next to it, for those who prefer them.

- Different fields for a table and a room, no pointless questions
- “Book” always visible at the top of every page
- WhatsApp and phone next to the form, for quick requests

A table → date, time, guests → request sent





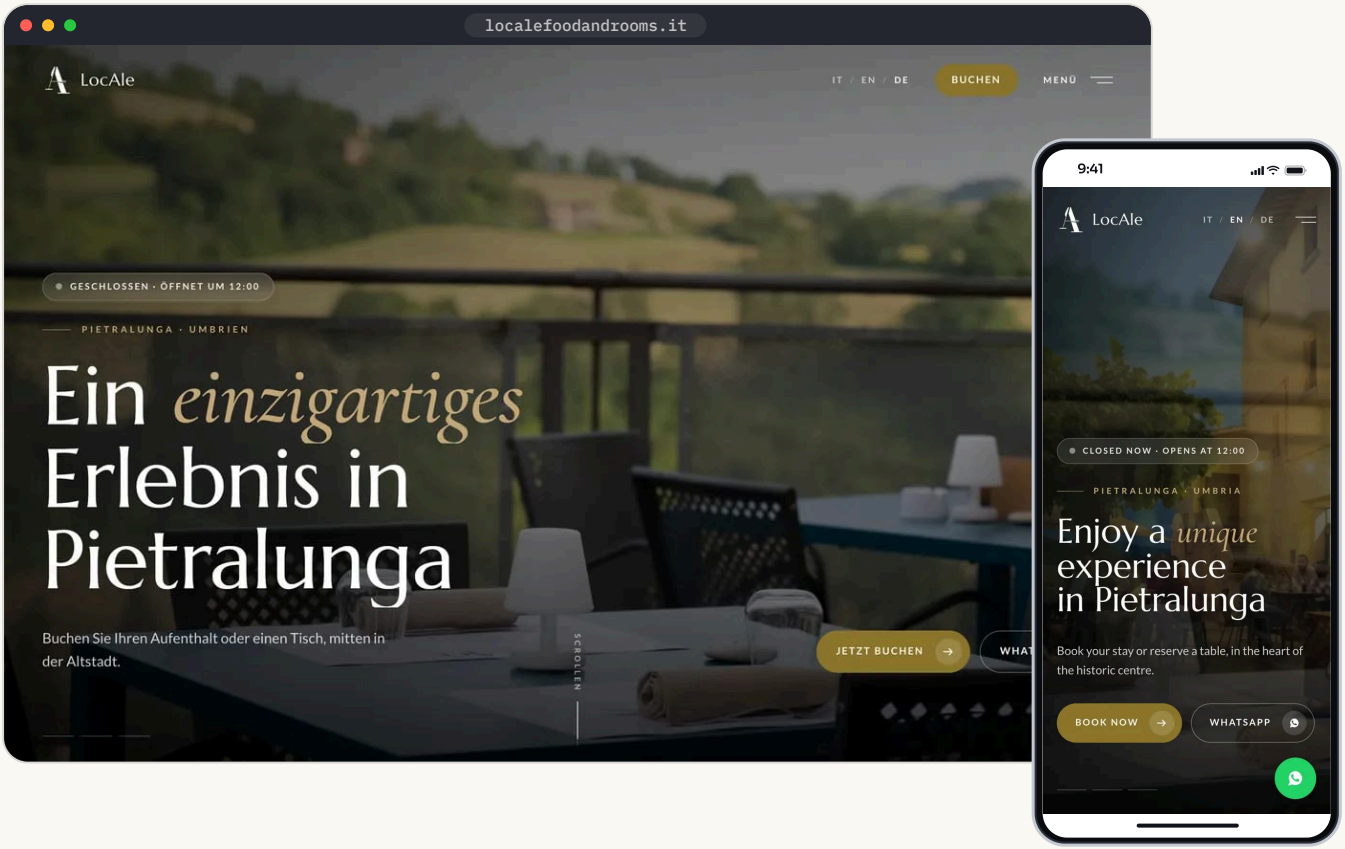


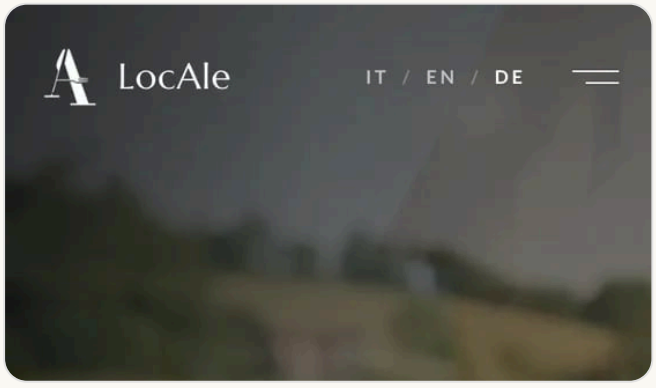
04 / THE KEY FEATURES · 03

Italian, English and German, *page by page.*

Instead of machine translation there are translated pages, each with its own address under /en/ and /de/. Copy, menu, opening hours and even the “open/closed” badge speak the reader’s language, and Google knows which version to show.

- ✓ 30 pages, 10 per language, linked to each other with hreflang
- ✓ Switching language keeps you on the same page
- ✓ Titles and descriptions for Google written in each language





The German home page on a phone

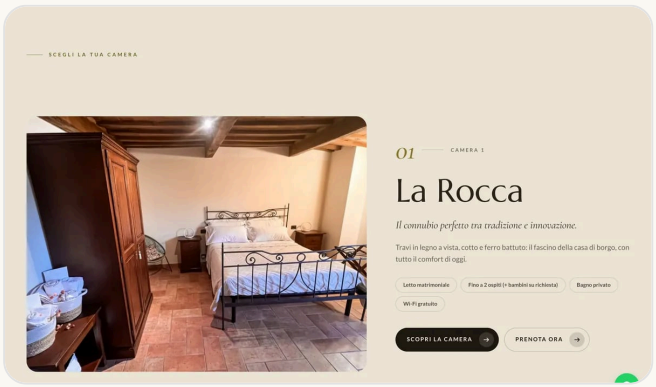
04 / THE KEY FEATURES · 04

Two rooms, *presented like a hotel.*

La Rocca and La Pieve each have their own page: a large photo, amenities at a glance, video and gallery. You book straight from the page and move to the other room without going back.

- 10 clear amenities, from the private bathroom to pets welcome
- Breakfast, half board or full board
- Room video and photo gallery





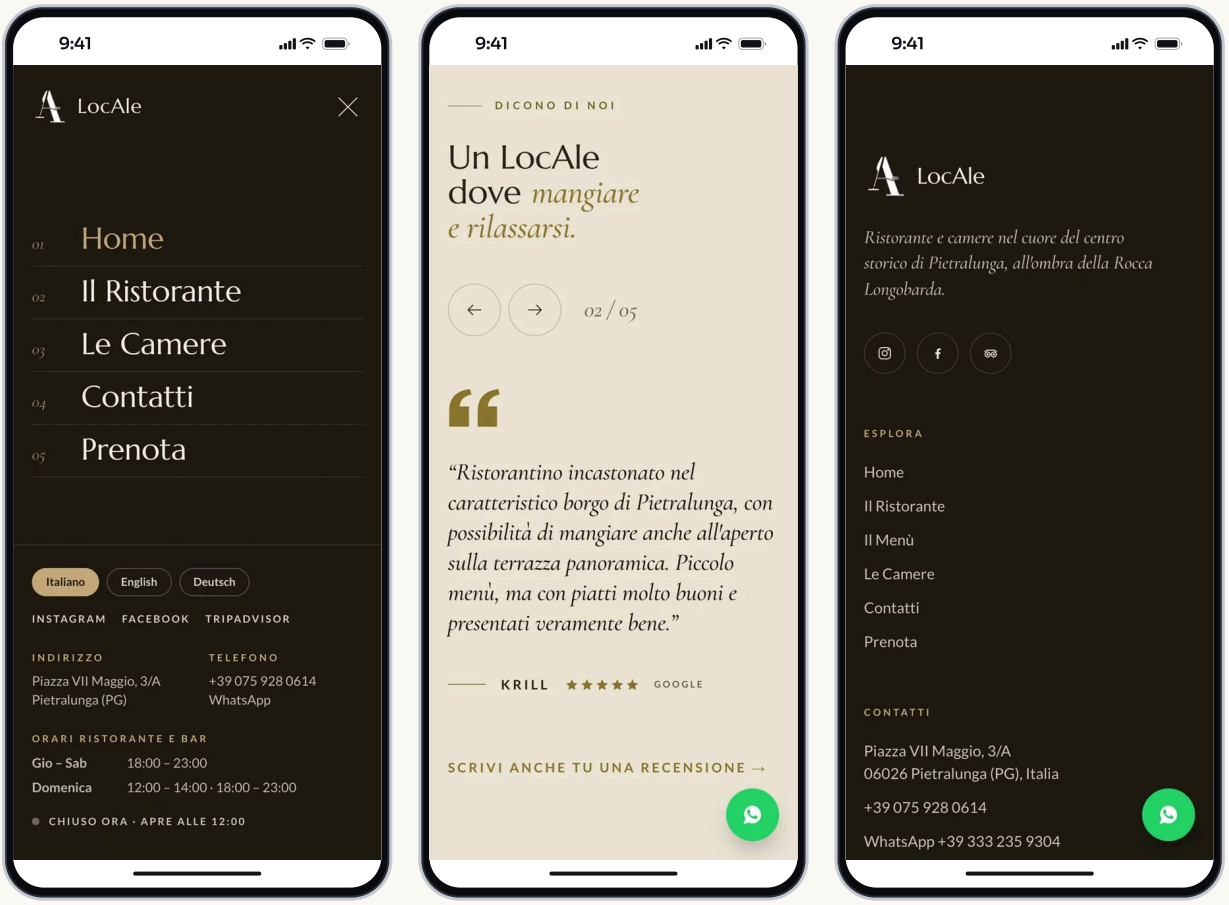
The rooms page with La Rocca and La Pieve

04 / THE KEY FEATURES · 05

Everything within *thumb's reach.*

People looking for dinner in Pietralunga often search on their phone, sometimes already in the car. That's why WhatsApp is always at the bottom right, the menu opens full screen with hours and phone number, and reviews slide by one at a time.

- ✓ WhatsApp with the message already written
- ✓ Hours and "open/closed" badge in the menu and footer
- ✓ Guests' Google reviews, with a link to leave one



05 / THE DETAILS

The small things *that make the difference.*

Details nobody notices until they're missing. We took care of each one, in all three languages.

Open or closed, right now

A badge works out from the opening hours whether the place is open and when it reopens, in English and German too.

WhatsApp with the text ready

The message already starts with "I'd like to book for…": just finish it.

Frequently asked questions

Parking, lunch, gluten-free, pets, how to get there: 8 answers before anyone has to call.

Map on request

Google Maps loads only on click: no third-party cookies and a lighter page.

Menu as a PDF

For anyone who wants to print it or send it to whoever is coming to dinner.

Respectful cookies

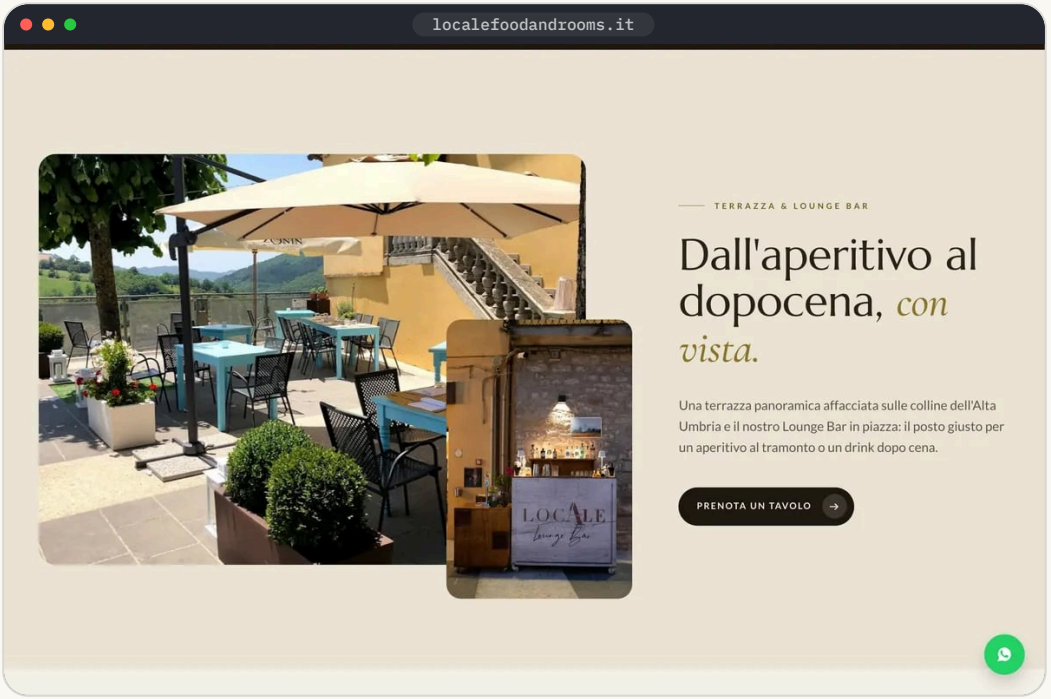
Analytics only with consent, "Reject" and "Accept" given equal weight, no advertising.

Useful analytics

GA4 through Tag Manager counts visits and contacts, only for people who accepted.

A welcome with the logo

On the first visit the logo appears for a moment; it doesn't repeat until the next visit.



The terrace and the Lounge Bar: every section leads to "Book a table".

06 / AT A GLANCE

2024 e 2026, *point by point.*

AREA	OLD SITE	NEW SITE
Platform	✕ WordPress with Elementor and a multipurpose theme	✓ Static Astro website, a single JavaScript file
Speed	✕ Performance 62 on desktop and 48 on mobile, LCP 2.7 s on mobile	✓ Performance 98 and 97, LCP 0.4 s on desktop and 1.2 s on mobile
Weight	✕ Mobile home page of 1.2 MB, 45 requests	✓ Mobile home page of 538 KB, 21 requests
Languages	✕ Machine translation through a plugin	✓ Real pages in Italian, English and German
Bookings	✕ WhatsApp, phone or a generic form	✓ Form for a table or a room, plus WhatsApp and phone
Menu	✕ Dish photos on the home page	✓ A page with courses, prices, filters and PDF
Hours	✕ One line in the footer	✓ Full, seasonal opening hours, with an open/closed badge
Images	✕ JPG and PNG	✓ WebP in several sizes, loaded when needed
Data for Google	✕ Only generic page data	✓ Restaurant and B&B with hours, address and a “Book” action
Style	✕ Theme layout, bright green buttons	✓ The restaurant’s palette: cream, brown and gold

07 / SEO AND LANGUAGES

Found on Google *in three languages.*

The redesign was also a chance to be found more easily. The main addresses stayed the same, the new pages were added alongside, and each language has its own version that Google can show to people searching in English or German.

2024
1
language seen by Google: Italian

2026
3
languages, each with its own indexable pages

01 Same addresses
Rooms and contact stay where Google knew them: no rankings to rebuild.

02 Linked languages
30 pages in the sitemap, each linked to its translations with hreflang.

03 Structured data
Restaurant and B&B with address, coordinates, opening hours and a booking action.

04 One title per page
Every page has its own title and description, such as “Restaurant in Pietralunga: truffle, fish and terrace”.

30
pages in the sitemap

8
time slots Google can read

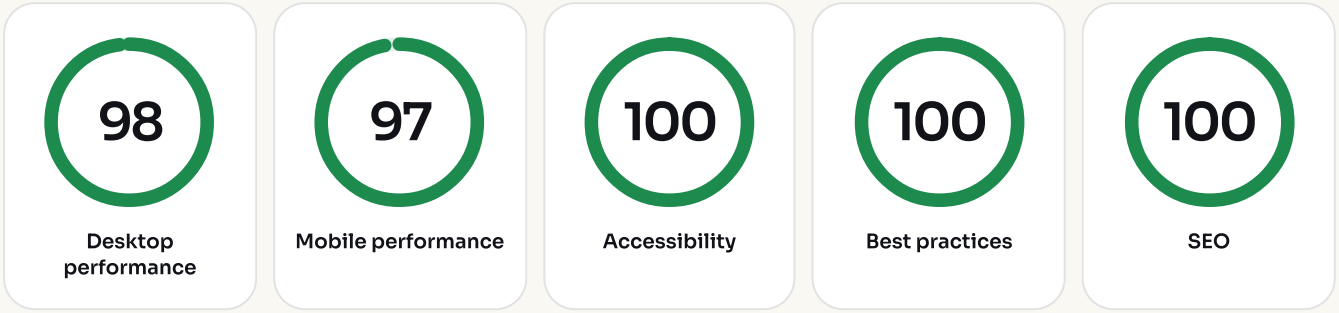
100
Lighthouse SEO score



The FAQ answers what people search for on Google: where to park, when lunch is served, how far it is from Gubbio or Perugia.

08 / RESULTS

At launch, *in numbers.*



Lighthouse, 8 November 2026: best values measured on the home, restaurant and La Rocca room pages, three runs per page.

Quality checked

- ✓ Accessibility, best practices and SEO at 100 on every page measured
- ✓ Stable layout while loading: CLS below 0.07
- ✓ Security headers: HSTS, nosniff, limited browser permissions
- ✓ Map and analytics only after explicit consent

For the client

- ✓ Fewer calls for the usual questions: hours, parking and menu are online.
- ✓ Booking requests that already include date, time and number of guests.
- ✓ A website that welcomes foreign guests too, in their own language.

What we will measure

The new website has been live since 20 October 2026. Over the coming months we'll update this case study with requests from the form, WhatsApp contacts and visits from abroad.

09 / BEHIND THE SCENES

The technical *details.*

Architecture

BASE	Static Astro with Tailwind CSS: the server delivers ready-made pages, with no database.
LANGUAGES	Three versions generated from the same components, with /en/ and /de/ addresses and hreflang.
FORMS	Booking and contact requests sent to an endpoint on the server, excluded from indexing.

Speed

IMAGES	WebP in several sizes: the first with high priority, the rest lazy-loaded.
FONTS	Marcellus and Lato served from the site and preloaded.
JAVASCRIPT	A single file for the whole site, with smooth scrolling by Lenis.

Data and privacy

ANALYTICS	GA4 through Google Tag Manager, active only after consent.
COOKIES	Reject, Accept and Customise; preferences can be reopened at any time.
STRUCTURED DATA	Restaurant, BedAndBreakfast, opening hours, coordinates and ReserveAction.

Server

HOSTING	Hostinger with LiteSpeed and HTTP/3.
SECURITY	HSTS, X-Frame-Options, nosniff and Permissions-Policy.

The 2024 website loaded a theme, a page builder and plugins even to show a handful of pages. The 2026 one is static HTML: less to load, less to update, less that can break.

The screenshots of the 2024 website were taken on 20 October 2026, shortly before the redesign went live. Those of the new website are from 8 November 2026; the cookie banner is hidden only in the images, and the “open/closed” badge reflects the time of capture. The old website’s figures were measured before the rebuild, the new one’s with Lighthouse on 8 November 2026.

THE NEXT PROJECT

Every brand has its own current. *Tell us yours.*

ciao@naluwebagency.com ↗

naluwebagency.com · Perugia, Italy · projects across Italy and abroad

The case study online, with scrollable screens: naluwebagency.com/en/work/locale-restaurant-rooms-pietralunga/

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