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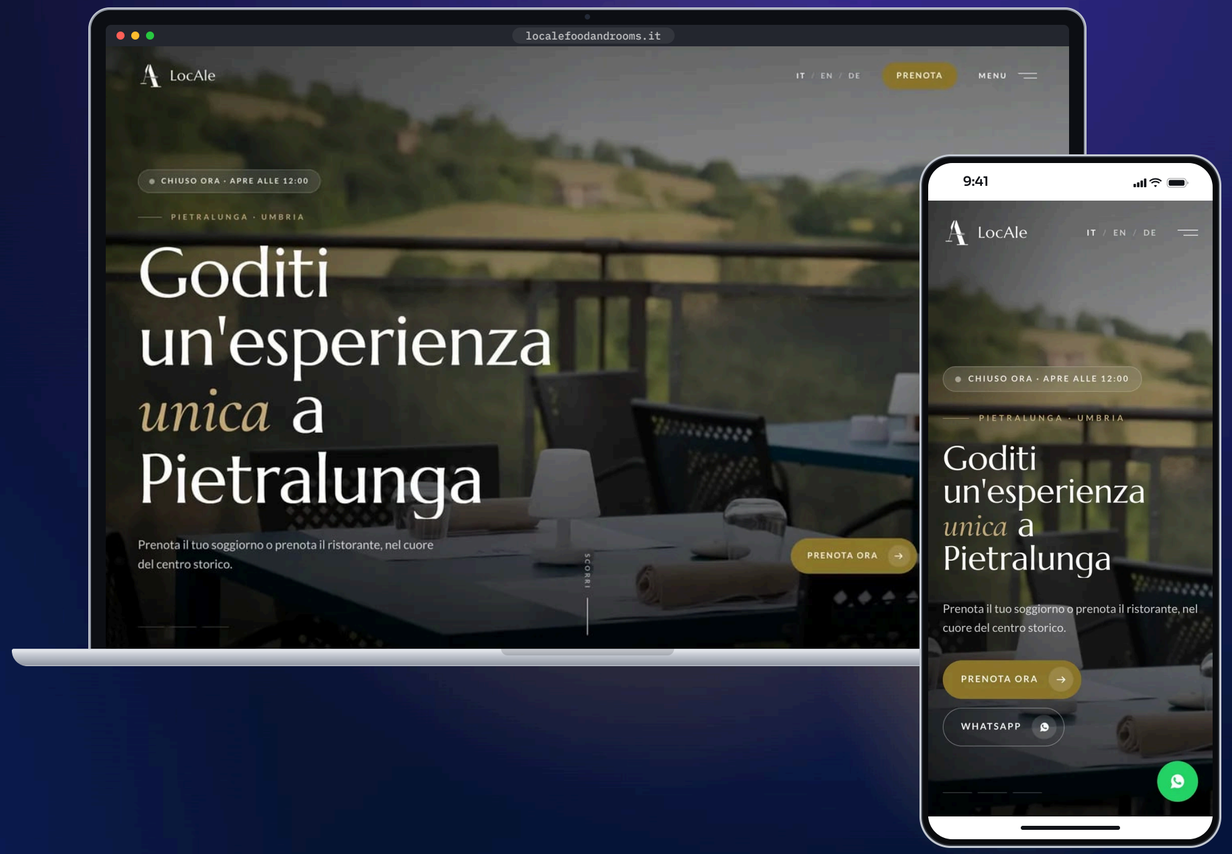
CASE STUDY · 2026

WEBSITE AND REDESIGN

LocAle Food and Rooms

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

A restaurant with rooms in the hill town of Pietralunga: the first website in 2024, the redesign in 2026. Now there's an online menu, booking for a table or a room, three real languages and a site twice as fast on mobile.



localefoodandrooms.it · online since October 20, 2026

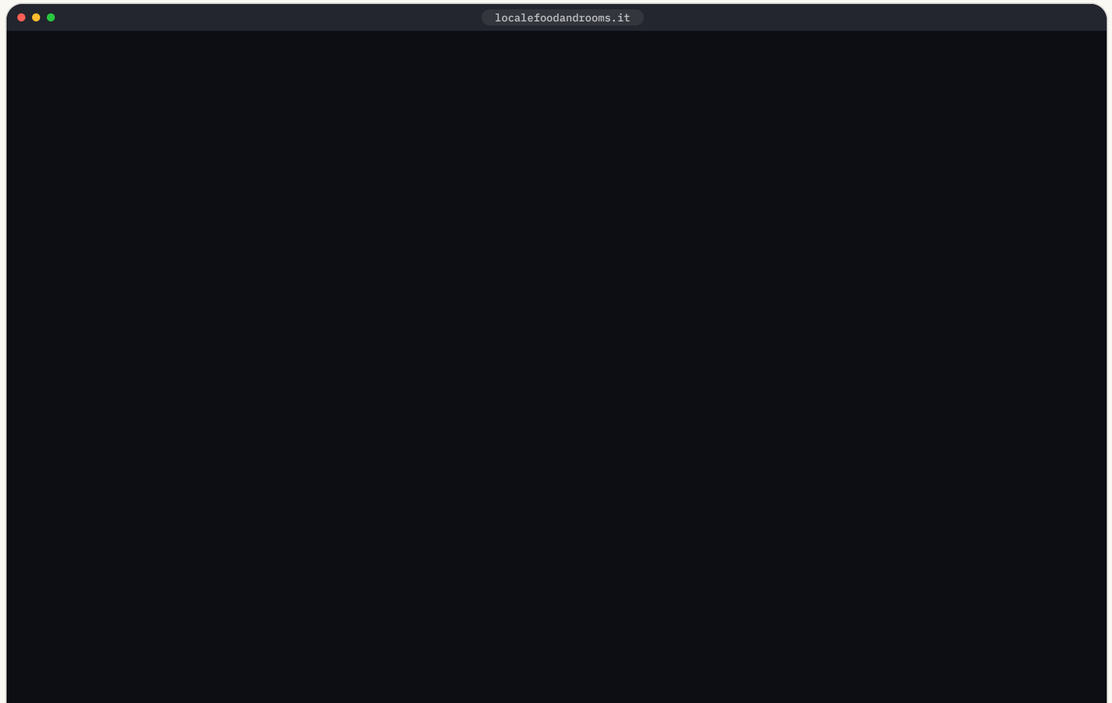
naluwebagency.com

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.

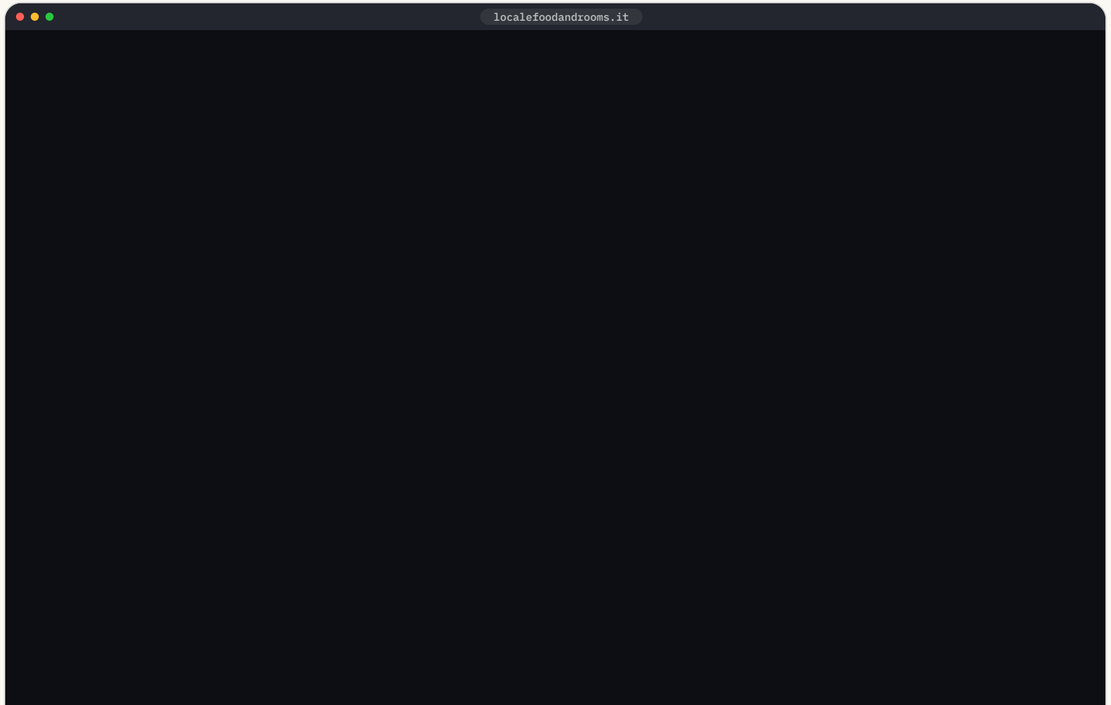
February 2024 THE FIRST WEBSITE

Online, *with real photos of the town.*



October 2026 THE REDESIGN

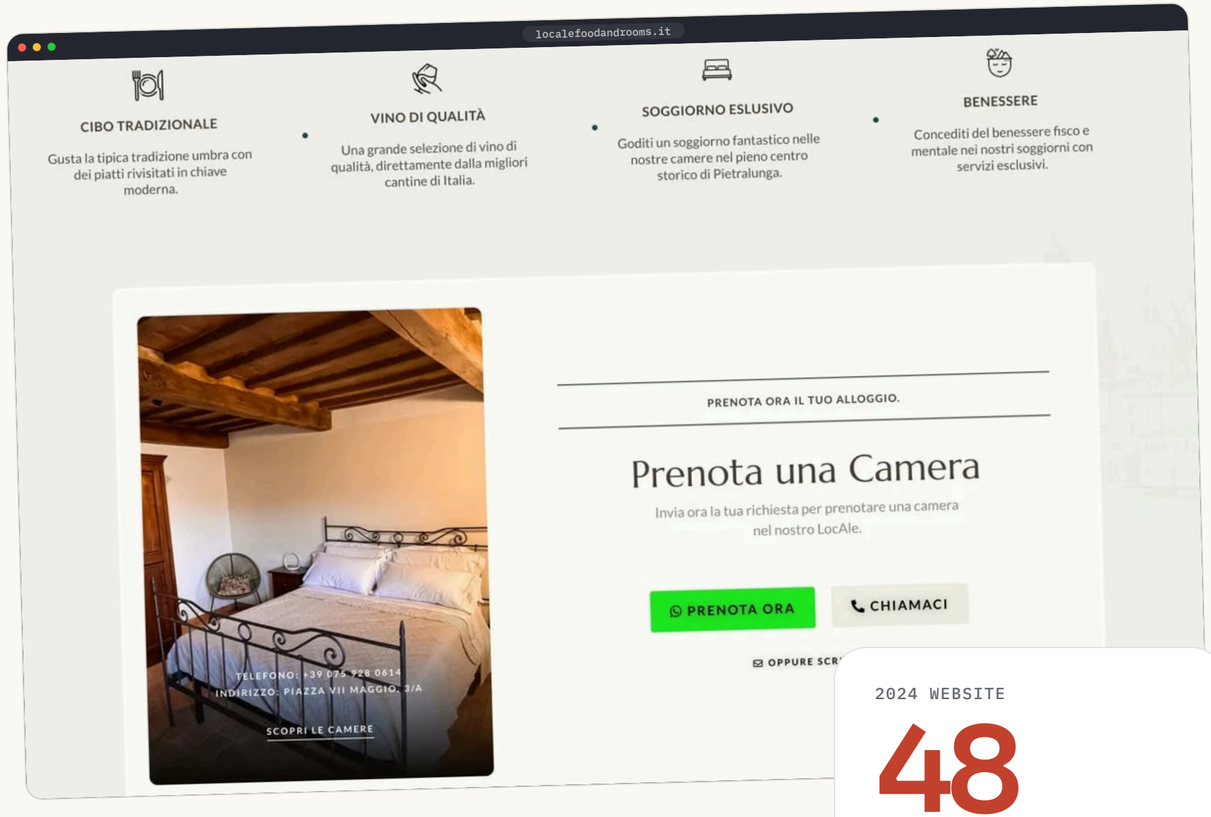
Rebuilt from scratch, *without losing anything.*



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

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.

- 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



2024 WEBSITE

48

Mobile Performance, now 97

Numbers you can see, *from day one.*

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

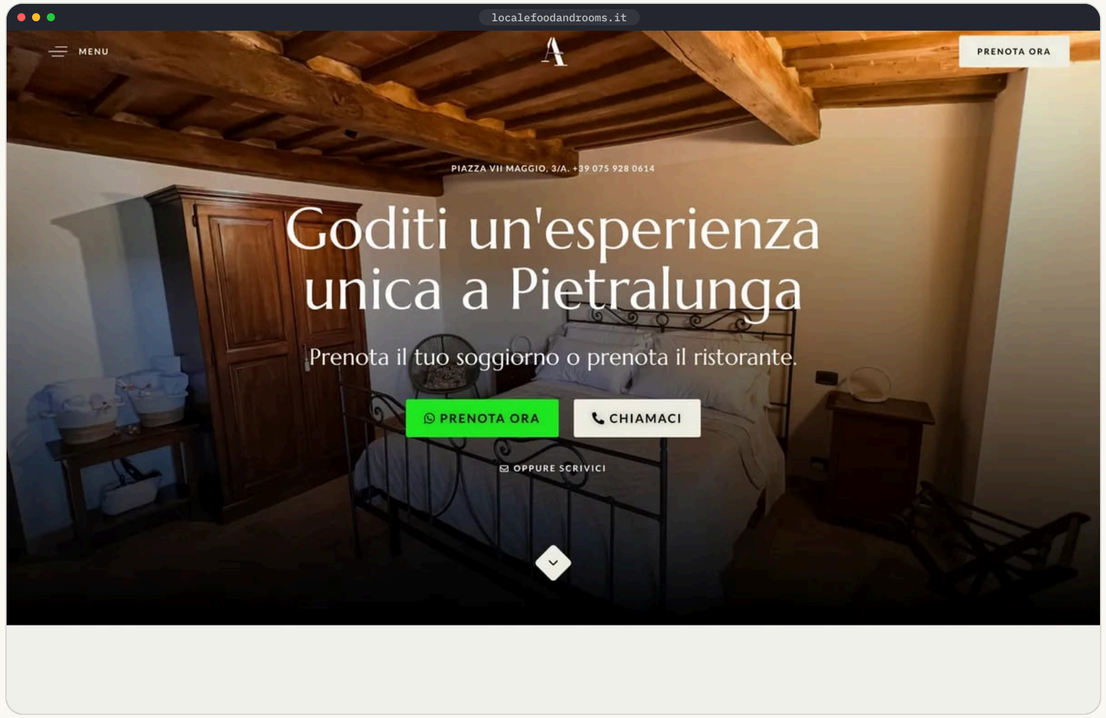
3 languages with real pages: Italian, English and German

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

Same restaurant, *a different website.*



OLD SITE



NEW SITE

Designed first and foremost *for the phone.*

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.





BOOKING



MENU



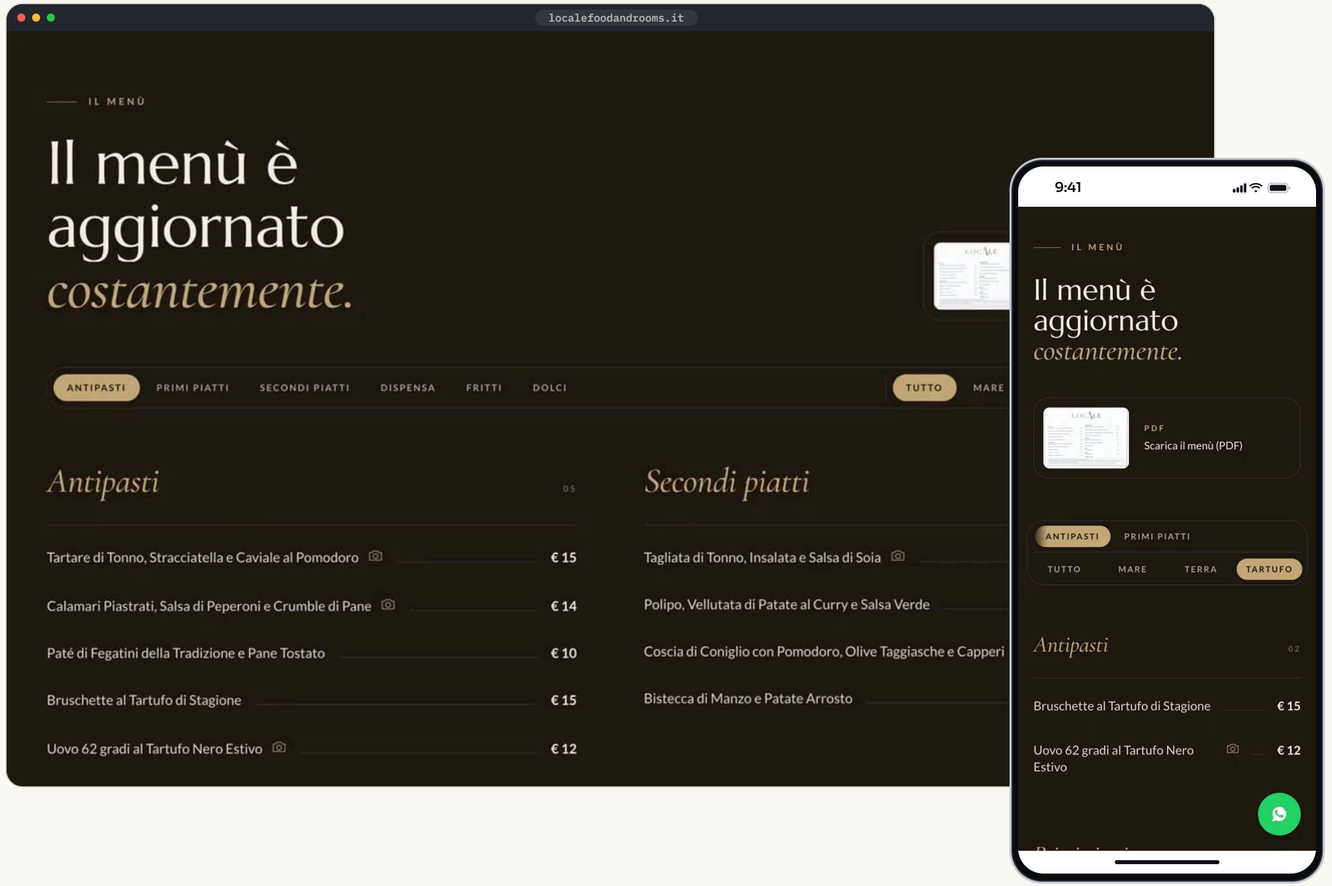
OLD SITE

HOME

01 · THE ONLINE MENU

The menu, *before you even sit down.*

- 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

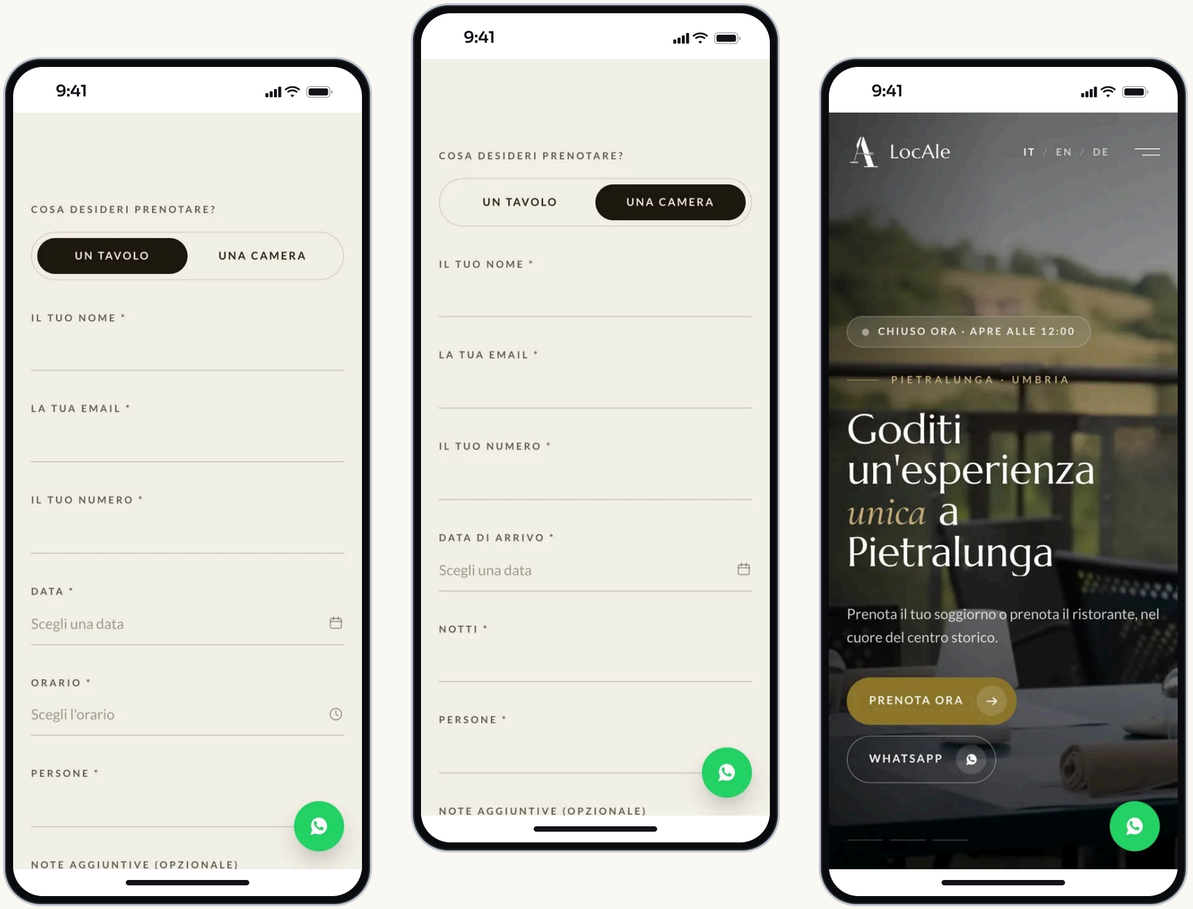


02 · ONLINE BOOKING

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

- 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

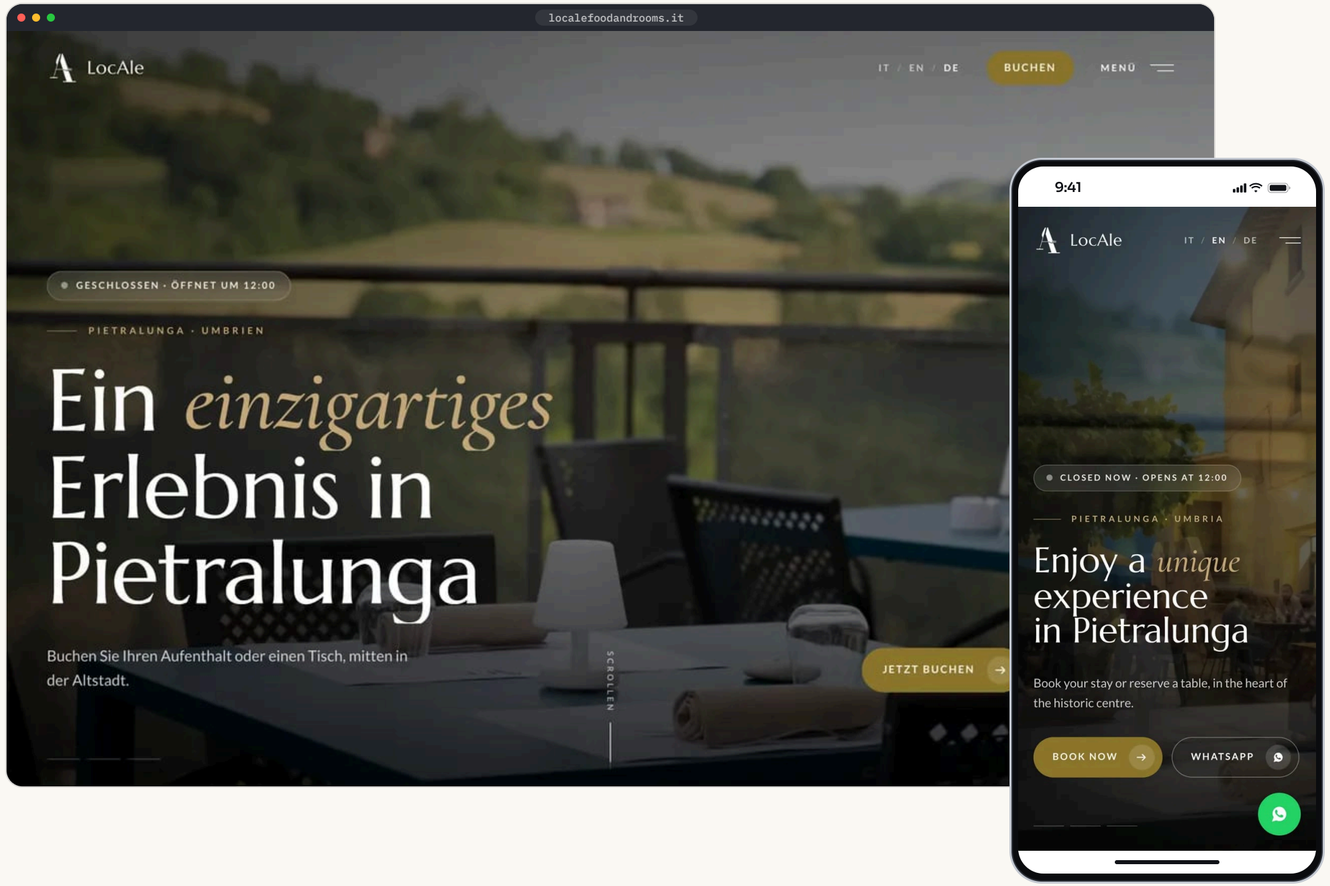
A table → date, time, guests → request sent



03 · THREE REAL LANGUAGES

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

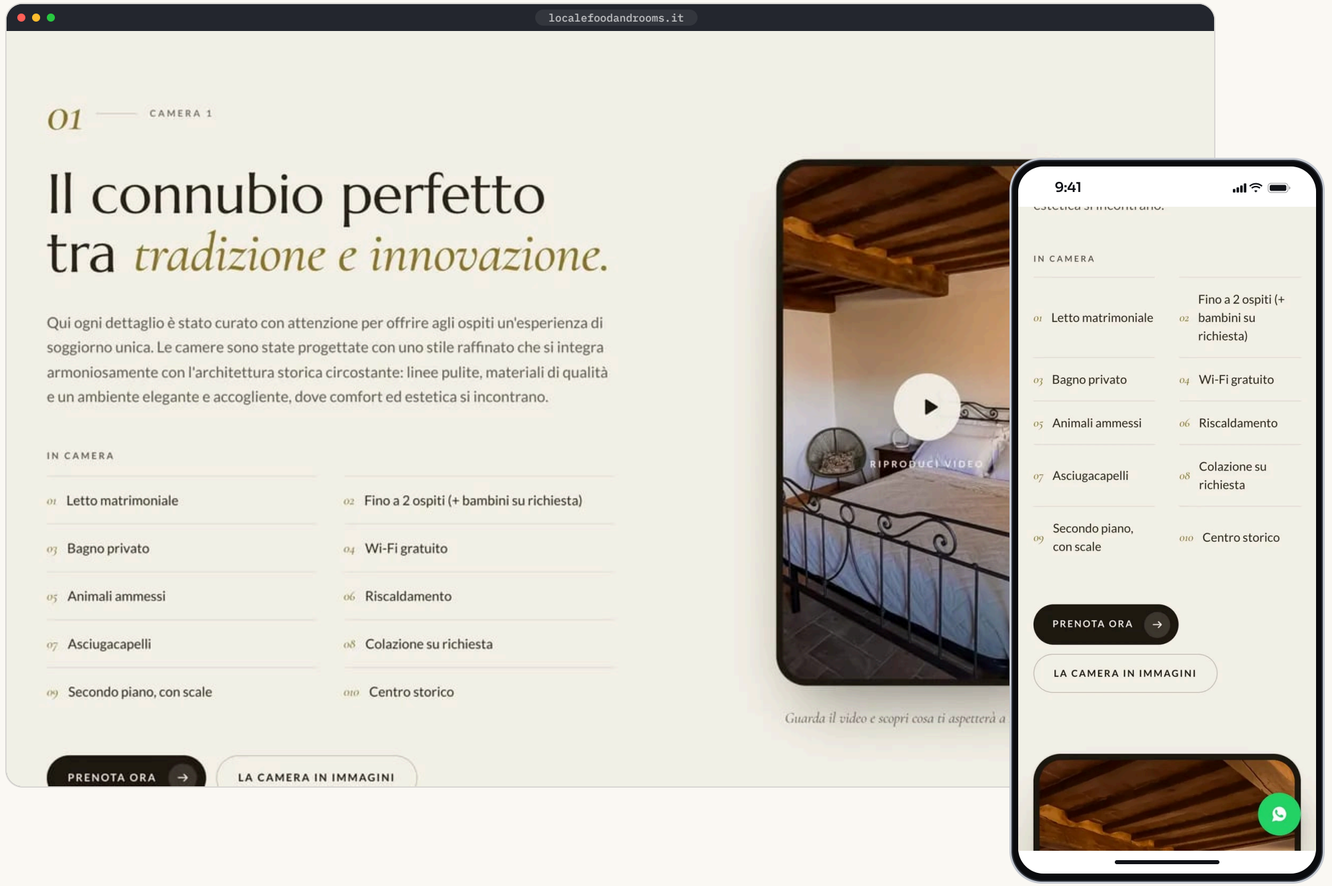
- 30 pages, 10 per language, linked to each other with hreflang
- Switching language keeps you on the same page
- Titles and descriptions for Google written in each language



04 · THE ROOMS

Two rooms, *presented like a hotel.*

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



The small things *that make the difference.*

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.

Found on Google *in three languages.*

2024

1

language seen by Google

2026

3

languages with 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

At launch, *in numbers.*



Desktop performance



Mobile performance



Accessibility



Best practices



SEO

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

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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