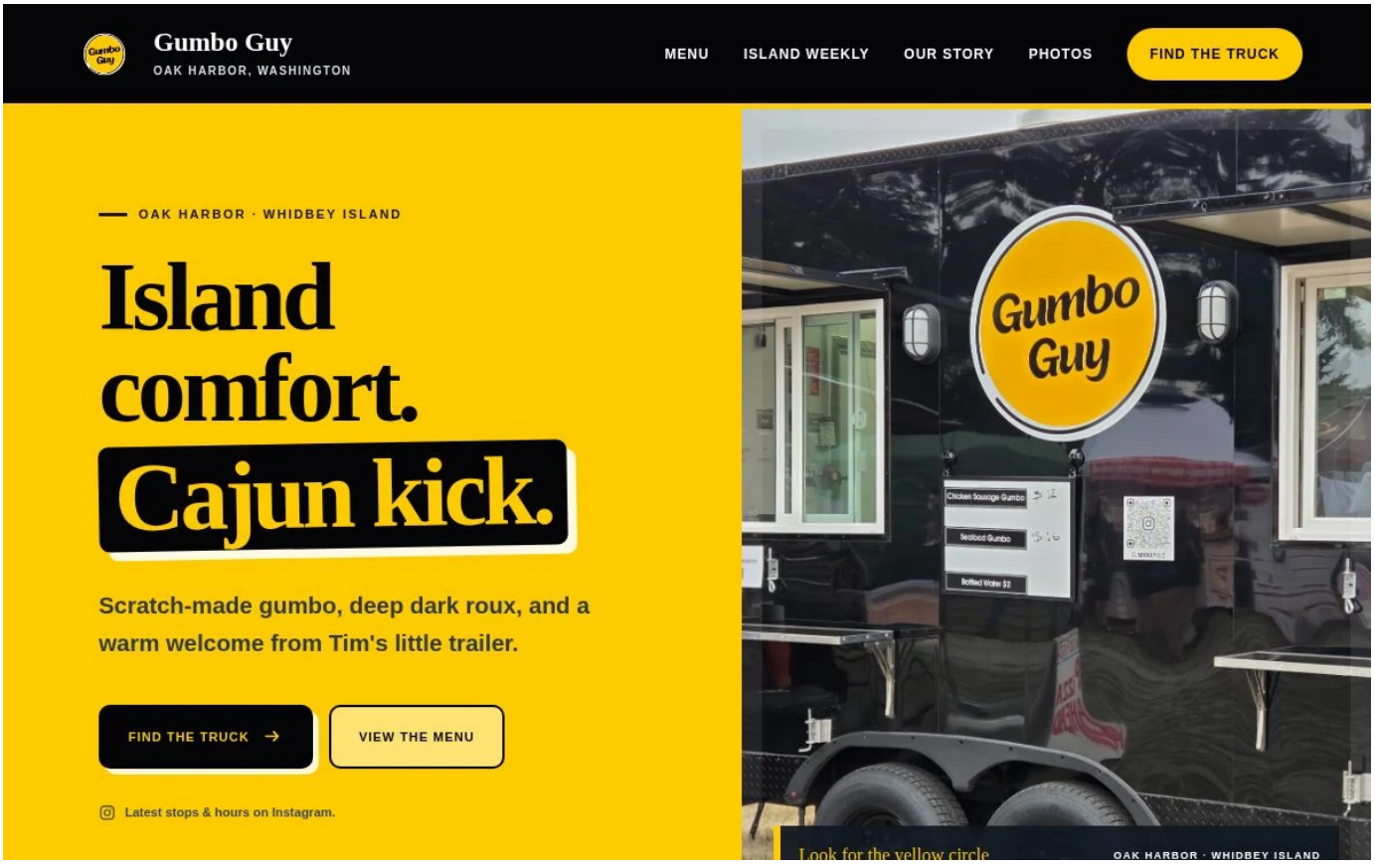
SELECTED WORK 01 / FOOD & HOSPITALITY

Gumbo Guy

Help customers find you and come back.

Gumbo Guy brings a food-truck business and its island community into one recognizable online destination. The project combines a branded public website with practical menu and location links, then extends the experience through The Island Weekly. Behind the pages, content tools support the work of keeping information useful and current.

GUMBO-GUY.COM



THE BUSINESS NEED

Customers keep asking where you are, what you serve, and what is happening nearby.

What MEFH built

Give customers a dependable place to understand the business, decide what interests them, and find the next useful action.

01 Mobile-friendly website

The mobile-friendly website presents the business story, food, and original imagery in a consistent branded experience. It gives visitors arriving from a social profile or personal recommendation a fuller introduction, with a clear route toward the menu and current stop information.

02 Menu & truck-location links

Menu and truck-location links address the questions a prospective customer needs answered before making a trip. The website brings those paths together instead of requiring visitors to reconstruct the business from individual social posts. Location links still depend on the owner keeping the underlying updates accurate.

03 Local articles & event guide

The Island Weekly adds a useful editorial destination for Oak Harbor and Whidbey Island. Local articles and event information broaden the reasons someone may return to the site. The guide gives the business a way to contribute relevant community information alongside its menu and location paths.

04 Content management

The content-management workspace supports article, event, and menu records. This separates ordinary content work from redesigning the website. A person responsible for operations can organize the information that changes while the public presentation retains its established structure and branding.

05 Publishing workflow

Publishing controls support drafting, revisions, source checks, and publication. For time-sensitive local information, the workflow matters as much as the page: someone needs to check dates, keep source links, and correct changed events. The system provides a place for that editorial work.

06 Visit & click tracking

Visit and click tracking creates a starting point for reviewing website use. These records help the business examine which pages and actions attract interest, then decide where to improve clarity or content. A useful review connects the activity to the business calendar and the questions customers actually ask.

From a recommendation to a useful visit

Illustrative use of the delivered features; this is not a record of an individual customer transaction.

01

Arrive with a simple question

A potential customer follows a business link and wants to know what Gumbo Guy serves. The home page supplies the brand, story, and navigation needed to orient that first visit.

02

Explore the food

The customer uses the menu path to understand the offering. A useful implementation for a similar business should make item names, current prices, and availability responsibilities explicit.

03

Check the latest stop information

The visitor follows the truck-location path before making a trip. For a moving business, the operational owner of those updates is a critical part of the customer experience.

04

Discover something nearby

The Island Weekly offers articles and local events that can answer a second question about the community. Editorial usefulness gives the website a role beyond a one-time menu lookup.

05

Review what drew attention

The business can review recorded visits and clicks, then decide whether menu clarity, stop updates, or local content needs work. A purchase or visit remains a separate business outcome to verify.

THE TRANSFERABLE IDEA

A local website becomes more useful when the business treats accurate information and ongoing publishing as part of the customer experience.

The work behind the experience

Public pages and local content lead to menu or location actions; recorded website activity supports later review. Editorial records, source links, and verification dates support content upkeep.

Business information

A designated owner should review menu changes, stop-update links, hours where shown, and contact information. The publishing tool cannot determine whether the truck changed plans unless someone supplies that information.

Editorial maintenance

For each local item, retain the source and verification date, confirm the event timing, and review it again when details change. Corrections and expired listings are part of the operating routine, not a one-time launch task.

Performance review

Review visits and key clicks over comparable periods, note which content was published, and record unusual circumstances such as an event or schedule change. Use the pattern to choose the next improvement rather than attributing every movement to the website.

SUGGESTED OWNERSHIP

Business owner

Menu accuracy and stop updates

Content editor

Article and event verification

Marketing lead

Activity review and next priorities

WHY THE DESIGN WORKS THIS WAY

Answer before persuading

Menu and location access solve a practical need before asking the visitor to learn the entire brand story.

Make local content useful

An event guide earns attention by helping the community, so dates, sources, and corrections deserve ongoing ownership.

Give updates a home

Content administration supports repeatable upkeep without turning every menu or article edit into a new web project.

What to measure

Suggested measures, not reported results. Establish a baseline, verify the available data, and agree on targets before evaluating performance.

MEASURE	DEFINITION	EVIDENCE NEEDED	WHY IT MATTERS
Menu interest	Menu-link clicks divided by relevant page visits	Website visit and click records	Evaluate whether visitors can find the food information.
Location intent	Clicks to the truck-location destination	Website click records	See how often visitors seek the latest stop details.
Guide engagement	Visits to local articles and event pages	Page-level activity	Identify topics that attract useful community attention.
Content freshness	Current listings with a recent verification date	Editorial records and source checks	Find information needing review or correction.
Visit attribution	Customers who identify the website as a visit source	Optional staff question or approved survey	Connect digital interest to visits without equating clicks with purchases.

ACCEPTANCE CHECKS FOR A SIMILAR PROJECT

- ✓ Find the menu and location path on a phone.
- ✓ Review one upcoming event against its source.
- ✓ Inspect tracking records before treating a metric as usable.
- ✓ Check the destination and accuracy of location links.
- ✓ Confirm a content revision appears correctly after publication.

Could this work for your business?

WHERE IT FITS

This pattern suits a local business whose customers need frequent practical updates and whose community knowledge can support useful content. It is especially helpful when social media generates attention but the business still needs an organized destination it controls.

A USEFUL FIRST SCOPE

Start with the business identity, menu or service information, one primary customer action, and clear update ownership. Add a local guide when there is a reliable editorial process. Connect newsletter delivery only after sender configuration and a real delivery check are complete.

QUESTIONS TO BRING TO A CONVERSATION

- Which three questions do customers ask before they visit?
- Who owns menu, schedule, and location updates?
- What local information can you maintain reliably?
- Which action should the website make easiest on a phone?

PROJECT SCOPE NOTES

- Newsletter delivery requires separate sender setup; a newsletter interface alone does not prove emails are being delivered.
- The case study documents a website and editorial system. It does not establish online food ordering, point-of-sale integration, or a measured sales lift.
- Event availability and operating details can change. Source links and dated checks help the editor maintain useful information.

POSSIBLE ADAPTATIONS

Restaurant

Menu, visiting information, seasonal stories

Local retailer

Products, store updates, neighborhood guides

Event operator

Event details, timely updates, helpful local context

Discuss something like this for your business

View the project **Read the case study online**

Project snapshot: November 3, 2026. Based on project-source review and the published MEFH case-study content. Workflows and evaluation plans are illustrative; no measured business results are asserted.