

IL PORCINO · MUSWELL HILL, NORTH LONDON

A family kitchen from Italy, found by North London.

When an Italian family brought their recipes to Muswell Hill, the food was ready but the restaurant had no presence online. Rex Technologies LLC designed and built ilporcino.co.uk as its digital front door: a site that tells the family's story, puts the full menu and wine list online, and turns local searches into booked tables, delivery orders and event enquiries.

CLIENT	INDUSTRY	SERVICES	PARTNERSHIP
Il Porcino, a family-run Italian restaurant in Muswell Hill, London	Hospitality, restaurants and private dining	Web design and development, local search, booking and ordering integrations	2026, from launch to ongoing updates

150+

dishes, wines and drinks listed online with prices and dietary labels

3

delivery platforms brought together in one Order Online section

4

North London neighbourhoods targeted in local search content

1

click from any page to a live table booking

THE CHALLENGE

New to the neighbourhood, invisible on the phone in every pocket.

Diners choosing where to eat in North London start with a search: "Italian near me", "restaurant near Alexandra Palace", "halal Italian food". A new restaurant with no website simply doesn't appear, however good its handmade pasta is. Il Porcino needed to go from no online presence to being a credible local choice.

Starting from zero

A new restaurant in a new city, with no website, no search visibility and no place to send people who heard about it.

Scattered touchpoints

Table bookings ran through Toast, while delivery sat across Deliveroo, Just Eat and Uber Eats. Guests had no single place to find them all.

A story worth telling

Family recipes, pasta made by hand each day, halal options and a sustainable kitchen. None of it could come across through a delivery app listing.

The brief: give an Italian family restaurant a home online that feels like walking through its door, and makes the next step, booking or ordering, obvious.

THE SOLUTION

One home for the whole guest journey

We mapped how a local diner actually finds and chooses a restaurant, then built each page to move them one step closer to a table.

1

Found in local search

Pages written around Muswell Hill, Alexandra Palace, Highgate and Crouch End, with clear titles, descriptions and share previews.

2

Meet the family

An Our Story page carries the restaurant's roots, Tuscan inspiration and values in the owners' own voice.

3

Browse the menu

Starters, homemade pasta, mains, pizza, desserts and a full drinks list, each with prices and dietary labels.

4

Book a table

A Book a Table button in the header and throughout the site opens the restaurant's Toast reservation page.

5

Order to the door

One Order Online section links straight to the restaurant's Deliveroo, Just Eat and Uber Eats menus.

6

Plan an event

A dedicated events page with a photo gallery guides corporate, festive and private party enquiries.

KEY FEATURES

Built for guests, and for the people who run the restaurant

FOR HUNGRY BROWSERS

A complete digital menu

Appetisers, starters, eleven fresh pasta and risotto dishes, mains, pizza and desserts, plus a wine list spanning Italy, France, Spain and Australia, spirits, cocktails and soft drinks. Vegetarian, vegan and gluten-free dishes are clearly marked.

FOR LOCAL SEARCHERS

Local search foundations

Page titles, descriptions and copy built around the searches locals make, plus an FAQ that answers the common questions: handmade pasta, halal food and where to find the restaurant.

FOR VALUES-LED DINERS

Story, sustainability and inclusivity

An Our Story timeline, a Sustainability page covering zero food waste and oil recycling, and halal options highlighted where guests look for them.

FOR DINERS READY TO DECIDE

Booking on every page

Book a Table and Order Online sit in the header, so a guest is never more than one click from a reservation or a delivery order, on mobile or desktop.

FOR EVENT PLANNERS

Events and private dining

Business dinners, Christmas lunches, private parties, family milestones and group bookings, each presented with real photos from the restaurant and a clear route to enquire.

FOR EVERYONE

Contact without friction

Tap-to-call phone number, email, a Google Maps link to 179 Priory Road, and links to Instagram, Facebook and TikTok on every page.

BUILT TO LAST

Easy to run after launch

Updates without a developer

Built on WordPress with Elementor, so dishes, prices, photos and seasonal menus can be changed through a visual editor.

Real guest voices

Guest reviews appear on the home page with a direct link to the restaurant's full Google reviews.

Fast on mobile

Responsive layouts and images served in the modern WebP format keep food photography sharp without slowing the page down.

Grows with the menu

New dishes and fresh photography have been added through 2026 as the kitchen's offer has evolved.

THE OUTCOME

What changed for Il Porcino

BEFORE

No website, so the restaurant didn't appear when locals searched for somewhere to eat

WITH THE WEBSITE

→ **A branded home at ilporcino.co.uk, written for North London searches**

Menu and prices only visible inside delivery apps or in the restaurant

→ **Full food, wine and drinks menu online, with dietary labels**

Booking and delivery links spread across four separate platforms

→ **Book a Table and Order Online in one place, on every page**

No way to promote private dining or seasonal events

→ **A dedicated events page with gallery and enquiry route**

The family's story and values untold

→ **Our Story and Sustainability pages that set the restaurant apart**

“Google highlighted Il Porcino.”

A guest looking for dinner after an event at Alexandra Palace, in their Google review

HOW WE WORKED

Story first

We started with the family, their recipes and what makes the kitchen different, then designed around that.

Local by design

Every page was planned around how North London diners search, compare and decide where to eat.

Connected, not rebuilt

We linked the booking and delivery tools the restaurant already used, rather than asking staff to learn new ones.

BUILT WITH

WordPress

Elementor

Toast Tables

Deliveroo

Just Eat

Uber Eats

Google Maps

WORK WITH US

Opening something new?

Rex Technologies LLC builds websites, booking and ordering integrations and local search strategies for restaurants and hospitality businesses across the UK, the Gulf and North America. Tell us about your venue and we'll show you how guests could find you.

rextechnologiesllc.com