

Tonii's Fresh Noodle: Bringing the Brand Online

Website Development

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Tonii's Fresh Rice Noodle in Manhattan's Chinatown specializes in traditional rice noodle rolls. With a characteristic, playful logo as well as an established Instagram presence, they already had an idea of what their brand stood for. But the idea of building an entire website from scratch was too daunting to owner Lizzy Yee, and so she never got around to it.

SCL reached out to Tonii's and offered to help- from walking through how to purchase the domain address to designing and building the actual site. The volunteer team kept the original logo files, and kept the visual tone and feel in line with the existing logo. To make sure she was set up for future success, they also taught Lizzy how to update the website herself with any menu changes or new information. She was surprised at how easy it could be to manage the website on her own, despite not having had any technical knowledge before.

Support Tonii's Fresh Rice Noodle by ordering from their website, www.toniifreshricenoodle.com



Testimonial

"Hey, I'm Liz Yee. Owner of Tonii's Rice Noodle & co-owner of Kam Hing Bakery and now, first time website owner too! When I was first approached to open a website for the store; in my head it said no way I would be able to operate it or run it because I'm a tech dummy. I know nothing when it comes to these things, I barely am able to manage our IG for the business and thats just basically adding pictures; so I definitely did not have any confidence in myself to handle a website for the store.

But with A LOT of explaining and encouragement from SCL volunteers, they made owning a website so wonderful & painless. They did all the hard work of putting it together and made the process for me 1000% easier. They made the website look even better than I could imagine and they guided me through the process of how to change and fix anything on the website if I ever wanted to. (But I'm gonna keep it the way it is because I could never make it look as good as they did it).

SCL is basically like a parent throughout this whole process. They were and are always there to help.. From the encouragement to start a website, to buying the website name, to adding pictures and designs to taking the time to guide me and answer questions I had about the website. And even after they gave ownership of the website back to me, they're always there from text, call or email if I ever need help.

So I am here to tell anyone who's iffy about opening a website and all, go for it. Don't be scared.. SCL is a blessing in disguise. They will be with you every step of the way helping you, just like they have with me. And now I'm not that much of a tech dummy. More like a tech newbie now. Upgrade! "