

SEO Success

This is a local neighborhood restaurant chain



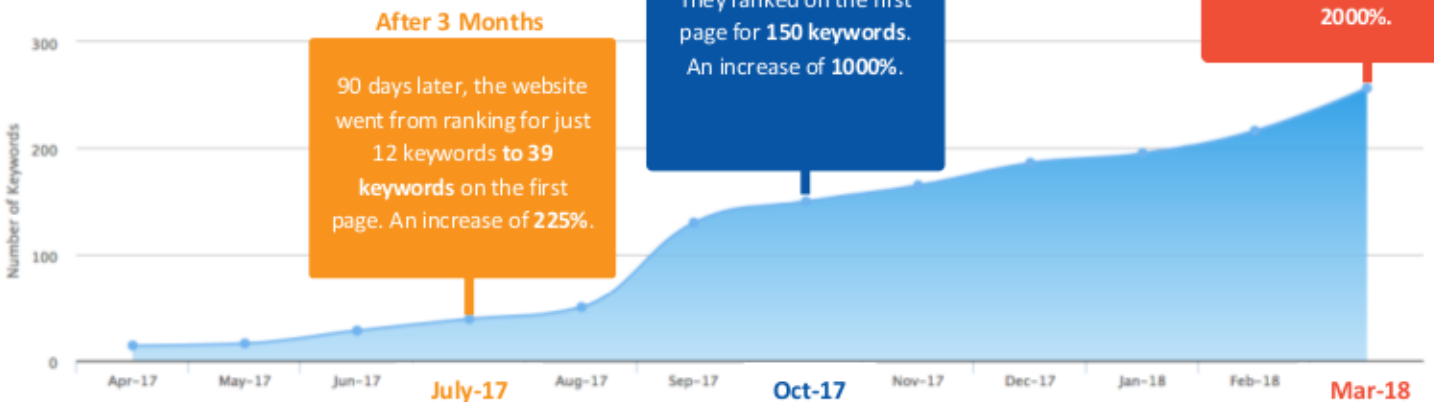
Prior to SEO

A **Restaurant Chain** came to us in April of 2017, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had just 12 keywords ranking on the first page of major search engines.

Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business.

Keywords Ranking on First Page in Major Search Engines*



After 3 Months
90 days later, the website went from ranking for just 12 keywords to 39 keywords on the first page. An increase of 225%.

After 6 Months
They ranked on the first page for 150 keywords. An increase of 1000%.

By March 2018
The momentum of the campaign was in full throttle as they now ranked on the first page for 256 keywords. An increase of 2000%.

Google Analytics data

143%
Increase in Overall Website Traffic. 689,252 Overall visits received in last 6 months.

41%
Increase in Google Organic Sessions. 454,656 Organic visits received in last 6 months.

48%
Increase in Website Page views. 1,089,025 Page views received in last 6 months.

*Major Search Engines defined as Google and Bing