SEO Success

This is a high end catering services chain



By March 2018

Prior to SEO

A Catering Chain came to us in October of 2016, 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 6 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, Apple Maps and Bing Local.
- We developed and distributed SEO friendly content on relevant websites.
- We created and distributed videos about the business.

The momentum of the campaign was in full throttle as **Keywords Ranking on First Page in Major After 6 Months** they now ranked on the first Search Engines* page of search engines for 310 keywords. An increase of more They ranked on the first than 6100%. **After 3 Months** page of search engines for 300 200 keywords. An increase 90 days later, the website of more than 3900% since Number of Keywords to ranking for 106 keywords Apr-17 May-17 lun-17 Aug-17 Sep-17 Nov-17 Dec-17 Ian-18 Feb-18 July-17 Oct-17 **Mar-18**

Google Analytics data

31.55%

Increase in Overall Website Traffic. 838 Overall visits received in last 1 month. 60.00%

Increase in Google Organic Sessions. 392 Organic visits received in last 1 month. 22.60%

Increase in Website Pageviews. 1,931 Pageviews received in last 1 month.

^{*}Major Search Engines defined as Google and Bing