

seo case study

eCommerce

Campaign Information

Industry: Specialty Foods — Caviar

Location: Brooklyn, NY

Campaign Start Date: 11/27/2018

SEO Hours per Month: 13

Campaign Type: National

Goal: Expand their online reach and begin ranking nationally.



Strategy

Initial tasks were focused on local authority. As a niche product, keyword ranks increased rapidly and focus was switched to a national campaign. Implementation of onsite copy, per the request of the SEO specialist, increased organic site visits exponentially. While the COVID-19 pandemic did impact their site at first, previous work of strengthening the client's authority through back-linking and targeted blog posts allowed them to rebound quickly and nearly doubled the amount of organic traffic they received in 2019.

Results

KEYWORD PHRASE	PAGE	RANK
reserve caviar brooklyn ny	10 ↗ 1	101 ↗ 1
tsar reserve caviar brooklyn ny	10 ↗ 1	101 ↗ 1
russian osetra caviar for sale online	10 ↗ 1	101 ↗ 1
tsar reserve caspian osetra caviar online	10 ↗ 1	101 ↗ 5
russian osetra caviar online	10 ↗ 1	101 ↗ 9

Performance

13

Keywords on Page 1 of Google

173%

Increase in Organic Traffic YOY

1

Avg Ranking for All Keywords