

# seo case study

## Food & Cooking

### Campaign Information

**Industry:** Food & Cooking | Online Coffee Store

**Location:** San Francisco, CA

**Campaign Start Date:** 02/23/2021

**SEO Hours per Month:** 50

**Campaign Type:** National

**Goal:** Improving online presence through keyword optimization and organic link building

### Results

Working with the client, our team was able to research and proceed with an effective SEO strategy. We primarily focused on keyword optimization and link building to build relevance and trust to the website. This authority fed directly into our client's keyword goals, boosting a total of 245 keywords to Google's top ten rankings. With a great start, our team continued by strengthening our client's link portfolio through publishing a variety of backlinks. Overall, we saw a 47% increase in organic keywords -- helping them expand their online presence. Continued focus on new keywords and offsite publications will help improve their search rankings and organic traffic.



**23**

Keyword Rankings Improved

**47%**

Increase in Organic Keywords

**245**

Keywords in Google's Top 10 Search Results

### Performance

KEYWORD PHRASE	START	CURRENT
2 lb bag whole bean colombian coffee	14	1
11 oz colombian whole bean coffee	49	1
colombian whole bean coffee	76	2
kona blend coffee cups	26	6
french roast coffee cup	51	9

### Top SEO Tasks

- 469 total SEO tasks completed
- 130 custom blog publications
- 71 aged article inclusions
- 33 authoritative articles published
- 51 offsite content marketing projects