

seo case study

Food Services

Campaign Information

Industry: Food Services

Location: San Francisco, CA

Campaign Start Date: 01/05/2023

SEO Hours per Month: 20

Campaign Type: Local

Goal: Improve the website's online visibility

Results

Four months into the campaign, we're seeing fantastic results from the implemented SEO strategy. The client started the campaign with some online authority but needed help to rank for their primary services. Since the campaign start date, we have helped optimize the website home page with their target keywords. We supplemented these efforts with consistent link-building across relevant high-authority websites within the industry. These efforts have resulted in the client ranking at the top of Google for over 38 new keywords. Moving forward, we plan to help the client expand their online presence by improving their keyword rankings within the San Francisco area.



38

new keywords within top 10 Google results

86%

increase in organic keywords since start date

13%

increase in organic traffic since start date

Performance

KEYWORD PHRASE	START	CURRENT
organic vegetable CSA delivery boxes san francisco ca	12	1
organic vegetable CSA delivery san francisco ca	13	1
organic CSA delivery boxes san francisco ca	12	1
organic produce CSA delivery san francisco ca	12	1
organic produce CSA delivery boxes san francisco ca	15	1

Top SEO Tasks

- Home page optimized with keywords and content
- 15 offsite custom article publications (with backlinks)
- 4 article engagements
- 6 business directory additions
- 52 total work items completed