

seo case study

Food Market

Campaign Information

Industry: Produce Grocery Store

Location: Scranton, PA

Campaign Results: 7 months

SEO Hours per Month: 20 hours

Goal: Increase their online presence.



Strategy

To build this client's online presence, we looked at various SEO factors to get started.

First, we made their website more relevant in their industry with onsite recommendations including implementing keywords and cleaning up h1 tags. Next, we increased their authority through offsite link building by setting up as many applicable business listings as possible. Finally, we improved their online presence by increasing their organic rankings in less than 7 months.

Results

KEYWORD PHRASE	START RANK	CURRENT RANK
party platters scranton pa	101	7 ↑
party trays scranton pa	101	7 ↑
fresh produce grocery store scranton pa	31	7 ↑
smoked meats Dunmore PA	101	7 ↑
grocery delivery Olyphant PA	101	7 ↑

Performance

26

keywords in the top 10 of Google

227

average increase in keyword rankings

181

total links built