

seo case study

Restaurant

Campaign Information

Industry: Restaurant — Modern Cuban Cuisine

Location: West New York, NJ

Campaign Start Date: 09/09/2019

SEO Hours per Month: 6

Campaign Type: Local

Goal: Begin ranking in their hometown of West New York



Strategy

Following a deep dive into our client's industry, market, and their business goals, keywords were carefully chosen via an extensive 4-stage vetting process, considering only keywords that were competitively balanced, cost effective, with a customer's intent to buy in mind. After a full website analysis, onsite optimizations were implemented to get keywords moving. Combined with a strong link building strategy and focus on business directory submission, within 6 months our client had 2 keywords hit the first page of Google!

Results

KEYWORD PHRASE	PAGE	RANK
cuban bar and restaurant port imperial nj	10+ ↗ 1	100+ ↗ 2
cuban restaurant nj	10+ ↗ 1	100+ ↗ 3
cuban restaurant west new york nj	10+ ↗ 1	100+ ↗ 4
cuban restaurant hudson county nj	4 ↗ 1	36 ↗ 6
cuban bar and restaurant edgewater nj	10+ ↗ 1	100+ ↗ 8

Performance

5

Keywords on Page 1 of Google

343

Total Links Built

2

Current Top Rank