

# seo case study

## Restaurant

### Campaign Information

**Industry:** Restaurant

**Location:** Nashua, NH

**Campaign Type:** Local

**Campaign Start Date:** 03/01/2014

**SEO Hours per Month:** 8

**Goal:** Revitalize online presence to increase local foot traffic



### Strategy

Emphasizing their unique take-out dining option, we were able to make our client stand out and perform crucial onsite optimizations. These changes, along with our targeted keyword strategy, made their site easier to find in a wider area by search engines and potential customers. Our client now has 8 competitive keywords on page 1 of Google, over 300 Google reviews, and is featured on both TripAdvisor and Yelp with extremely positive feedback.

### Results

KEYWORD PHRASE	PAGE	RANK
oriental restaurant amherst nh	11 ↗ 1	101 ↗ 3
oriental restaurant nashua nh	11 ↗ 1	101 ↗ 4
chinese restaurant nashua nh	11 ↗ 1	101 ↗ 5
nashua nh chinese restaurant	11 ↗ 1	101 ↗ 5
chinese restaurant amherst nh	11 ↗ 1	101 ↗ 7

### Performance

**57%**

**Increase in direct traffic**

**23%**

**Increase in new users**

**8**

**Keywords on page 1 of Google**