

# seo case study

## Local Restaurant

### Campaign Information

Industry: Restaurants - Pizza

Location: Lock Haven, PA

Campaign Start Date: 09/08/2015

SEO Spend per Month: \$400

Campaign Type: Local

Goal: Boost online traffic and local search presence

### Results

After performing keyword research, we primarily focused on “pizza” keywords in Lock Haven, PA to improve their local website traffic and boost revenue. We started with optimizing key areas on their website to build relevance with search engines. Onsite content for the home page was created, approved, and implemented to help improve their overall rankings. Once we implemented the onsite edits, new backlinks were created month over month to help establish additional trust. Overall, we saw a significant increase year over year in keyword rankings, website traffic, and backlinks with these optimizations. Continued focus on important local keywords and additional cities will help secure additional online presence over time.



**87%**

Average increase in organic traffic YOY

**200%**

Average increase in organic keywords YOY

**290%**

Average increase in # of backlinks YOY

### Performance

KEYWORD PHRASE	START	CURRENT
pizza lock haven pa	15	1
lock haven pa pizza	18	1
pizza restaurant lock haven pa	6	1
sub sandwiches lock haven pa	47	10
stromboli lock haven pa	79	14

### Top SEO Tasks

- 86 offsite custom blogs published
- 350 offsite article engagements
- 87 business directory submissions
- 459 website bookmark submissions
- 1108 total SEO tasks completed