

Achieving revenue goals through Local SEO



THE PROJECT

Managing a Local SEO strategy that turns digital traffic into actual store visits

CAMPAIGN STATS

1,058

no. of inquiries on Google My Business within 3 months

9

no. of keywords in top spot

1st

ranking on Yelp, Yellow Pages, Bing Local & Apple Maps



Oh, to be loved by local!

CLIENT STORY

Quickly spotting the need for authentic Italian pizza, this small business owner started as a migrant who held the highest standard for authentic Italian cuisine. The first two months of the restaurant opening proved to be very busy, as customers were excited to try something new. However, to keep the restaurant at a most profitable level, the owners understood the importance of appealing to local diners. They knew maintaining a digital presence through their website would complement their physical location.

THE GOAL: A larger slice of the pie, please!

Like any restaurant business, the client faced competition from both local and national foodservice brands in the area. The key was to grab market share by being top of mind, making the Italian restaurant a staple among the locals. In today's digital age where diners check reviews before trying out a new restaurant, being on the top of the search results page has become all the more important.

Launching a Local SEO strategy meant a combination of being included on popular review sites, and targeting the right local keywords.

Having a local business means focus.

Advantage: Understanding the neighborhood needs

Disadvantage: Limited to doing business within a set geography



THE SOLUTION

During the first month, the team's top priority was to focus on ranking for local keywords and buying intent. In the restaurant's case, the goal was to ranking no.1 for "Pizza+Location". With a keyword strategy in place, the team proceeded to set up listings on popular business review sites and aggregators, such as Google My Business, Yelp, Bing Local and Yellowpages.com. In addition to this, 30 more relevant sites were utilized based on the restaurant's niche and location. The team went on to ensure that the information on each of the listings (specifically the business name, address and contact information) were correct. They checked for consistency across online directory sites, Facebook Page, and on the company website. This simple task contributes to the local ranking of the website.

Beginning the second month of the campaign, the team moved on to building local citations. Citations help Google understand what the website is all about. After six months of working with the team, the restaurant had consistently met its revenue targets.

RESULTS

31%

share of keywords on
the first page of
search results

542

no. of impressions
within Month 2 of
campaign

#1

ranking in the local search
results for main keyword