

AMERICAN CUT STEAKHOUSE CASE STUDY



Marccx Media increased American Cut Steakhouse's year over year organic search traffic by more than 50%, leading to a 58% increase in table covers

Goals

In NYC, steak is synonymous with Marc Fogione, LDV Hospitality, and now Marccx Media. American Cut Steakhouse has two locations in Manhattan: one restaurant in Midtown, and the other in TriBeCa. Both locations were interested in increasing online reservations (outside of OpenTable) and corresponding covers.

Local Signals

In addition to link building, Google considers citations to be a key factor in determining the local ranking of your business. A citation is any reference to a company's Name, Address and Phone Number (NAP). We built references to American Cut's NAP from a wide range of sites including Google My Business, Yellow Pages, Yelp and a number of other local listing websites.

Approach

Onsite Optimization

We began by auditing the national and local search engine results page (SERP) results where American Cut Steakhouse might appear. When we failed to find AmericanCutSteakhouse.com in the top 10 local search results for *nyc steakhouse*, *midtown steakhouse* and similar keywords we updated the American Cut website by fulfilling the following:

- Completed extensive keyword research to track local search behavior of desired demographic
- Revised on-page copy and meta tags, including title and header 1 (H1), to reflect local search signals and search intent
- Improved page layout to enhance user experience and increase online reservations

Build Backlinks

Out of 250 search signals, the top factor for ranking #1 on Google are backlinks, or the quality of websites linking to AmericanCutSteakhouse.com. Increasing links to American Cut Steakhouse was our most important pursuit. We created a link building program comprised of different outreach strategies, including competitive link building, link reclamation and guest blogger outreach.

Results

In less than 6 months, American Cut Steakhouse increased more than 1,500 positions in local search results. American Cut Steakhouse now ranks in the top 3 local positions for *steakhouse*, *private dining*, *best steak nyc*, *best restaurants in tribeca* and *best steakhouse in nyc*, which averages more than 10,000 searches per month.

Overall, American Cut Steakhouse jumped more than **1500%** in rankings for the 60 keywords we targeted. The December 2017 YoY Google Analytics results speak for themselves.

Google Analytics	Performance
Organic Traffic - Sessions	+20%
Organic Traffic - Users	+22.5%
Organic Traffic - Pageviews	+58%
Restaurant Reservations*	+54%
Restaurant Covers	+58%

*Online Only, excluding OpenTable

ABOUT MARCCX MEDIA



Founded on search principles and focused on performance-driven digital marketing, Marccx Media is your multi-channel marketing partner. We believe in serving our clients, growing your customer base and driving more conversions for your business. Our primary digital marketing services include Search Engine Optimization (SEO), Search Engine Marketing (Paid Search) and Content Marketing.

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