



SEARCH ENGINE OPTIMIZATION
Case Study





Our Client:

This client is a Mexican restaurant in Honolulu, Hawaii, serving traditional Mexican food in the Waikiki area.

Goal:

Drive more people to the website by ranking higher for keywords, doing so would drive more people to the client's restaurant and drive sales.

Project Duration:

2 Years (Ongoing)

Problem Statement:

The client had previously used an SEO company that did not generate results. The client wanted to rank high for keywords like “mexican food waikiki”, “mexican restaurant waikiki”, and “tacos waikiki”.



STRATEGY (OVERVIEW)

Our strategy consisted of five general steps, proven to generate optimal results.

01

STEP

—
We performed in-depth market research and competitor analysis.

02

STEP

—
We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.

03

STEP

—
We performed keyword research to determine what keywords we would target and track for the campaign.

04

STEP

—
We performed a site audit, revealing any on-page issues that required immediate attention.

05

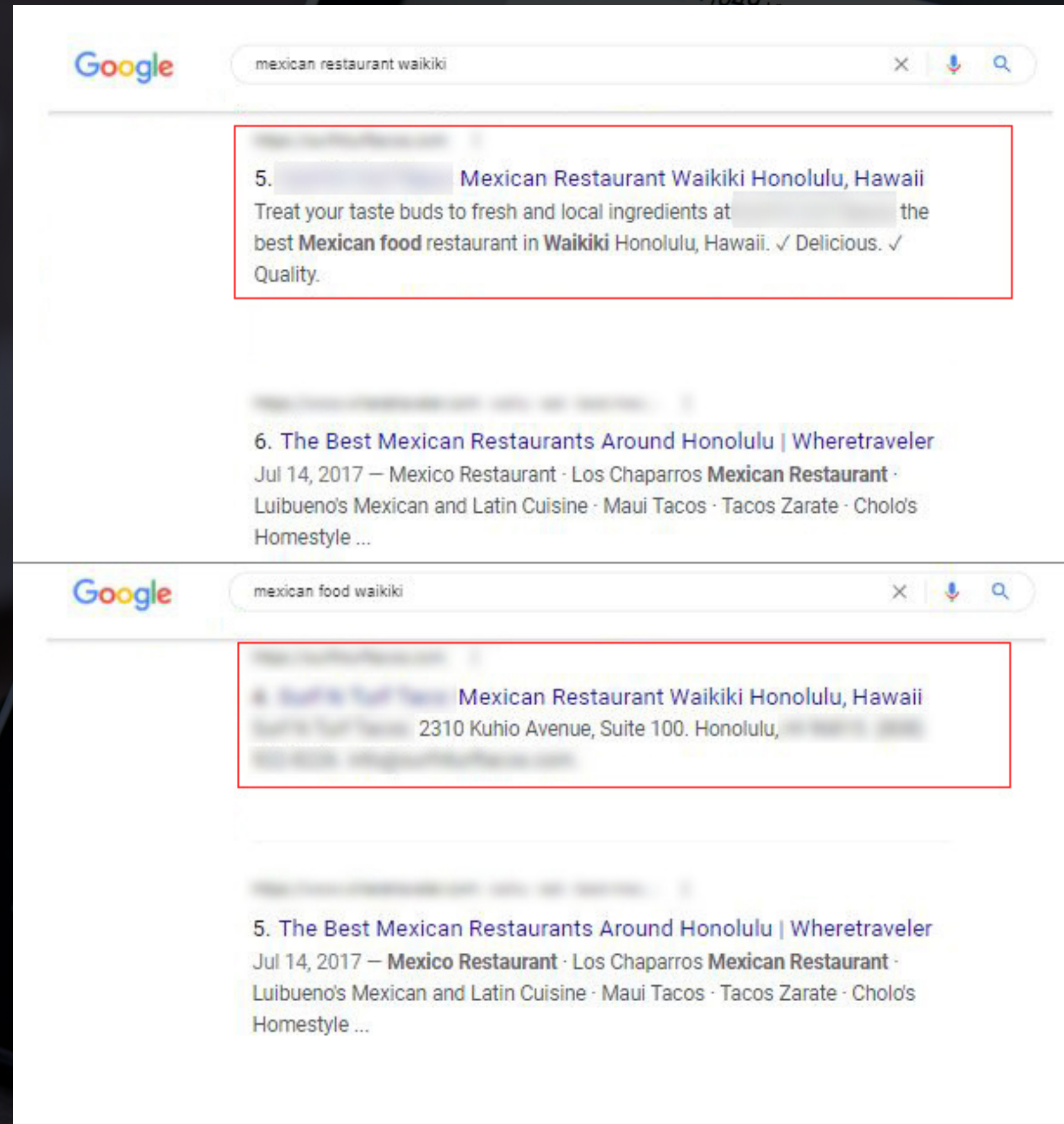
STEP

—
Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1.(company branded keyword)	1	+1
2.tacos in waikiki	1	+3
3.tacos waikiki	1	+3
4.best tacos waikiki	3	+2
5.tacos honolulu hi	3	+4
6.mexican food waikiki	4	+4
7.honolulu tacos	5	0
8.mexican restaurant waikiki	5	+2
9.tacos in honolulu	7	+2
10.mexican food honolulu	12	+9

REAL WORLD RESULTS (ON GOOGLE SERP):



Solution

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads.

Final Outcome

We were able to increase the positions of multiple keywords on Google's search engine results page to the first page. Many of these keywords increased dramatically in the first couple of months of the campaign.