

SEO Success

This is Chicken and Grill multi-franchise food industries.



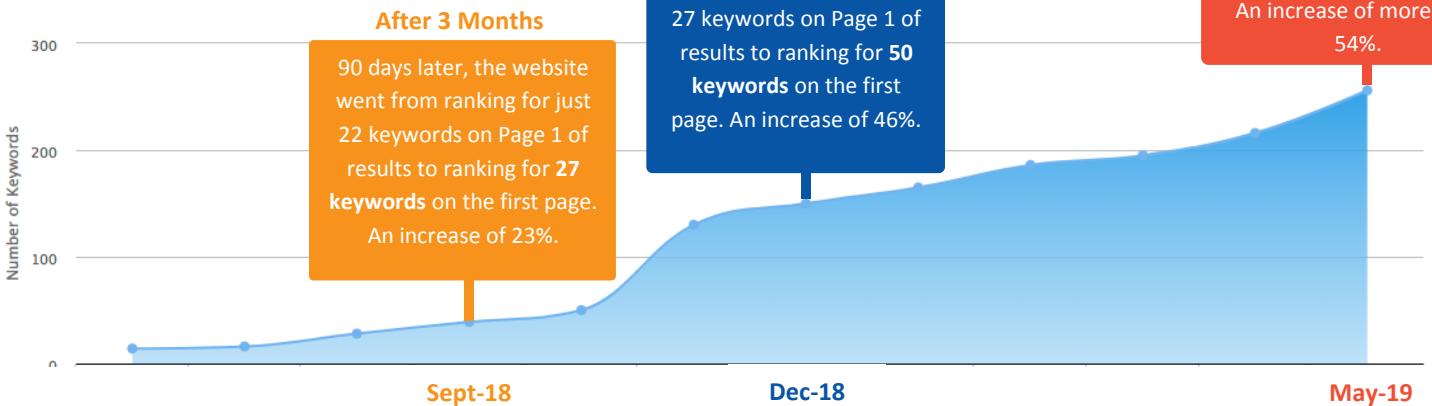
Prior to SEO

Chicken and Grill multi-franchise food industries came in June of 2018, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had just 22 keywords ranking on the first page of major search engines.

Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

Keywords Ranking on First Page in Major Search Engines*



After 3 Months
90 days later, the website went from ranking for just 22 keywords on Page 1 of results to ranking for **27 keywords** on the first page. An increase of 23%.

After 6 Months
90 days later, the website went from ranking for just 27 keywords on Page 1 of results to ranking for **50 keywords** on the first page. An increase of 46%.

By May 2019
The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **130 keywords**. An increase of more than 54%.

Google Analytics data

13.23%
Increase in Overall Website Traffic. **60,304** Overall visits received in last 1 month.

18.68%
Increase in Google Organic Sessions. **44,040** Organic visits received in last 1 month.

24.57%
Increase in Website Pageviews. **140,122** Pageviews received in last 1 month.

*Major Search Engines defined as Google and Bing