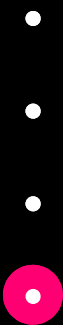


# SEARCH ENGINE OPTIMIZATION

## 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):

The image displays two screenshots of Google search results. The top screenshot is for the search query "mexican restaurant waikiki". The search bar shows the query, and the results list includes a red-bordered box around the 5th result: "5. [Redacted] Mexican Restaurant Waikiki Honolulu, Hawaii. Treat your taste buds to fresh and local ingredients at [Redacted] the best Mexican food restaurant in Waikiki Honolulu, Hawaii. ✓ Delicious. ✓ Quality." Below this is the 6th result: "6. The Best Mexican Restaurants Around Honolulu | WhereTraveler. Jul 14, 2017 — Mexico Restaurant · Los Chaparros Mexican Restaurant · Luibueno's Mexican and Latin Cuisine · Maui Tacos · Tacos Zarate · Cholo's Homestyle ...". The bottom screenshot is for the search query "mexican food waikiki". The search bar shows the query, and the results list includes a red-bordered box around the 4th result: "4. [Redacted] Mexican Restaurant Waikiki Honolulu, Hawaii. 2310 Kuhio Avenue, Suite 100. Honolulu, HI 96813. [Redacted]". Below this is the 5th result: "5. The Best Mexican Restaurants Around Honolulu | WhereTraveler. Jul 14, 2017 — Mexico Restaurant · Los Chaparros Mexican Restaurant · Luibueno's Mexican and Latin Cuisine · Maui Tacos · Tacos Zarate · Cholo's Homestyle ...".

Google mexican restaurant waikiki

5. [Redacted] Mexican Restaurant Waikiki Honolulu, Hawaii  
Treat your taste buds to fresh and local ingredients at [Redacted] the best Mexican food restaurant in Waikiki Honolulu, Hawaii. ✓ Delicious. ✓ Quality.

6. The Best Mexican Restaurants Around Honolulu | WhereTraveler  
Jul 14, 2017 — Mexico Restaurant · Los Chaparros Mexican Restaurant · Luibueno's Mexican and Latin Cuisine · Maui Tacos · Tacos Zarate · Cholo's Homestyle ...

Google mexican food waikiki

4. [Redacted] Mexican Restaurant Waikiki Honolulu, Hawaii  
2310 Kuhio Avenue, Suite 100. Honolulu, HI 96813. [Redacted]

5. The Best Mexican Restaurants Around Honolulu | WhereTraveler  
Jul 14, 2017 — Mexico Restaurant · Los Chaparros Mexican Restaurant · Luibueno's Mexican and Latin Cuisine · Maui Tacos · Tacos Zarate · Cholo's Homestyle ...

## **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.