

SEO Strategies That Increase Local Organic Traffic

About

TG is an authentic Mexican food catering company in California, delivering service to local cities. Their extensive food menu allows party and event organization for nearby residents.

SEO Management

OVERVIEW

Background on the client



The client has been with us since 2015. SEO was unclear to him and he expected fast results. We managed to tackle business objectives through frequent communication and step by step review of progress.

CHALLENGES

Business Objectives



Attracting organic traffic to their website by ranking high for local searches.

- Rank for target keywords
- Increase organic traffic from local cities

OUR APPROACH

SEO Strategy



- Separate landing pages created with unique content
- Monthly blogs with special event promos
- On-site optimizations focused on URLs, web page speed
- Backlinks focused on local listings

OUTCOME

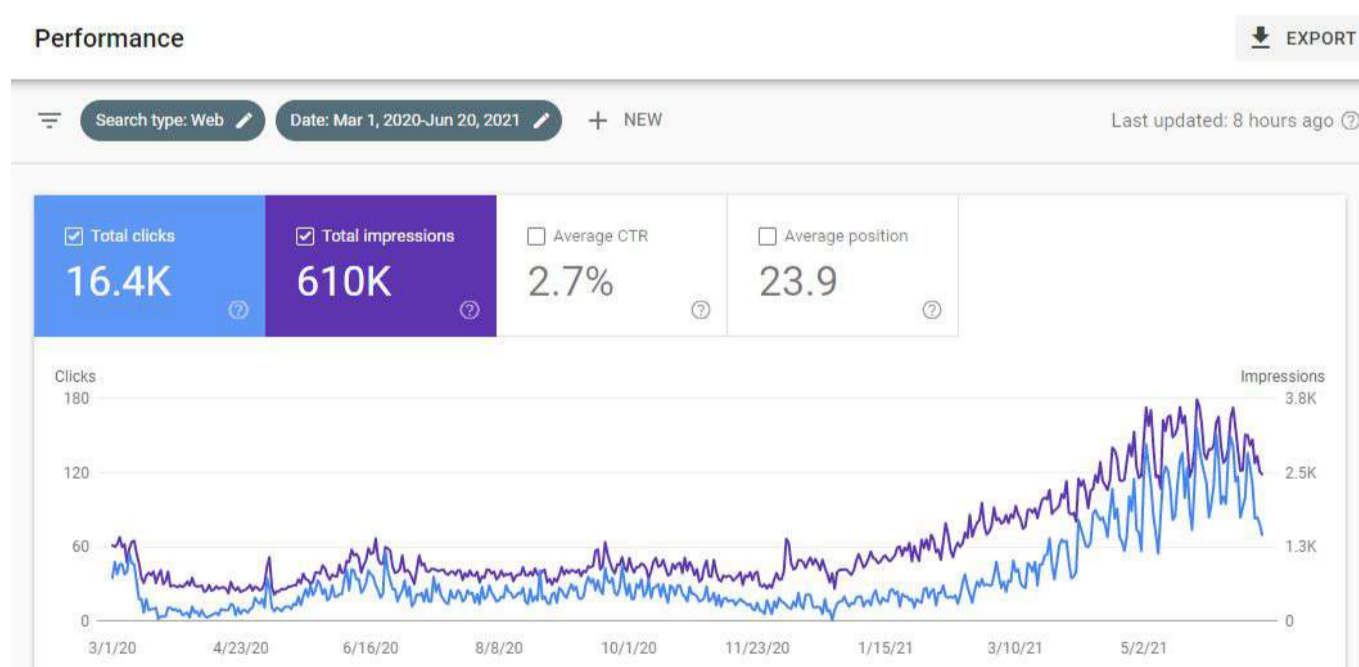
Results from SEO Strategy



- Overall improved website performance for traffic
- 70% of keywords rank in top 3 placements for served locations
- Reduced bounce rate

Data Comparison

Date	Sessions	Pages/ Sessions	Avg. Position(GSC)	Bounce Rate	Users
8/1/2015	1,101	2.44	85.5	57.13%	779
5/1/2021	8,622	2.56	23.9	45.30%	6,784



METRIC ANALYSIS

Web sessions increased **x 8**
 Number of pages per session increased almost **5%**
 Average positioned improved by **increased** top page ranking
 Bounce rate decreased by **20.71%**
 The amount of users increased by **771%**

Benefits of SEO For Your Business

- ✓ Brings in additional streams of traffic to increase leads
- ✓ Delivers a trustworthy web experience for customers
- ✓ Improves brand awareness
- ✓ Enhances other marketing efforts such as PPC & social media