

CASE STUDY

Optimizing SEO for NYC Restaurant Group to Boost Gift Card Sales

CLIENT BACKGROUND

A prominent restaurant group in New York City, known for its diverse culinary offerings and vibrant dining experiences, sought to increase their gift card sales during the holiday season. Despite having a well-established presence, their gift card traffic was not meeting expectations, primarily due to inadequate online visibility.

CHALLENGE

The main challenge was to enhance the visibility of the client's gift card options on search engines, particularly during the competitive holiday season. The goal was to ensure that potential customers could easily find and purchase gift cards from their various restaurant locations when searching for holiday gifts.

SOLUTIONS IMPLEMENTED

Our approach to tackling this challenge involved a two-pronged SEO strategy:

On-Page SEO Optimization

We meticulously revised the titles, descriptions, and keywords on the client's gift card pages to align with high-traffic search terms related to restaurant gift cards. This effort was aimed at improving the relevance and ranking potential of these pages in search results.

Backlink Development

To strengthen the website's authority and improve its search engine rankings, we initiated an aggressive link-building campaign. Over six months, we successfully built approximately 100 backlinks per month to the client's website, focusing on reputable and relevant sites.

AT A GLANCE

Challenges

- Visibility
- Competition
- Gift Card Sales
- SEO Best Practices

Benefits

- Low Monthly Cost
- No Change to Website Front End
- Targeted Results
- Organic Growth



RESULTS

- 20 #1-ranked "gift card" keywords in less than 6 months
- 10x growth in organic traffic for "gift card" related keywords
- 31% increase in organic impressions
- Nearly 20 point increase in average keyword rankings