SEO Success

This is an online liquor store in Canada delivering your favorite spirits to your door.



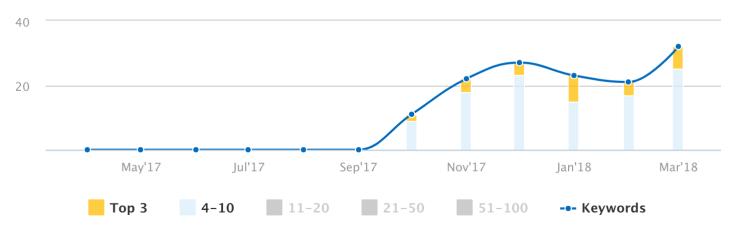
Prior to SEO

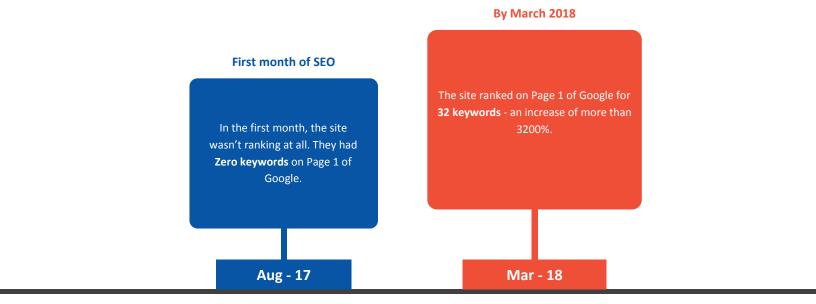
Liquor Store came to us in August of 2017, with no online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase their clientele. At the time they signed on for our SEO services they had Zero keywords ranking on the first page of Google.

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.
- We created and distributed videos about the business.

Keywords Ranking on First Page in Major Search Engines*





Google My Business

503

People visited their website via Google My Business since the start of the campaign.

575

People requested directions to their store via Google My Business since the start of the campaign.

169

People called their store via Google My Business since the start of the campaign.

Google Analytics data

151%

Increase in Organic Website Traffic compared to Month 1 of SEO i.e. August 2017.

133%

Increase in Organic Transactions compared to Month 1 of SEO i.e. August 2017.

7025%

Increase in Organic Revenue compared to Month 1 of SEO i.e. August 2017.

^{*}Major Search Engines defined as Google and Bing