



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 separate Google search results pages. Both pages have a dark-themed header with the Google logo and a search bar containing the query. The results are listed below the search bar.

Search 1: mexican restaurant waikiki

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

Search 2: mexican food waikiki

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 ...

In both screenshots, the top result (the local business listing) is highlighted with a red rectangular box.

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.