

Local Chinese Restaurant

Local Campaign, Nashua, NH



SEO CASE STUDY

Spend : \$575/month

8 Keywords
On Page 1

57%
Increase
in Direct Traffic

23%
Increase
in New Users

70%
Increase
in new Sessions

SEO STRATEGY

This client has been with us since March 2019. They have 2 restaurants in 2 different locations in southern New Hampshire and Northern Massachusetts. They had never had any SEO work done for them before and came to us because their business had become stagnant due to the addition of other similar restaurants in the area.

Emphasizing the efficiency of their take-out dining option, we were able to differentiate them from their competitors and performed crucial onsite optimizations that made their site more easily found by search engines and potential customers.

With our targeted keyword strategy, we were able to go for more competitive keywords and target more areas expanding our keyword range from Nashua to include Bedford, Marimac, Londonderry, and Kinsboro.

After working with us to optimize their online presence, our client now has 8 competitive keywords on the first page of Google, over 300 Google reviews, and is featured on both TripAdvisor and Yelp with extremely positive feedback.

Keyword	Start Rank	Start Page	Current rank	Current Page
oriental restaurant amherst nh	101	11	↑3	↑1
oriental restaurant nashua nh	101	11	↑4	↑1
chinese restaurant nashua nh	101	11	↑5	↑1
nashua nh chinese restaurant	101	11	↑5	↑1
chinese restaurant amherst nh	101	11	↑7	↑1

Let's make your organic traffic flow!

BOOK A FREE CONSULTATION TODAY!

415-228-9969

info@cyrusson.com