Starting From Zero

Driving New Traffic for a New Local Restaurant

If only delicious, authentic Italian pizza and an atmosphere reminiscent of the Sicilian countryside were all our clients needed to build a local following, they would be the most popular restaurant in the area. But in the digital age, local restaurants need to build a local footprint and optimize their website for local search.

Our Campaign by the Numbers

31%

keywords on 1st page
after 6 months

9

keywords in top spot
after 6 months

1058

Google My Business
inquiries in 3 months

A Slice of the Old Country

Our clients moved to our area after perfecting their culinary skills in their native Sicily. Not intending to open a restaurant, they quickly realized that there was something missing from the local dining scene - authentic Italian pizza. Luckily for pizza lovers, our clients didn't waste any time building their restaurant and their website. What they needed was local traffic to convert into customers.

Their Goal

Getting a Bigger Piece of the Market

Their grand opening generated enough buzz to keep them busy during the first two months. But the restaurant needed to build local interest quickly and sustain that interest at a level that was profitable. For local restaurants, this means a strategy that puts the restaurant in the top results of local searches and on commonly used review sites like Google My Business and Yelp. In the days of mobile devices when people are online almost 24/7, being discoverable via Google is critical to a business' success.

Our Solution

Optimizing for Local Searches

In the first month, we started by researching and creating a keyword strategy that focused on local keywords and buying intent. For example, our client's website ranks in the top spot for "pizza + location".

Ranking for keywords that are based on geolocation is important for searches via mobile phones because these potential customers are often in the process of choosing a restaurant and have real buying intent. Up to half of all local searches via mobile device result in the searcher visiting the restaurant or store within the day.

We then focused on setting up the restaurant on popular business review sites and data aggregators. Specifically, Google My Business, Bing Local, YellowPages.com and Yelp plus up to 30 more sites that were relevant to the restaurant niche and our location.

Critical to the review site and local citation strategy was ensuring that the name, address, and phone number (NAP) were accurate and consistent across review sites, their Facebook profile, and their website. Consistent NAP data is a ranking factor for Google's local search results. 93% of search results with local intent (search query includes a location) see Google's local results.

In the second month of the campaign and beyond, we continue building local citations which help give Google a clearer picture of our client's business and their locations. Local citations and review sites also provide an avenue for the restaurant to engage with their customers which can really help to drive new customers to the establishment.

Their Success

A Winning Strategy

After just 6 months of our Local SEO service, a restaurant with zero online presence is now thriving online and consistently meets all its revenue goals since the campaign began.

1	**1**	**542**
rank on Yelp, Yellow Pages, Bing Local, and Apple Maps	position in the local search results for main keyword	impressions in just the 2nd month of campaign

Dominating Local Search in 6 Months

With an online presence deserving of their beautiful restaurant, our clients can invest in the future of their business and grow their customer base. It took just 6 months for us reach their current status as one of the most visible local restaurants online. In the first 6 months, we helped drive traffic to their establishment at a constantly increasing rate that we can continue to build upon.

Working With Tycoono

Our Local SEO packages focus on relevant citation building, effective on-page optimization including local schema implementation, natural link building, methodology-based solutions, and Google Map pack inclusion. Ideal for businesses with actual physical locations that want to build their presence locally