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/ A Project Profile & Data Analysis

Project Overview/

Project Name: Que Rico Restaurant
Client/Company: Restaurant Ownership
Location: New York, USA
Start Date: April 22, 2024
End Date: June 22, 2024
Industry: Food & Beverage
Target Market: Local

Objectives/

•**Primary Goal:** Establish brand's local presence online and to expand brand awareness by reaching new users in the target market.

•**Secondary Goals:** Acquire more users through organic search than those who visit website directly – signal of increased visibility when compared to traffic with prior brand awareness.

Scope of Work/

On-Page SEO:

- Keyword Research
- Meta Tag Optimization (Title, Description)
- Content Optimization
- URL Structure
- Internal Linking

Off-Page SEO:

- Link Building
- Creation/Optimization of Google My Business
- Local SEO Optimization
- Reputation Management

Technical SEO:

- Site Speed Optimization
- Mobile-Friendliness
- Crawlability and Indexability
- Structured Data Markup
- HTTPS Implementation

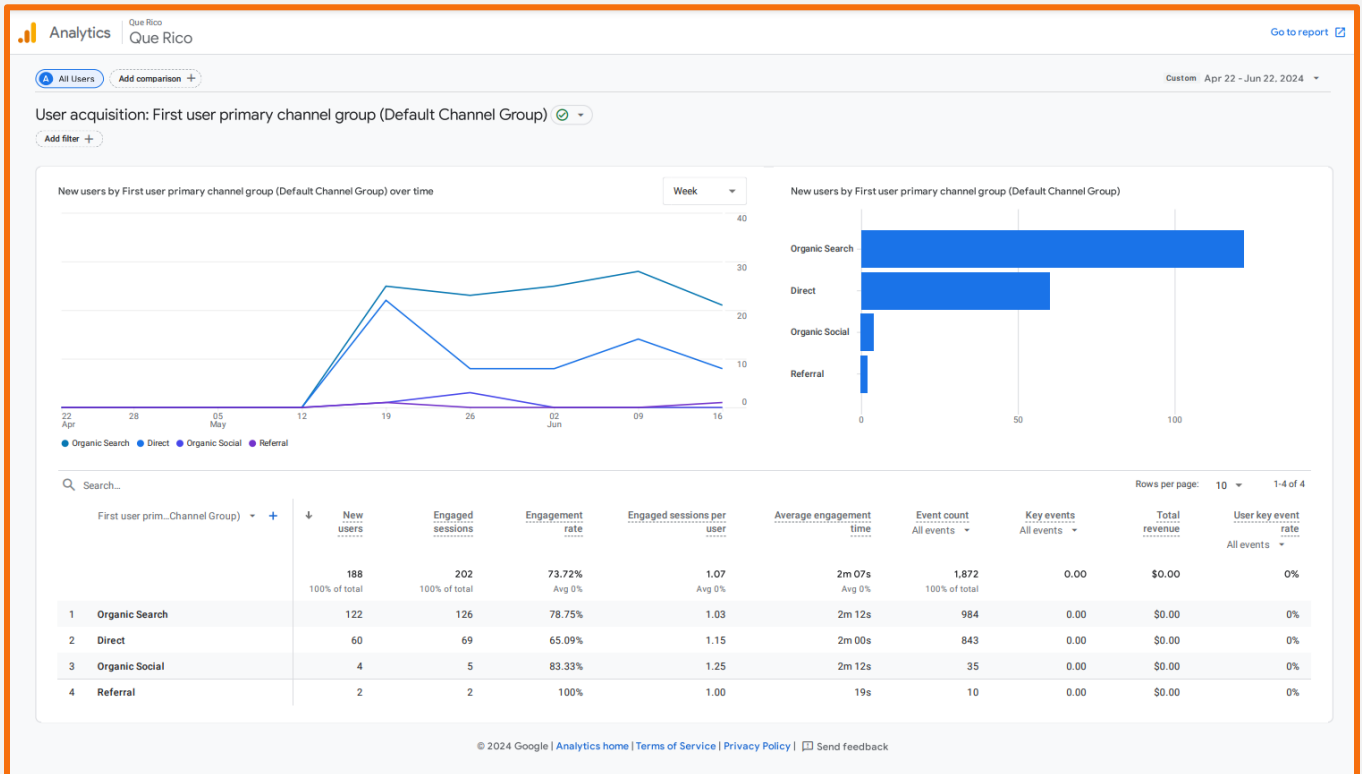
/ OPTIMIZATION RESULTS: WEBSITE PERFORMANCE

reflects a period of 61 days

google my business listing performance follows separately

As seen in the Google Analytics screenshot below:

- ✓ Organic Search generated 122 new users in 61 days.
- ✓ Organic Search generated over double those directly visiting site.
- ✓ Users acquired by organic search were more engaged and spent slightly more time on the website.



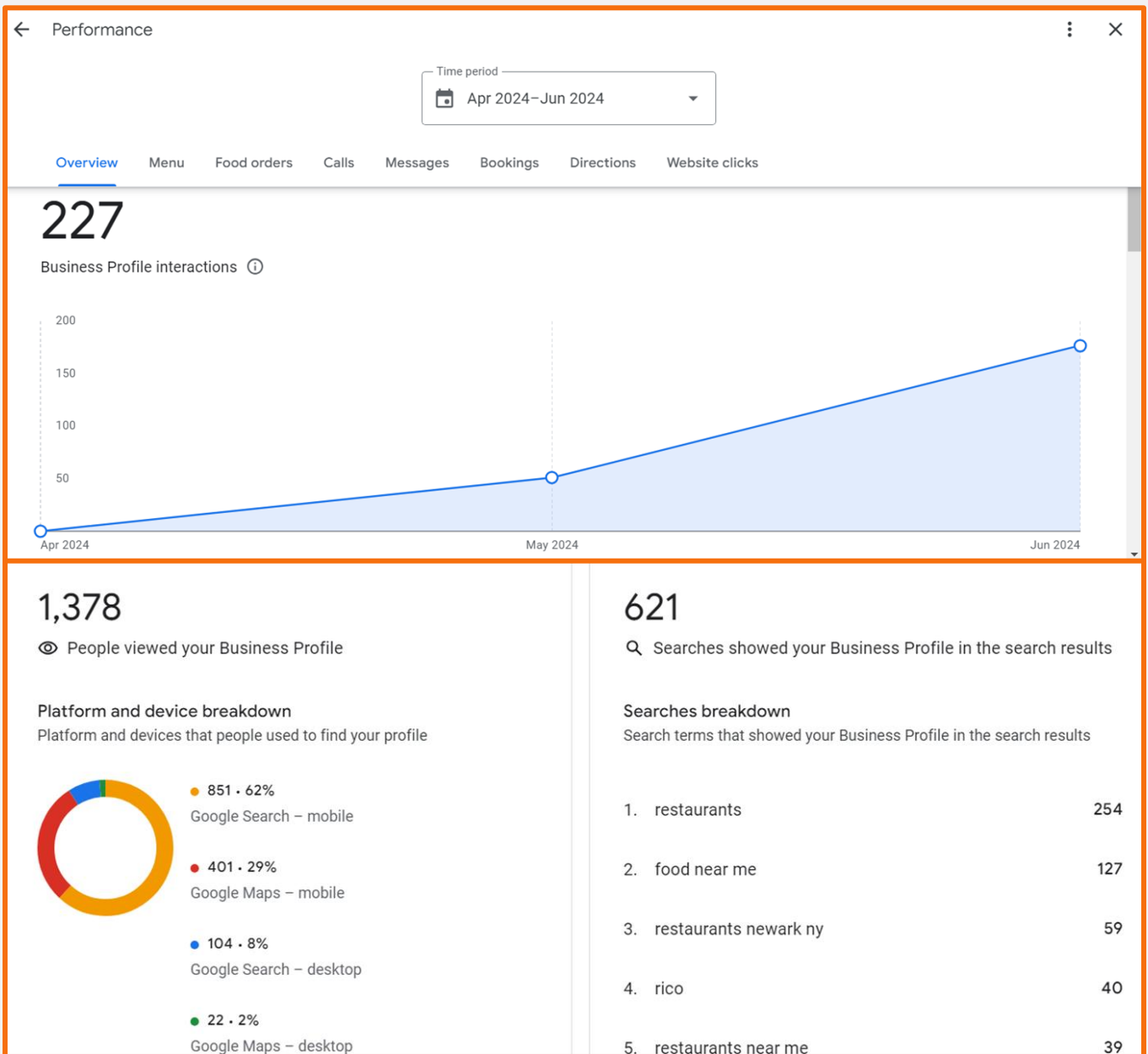
/ OPTIMIZATION RESULTS: GOOGLE MY BUSINESS LISTING

reflects a period of 61 days



As seen in the Google My Business Performance Report below:

- ✓ The Google My Business Listing received 227 interactions (calls, clicks, messages, bookings, direction requests).
- ✓ 1,378 users viewed the listing, more than double the number of searches in which the listing was shown organically as part of SERP ranking.
- ✓ 62% of all searches were made on a mobile device.
- ✓ The top 3 search terms used when Que Rico's GMB listing was shown were non-brand specific – indicating increased visibility resulting from optimization.



OVERALL ASSESSMENT:

QUE RICO OPTIMIZATION & GOAL ACCOMPLISHMENT

GOAL ONE: Establish brand's local presence online and expand brand awareness by reaching new users in the target market.

SUCCESS

Analytics show that QR has established a strong online presence and is reaching new customers through organic search. This is a result of both on-site and Google My Business Listing optimization.

GOAL TWO: Acquire more users through organic search than those who visit website directly – signal of increased visibility when compared to traffic with prior brand awareness.

SUCCESS

Analytics indicate that users were acquired by organic search 2x more than by direct website visits. This coupled with the GMB analytics are strong indicators that QR's online presence, brand awareness and local interaction has increased.



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