

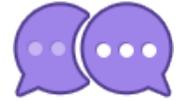
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Inbound Marketing

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# Case Studies

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## SEO Case Study: Food Lounge Business

### *A search engine optimization (SEO) strategy to increase traffic, not only online but to food lounge location as well*

Search Engine Optimization (SEO) is not a silver bullet or a magic pill that will help a website jump up to the top of search rankings in 5 days or less. If managed effectively, SEO produce results, with strategically done activities that are ongoing and cumulative – rather than dramatic and temporary.

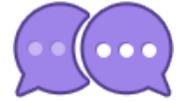
In the Search Engine Optimization case study given below, a start up in the US illustrates the ongoing success that can be achieved with an ongoing SEO program.

#### **Business Challenge:**

The client is a startup, one of a kind to create an experience of food trucks in Lounge like setting in San Francisco, CA, US. The market for food trucks is extremely competitive, especially in strategic location of South of Market neighborhood (SoMa) area, a hub of an astounding number of startups and technology companies.

The client realized they needed to out-strategize their competitors in mushrooming food trucks business. MarkComm Pitch, an Inbound Marketing Agency, was initially engaged for a search engine optimization program that has moved from SEO audit to an ongoing program that continues to improve search marketing performance.

A key year over year objective for the client is to drive traffic not only online but also to lounge location as well, with corresponding metrics such as improved visibility on keyword queries that reflect customer interest and intent.



### **Solution:**

On a proactive basis, the MarkComm Pitch team has worked with the client's marketing staff to address any SEO issues with SEO technical assessments and a keyword glossary audit. As with all SEO clients, apart from local listing citations, long -tail keywords, interlinking in the site, we also work on a monthly promotional plan, including social media promotion and marketing to ensure a steady stream of customers at the client's lounge premises.

### **Results:**

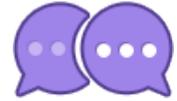
Since its launch in January 2014, MarkComm Pitch's inbound marketing team helped the food business client achieve substantial percentage increase in key performance indicators. For example, some of the SEO improvements include:

- 25% more top 10 keyword rankings
- 25% greater search engine brand awareness
- 10% increase in organic search engine traffic

Most importantly, the client now dominates the competition on a wide range of keyword queries in their industry in the SoMa area. In fact, these improvements have allowed the client to better assert themselves in the market.

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MarkComm Pitch: an Inbound Marketing Agency



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