



SEO

CASE STUDY

FOOD

INDUSTRY

CLIENT'S ORGANIC TRAFFIC
INCREASED FROM 8,000
VISITORS PER MONTH TO
46,000 VISITORS PER MONTH

Are you running a food business and struggling to get more online traffic? As a food industry player, you need more people visiting your website to increase your customer base and sales. In this case study, we will demonstrate how we helped a client in the food industry double their website traffic using our managed SEO services.

Background

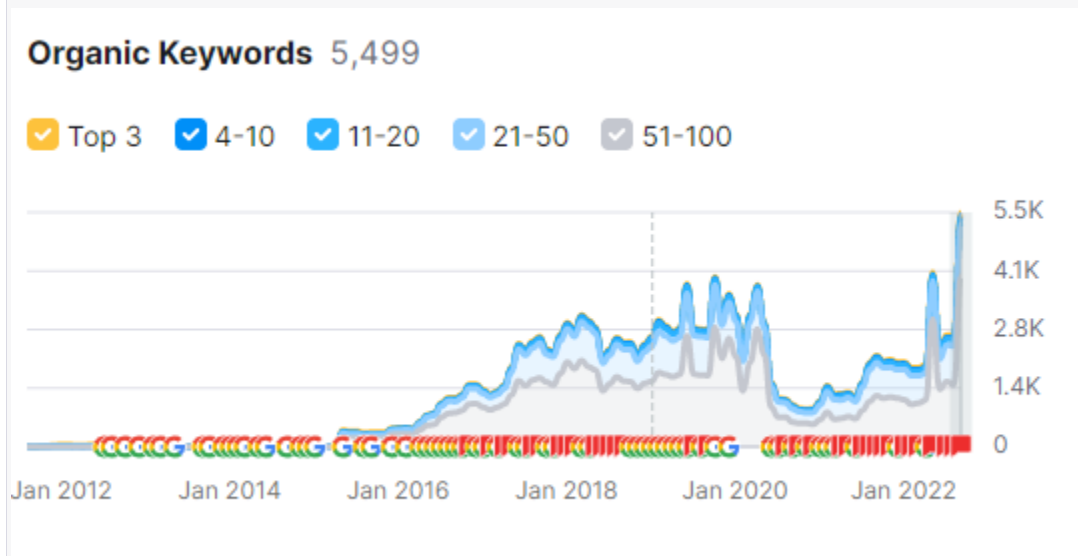
A healthy snack manufacturer in the United States contacted us in January 2021, looking for ways to increase their online presence and attract more customers. The client already had a well-designed website, but they were struggling to rank higher in search engine results pages (SERPs).

Our team of SEO experts conducted a thorough audit of the client's website and found that their organic traffic was approximately 8,000 visitors per month. Although their traffic had been gradually increasing, we knew we could help them to achieve more by optimizing their keywords and building more links.

Keyword Analysis

We began by identifying 'easy win' keywords that the client was not ranking for in the 4-30 positions. We discovered that there were over 3,000 easy win keywords that could be used to increase traffic to their site. Our goal was to select keywords with high search volumes and low keyword difficulty.

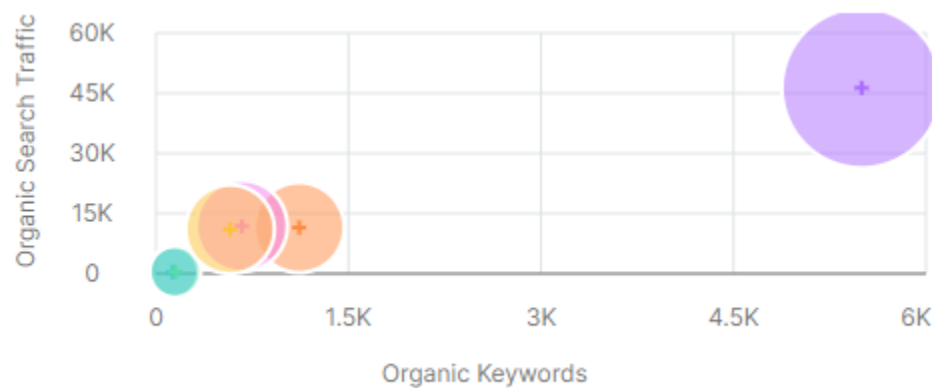
For instance, we identified 'healthy snack ideas,' 'vegan snack recipes,' and 'protein bars' as some of the easy win keywords that could be used to attract more traffic to the client's site. We incorporated these keywords into the client's website copy and blog articles to increase their visibility and attract more visitors to the site.



Competitive Gap Analysis

We also conducted a competitive gap analysis to understand what the client's competitors were doing that could be beneficial to their business. Through the analysis, we found that the client had 25 direct competitors in the industry.

We discovered that some of the competitors were using similar keywords, and others were ranking for different keywords that could be incorporated into the client's strategy. By identifying the gaps in the client's competitive positioning, we developed a customized strategy to improve their rankings and visibility.



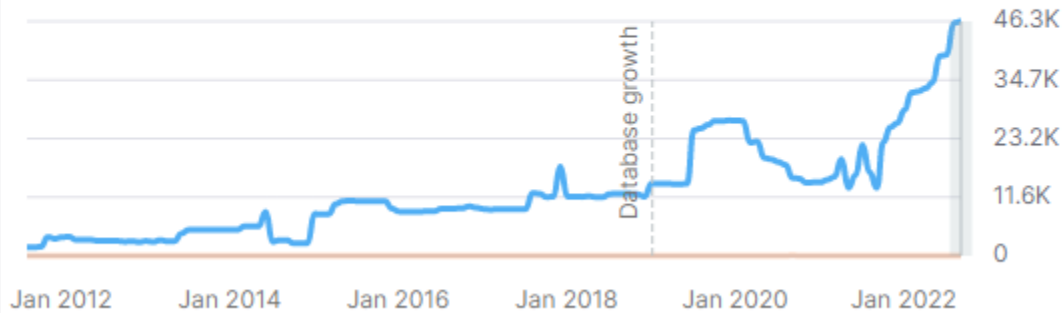
SEO Campaign

The client signed up for our managed SEO service, which involved monthly orders for content creation, guest posts, and link building. Our team of writers and editors created blog articles on healthy snacking tips, vegan recipes, and protein bars that resonated with the client's target audience.

We also built quality links to the client's website by reaching out to authoritative sites in the food industry to secure guest posting opportunities. By utilizing all of our products and services, we individualized the client's strategy and helped them to achieve their goals.

Organic Traffic 46,325/month

Organic Traffic Paid Traffic | Notes ▼



Results

In just nine months from the start of the campaign, the client's organic traffic increased from 8,000 visitors per month to 46,325 visitors per month, which is more than double the initial traffic. The increase in traffic led to a significant increase in their sales and customer base.

The client's investment in our managed SEO services was worth it, as their traffic is now valued at \$7,500 per month. Our client is thrilled with the results, and we continue to work with them to improve their online presence and increase their organic traffic even further.

Authority Score

39

Semrush Domain Rank 49.2K ↑

Organic Search Traffic

46.3K +0.7%

Keywords 5.5K ↑

Paid Search Traffic

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

[Go to Position Tracking](#)

Backlinks

16.1K

Referring Domains 1.3K

Conclusion

This case study shows how managed SEO services can significantly increase website traffic and help businesses in the food industry attract more customers and increase their sales. With the right keywords, links, and competitive analysis, your food business can achieve the same results and grow your online presence.

