

# Bar/Restaurant Case Study

## The client:

This is an Irish pub in NYC trying to rank locally for their business in Google Maps & organic. They started with us in March 2023, and have already seen significant improvements!

## Niche:

Bar/Nightclub

## The Solution:

We worked on revising the internal linking strategy on the site to push forward rankings for their main pages. We also added technical aspects, like advanced Schema Markup, to capture more real estate on the SERPs and attract high-quality traffic that will convert.

## The Results:

This client shows a significant increase to their overall keywords 3 months into their campaign. We are now working on engagement & user experience for the site.

