

CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

A Bakery's Journey to 28.8%
More Clicks in Just 28 Days

Bakery



OVERVIEW



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This case study highlights the efforts of a leading bakery in Ada, Oklahoma, to boost its online presence and attract more customers through search engine optimization (SEO). It details the strategies employed and the results obtained over a specified period. By focusing on local SEO tactics, optimizing website content, and improving keyword rankings, the bakery significantly increased its online visibility.



ABOUT THE CLIENT

Based in Ada, Oklahoma, our client is a renowned bakery with a distinguished reputation. Known for their donuts, cakes, sandwiches, and more, their expert team is celebrated for creating delicious food and offering quality catering services for all occasions.



PROBLEM STATEMENT

The bakery industry is highly competitive, with numerous well-established businesses dominating search engine results pages (SERPs). Our client needed to penetrate this challenging market by focusing on keywords related to various aspects of their business, including specialty baked goods and specific services like catering and custom cakes.

GOALS

The primary objective was to enhance search engine rankings for targeted keywords. This strategy aimed to drive increased traffic to the website, amplify overall impressions, and ultimately generate more customer inquiries and sales. By focusing on these goals, our client sought to establish a stronger online presence and achieve significant growth in their customer base.



STRATEGY

We began with a comprehensive SEO audit to identify the most impactful changes for our client. Our strategy included:

- Optimizing on-page content to better align with target keywords.
- Enhancing site structure and navigation for a superior user experience and easier search engine crawling.
- Implementing a robust backlink strategy to boost domain authority.
- Regular updates and blog posts to keep content fresh and engaging.



DETAILED RESULTS

The data reveals significant improvements in search engine rankings across all targeted keywords. For example, "donut shop ada ok" rose from rank 33 to 1, resulting in a notable surge in visibility and traffic. Similarly, keywords such as "ada donut shop" and "donut and coffee shop near me" experienced substantial ranking improvements. "Local donut shops near me" and "bakery near me" also moved into the top 10, showcasing our optimization success.

FINAL OUTCOME

Over the past 28 days, there has been a 28.8% increase in clicks and a 3.4% rise in impressions compared to the previous period. This positive trend highlights the effectiveness of our SEO efforts in enhancing visibility and user engagement.

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Mar 13	Pos. Jul 24	Diff
> <input type="checkbox"/> ada donut	T	5	24	23	1	↑22
> <input type="checkbox"/> ada donut shop	C	6	24	75	1	↑74
> <input type="checkbox"/> ada donuts	T	6	25	4	1	↑3
> <input type="checkbox"/> ada donuts ada ok	T	6	22	20	1	↑19
> <input type="checkbox"/> donut and coffee shop near me	C	3	73	—	1	new
> <input type="checkbox"/> donut shop ada ok	C	3	24	33	1	↑32

CONCLUSION

The strategic SEO improvements not only boosted their SERP rankings but also significantly increased web traffic and user engagement. These results underscore the effectiveness of a comprehensive strategy tailored to specific needs and competitive landscapes. This example demonstrates the impact of strategic SEO and provides a roadmap for similar companies aiming to achieve substantial gains in digital visibility and business outcomes.

