

## SEARCH ENGINE OPTIMIZATION FOR A CANADIAN RESTOBAR

### | ABOUT OUR CLIENT

Our client is a premium restaurant and bar based in Saskatoon, the largest city in the Canadian province of Saskatchewan, serving contemporary food and drinks. Dishes are rooted in American flavors with the traditional local blend to create an explosion of flavors. The Kitchen and Bar aims to connect the locality to a dining experience the way ingredients are connected to food.

### | PROBLEM FACED BY OUR CLIENT

The restobar opened on 26th November, 2019 and after a few months into operation, Saskatoon also went into lockdown.

Post lockdown the dine-in was permitted starting 11th June with restrictions. The dine-in revenues were down and to achieve the sales targets in addition to paid promotions we wanted to increase the website traffic organically. We had already achieved the best results we could with inorganic paid ad campaigns.

### | OUR OBJECTIVE

Our objective was to push sales higher by growing traffic on the website organically and for this we convinced the client to implement Search Engine Optimization.

### | STRATEGY AND APPROACH

We started SEO activities on 7th July, 2020. First priority was to fix on-page issues.

#### On-Page

Keyword research activity was carried out and shared with the client. With the client's inputs the list of keywords on which to rank was decided. We worked on Title tags, Meta descriptions and Image alt tags.

## Off-Page

As a part of off-page activities, we carried out the below activities:

- Competitor backlink analysis
- Google Directory Listings
- Blog writing and their social bookmarking

Google Directory Listing: Listings on below relevant directories were done starting with yelp, and tripadvisor. The Google My Business account was also created and regularly updated.

S.No.	Directory Listing Platforms	Type	Status
1	Doordash	food delivery platform	Done
2	skip the dishes	food delivery platform	Done
3	yelp	business directory listing	Done
4	trip advisor	travel platform	Done
5	canadaone	business listing	Done
6	RestaVista	local business listing	Done
7	menupix	business directory listing	Done
8	Sirved	Directory listing	Done
9	MySask411	Directory listing	Done
10	<a href="https://www.ourbis.ca/">https://www.ourbis.ca/</a>	Directory listing	Done
11	<a href="https://www.fyple.ca/">https://www.fyple.ca/</a>	Directory listing	Done
12	<a href="https://www.findmeglutenfree.com/">https://www.findmeglutenfree.com/</a>	Directory listing	Done
13	<a href="https://www.ratebeer.com/">https://www.ratebeer.com/</a>	Beer busines listing	Done
14	<a href="https://cylex-canada.ca/">https://cylex-canada.ca/</a>	Directory listing	Done
15	<a href="https://yellow.place/en/laava-bar-and-kitchen-saskatoon-sk-canada">https://yellow.place/en/laava-bar-and-kitchen-saskatoon-sk-canada</a>	directory listing	Done
16	<a href="https://curlie.org/Regional/North_America/Canada/Saskatchewan/Business_and_Economy/">https://curlie.org/Regional/North_America/Canada/Saskatchewan/Business_and_Economy/</a>	Directory listing	Verification Pending from Site
17	<a href="http://saskatchewan.nris.com/advertising">http://saskatchewan.nris.com/advertising</a>	Free advertising	Verification Pending from Site
18	<a href="http://catalog-online.ca/">http://catalog-online.ca/</a>	Directory listing	Done
19	<a href="https://broadwayxe.com/member/lavva-">https://broadwayxe.com/member/lavva-</a>	Broadway Listing	Done

Blogs: Next, We finalized the blog topics on the basis of keyword research and started writing and publishing the posts on the website.

S.No.	Blog Keywords	Max Search Volume	Competition	GoogleTrends
1	Saskatoon Berries	1000	Low	Pretty high in July(20 to 35 overall)
2	Saskatoon food	1000	Low	80-100

After publishing the blog posts, social bookmarking on almost 30 sites was done.

## RESULTS ACHIEVED

With the above efforts the below results were achieved:

		Week 1 (13 July)	Week 2 (21 July)	Week 3 (27 July)	Week 4 (3 Aug)	Week 5 (11 Aug)	Week 6 (6 Aug)	Week 7 (7 Aug)	Week 8 (8 Aug)
Keyword	Monthly Volume	Position	Position	Position	Position	Position	Position	Position	Position
restaurants in saskatoon	12,100	92	-	-	39	27	22	22	15
best restaurants in saskatoon	1,600	-	-	-	34	32	20	26	17

In week 1, we were ranking on the 10th page and by week 8, we were ranking on the 2nd page for the first two keywords.

		Week 1 (13 Jul)	Week2 (21 Jul)	Week 3 (27 Jul)	Week 4 (3 Aug)	Week 5 (11 Aug)	Week 6 (19Aug)	Week 7 (04 Sep)	Week 8 (17 Sep)
Keyword	Monthly Volume	Position	Position	Position	Position	Position	Position	Position	Position
bar in saskatoon	880	-	-	9	10	10	8	10	10
broadway restaurants saskatoon	590	26	11	10	13	13	9	12	11
restaurants on broadway saskatoon	590	18	8	10	14	12	8	10	10
bars on broadway saskatoon	20	9	7	7	6	6	6	7	6

For the above keywords, we were ranking on the 1st page by week 8.

		Week 1 (13 Jul)	Week2 (21 Jul)	Week 3 (27 Jul)	Week 4 (3 Aug)	Week 5 (11 Aug)	Week 6 (19 Aug )	Week 7 (04 Sep)	Week 8 (17 Sep)
Keyword	Monthly Volume	Position	Position	Position	Position	Position	Position	Position	Position
Saskatoon Food	720	-	-	-	-	-	26	22	22
local restaurants saskatoon	260	-	-	-	-	-	-	26	31

In week1, we were not ranking for above keywords and by week 8, we were ranking on 3rd and 4th page.

In addition to the increase in ranking, the below metrics also indicates the traction achieved through SEO.

Metric	Baseline	Week 6	Week 8
SEO Score	71	73	73
Average Daily Traffic	34	77	109
Organic	20	44	51
Paid	2	14.3	20.8
Social	5	13	7
Direct	6	6	30
Referral	1	0.6	0.7
Number of Backlinks	smallseotools:7; Webmaster: 21	smallseotools:11; Webmaster: 131	smallseotools:24; Webmaster: 321
DA / PA	4/8	4/9	4/12
Loading Time	6.8 s	3.5 s (GTmetrix); 2.7 s (seositecheckup)	4.7 s (GTmetrix); - s (seositecheckup)
Avg session Duration	3:26	1:52	2:28
Bounce Rate	40%	38.80%	44.17%
Snapshot Date	30-May-20	13-Jul-20	17-Sep-20