



# LOCAL SEO

## FOR

### MARITIME SPIRIT COMPANY

*Appearing Higher In*

***Google Map Results And Search Engines***

*For Local Search Queries*



**101%  
INCREASE ORGANIC  
TRAFFIC IN JUST 3  
MONTHS**

**115%  
INCREASE IN  
ORGANIC KEYWORD  
RANKINGS**

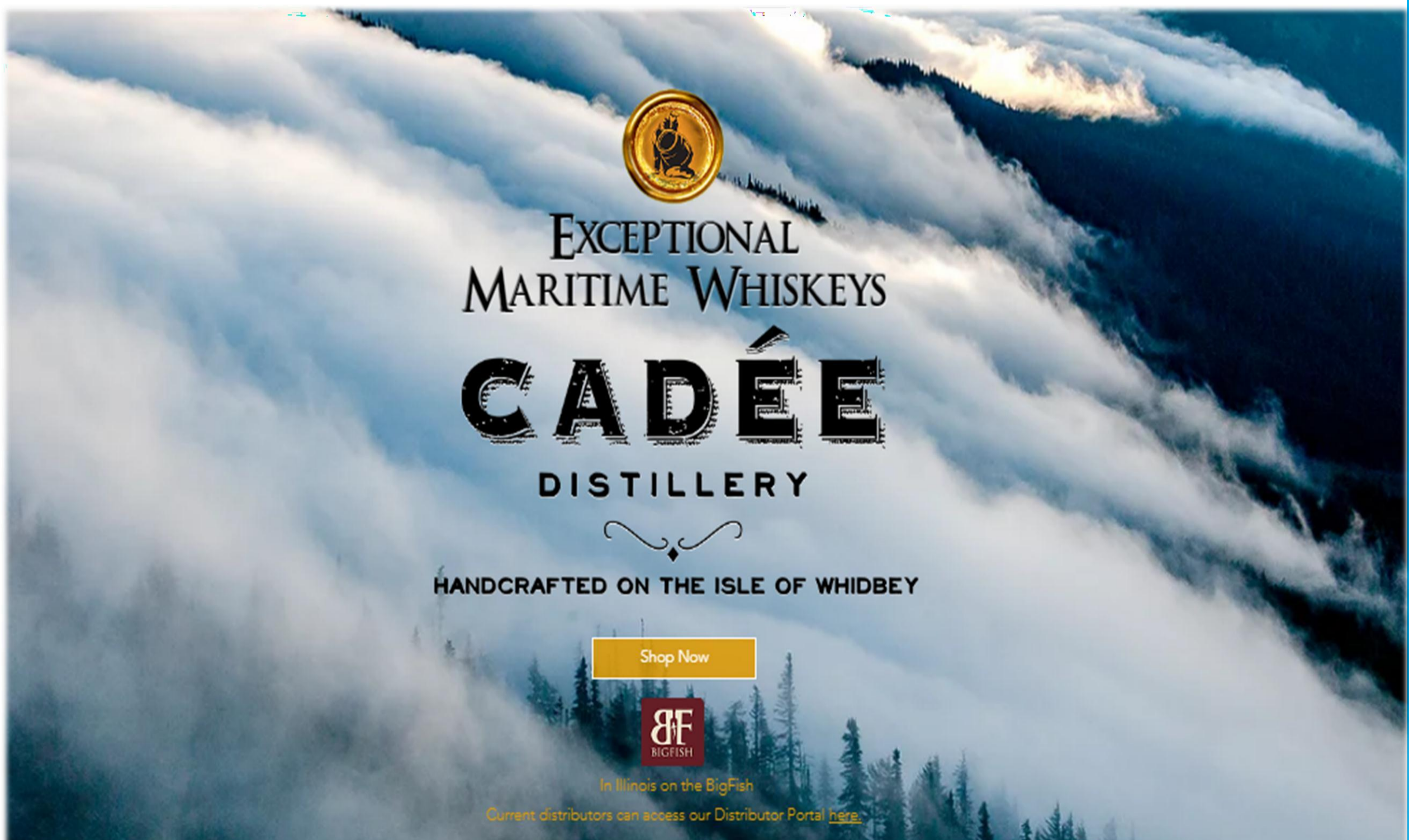
# CLIENT INTRODUCTION

Business Category: Distillery Testing Rooms

Location: Clinton, WA

Cadée Distillery was created by Colin Campbell, a Scotsman from a Clan spanning centuries of distilling and blending history, now transplanted in the Pacific Northwest.

The company's distillery offers a line of alcoholic beverages which includes whiskey, gin, rye, vodka and other related spirits made from multi-processed ingredients with minimal chemical contents, enabling consumers to find and purchase handcrafted liquors via an online store or enjoy drinks at the attached tasting room.



# PROJECT GOALS

Cadée Distillery is in an extremely competitive market in their surrounding area, needing to move beyond traditional methods of advertising. Potential customers were using online search to find these services. When people searched Google Cadée Distillery wasn't there. They needed an online presence if they wanted to compete and grow.

The Marketing Manager of Cadée Distillery understood how vital a company needs an online presence to compete in the his services market in competitive and especially for growth outside of the city. He knew his competitors were eventually going to understand this too (if they didn't already).

He reached out to Markup Designs wondering what could be done with his current website to increase service calls and we promptly took a look at their existing basic website.

**“The goal was to appear higher in Google Map results and search engines for local search queries”**





# RESEARCH INSIGHTS

Success of any optimization work greatly depends on understanding project complexity, challenges, and requirements. Our initial research revealed following details about the project:

- Google Local Business page was the biggest asset of client but it was not optimized to occupy top spot of Google Map results.
- Website was not optimized to target local search queries.
- Social media strategy was not good enough to generate queries.
- The website had low quality and few inbound backlinks.



# WORK APPROACH

Markup Digi decided to focus on what we do best:

- Wow our customers
- Earn word of mouth referrals
- Create a winning SEO strategy customized for our business

We first discussed what their goals were, for both the long and short term. In doing so we gained an idea of the return Cadée Distillery wanted to achieve from their marketing activity, allowing us to plan what marketing tactics and local SEO best practices needed implementing.

The first step was to carry out an in-depth SEO audit to gauge what state of SEO health their website was in. We were then able to create a bespoke local SEO plan to tackle the issues highlighted, based on the following three sections:

- Local business listings
- Technical SEO
- On-Page SEO
- Off-Page SEO



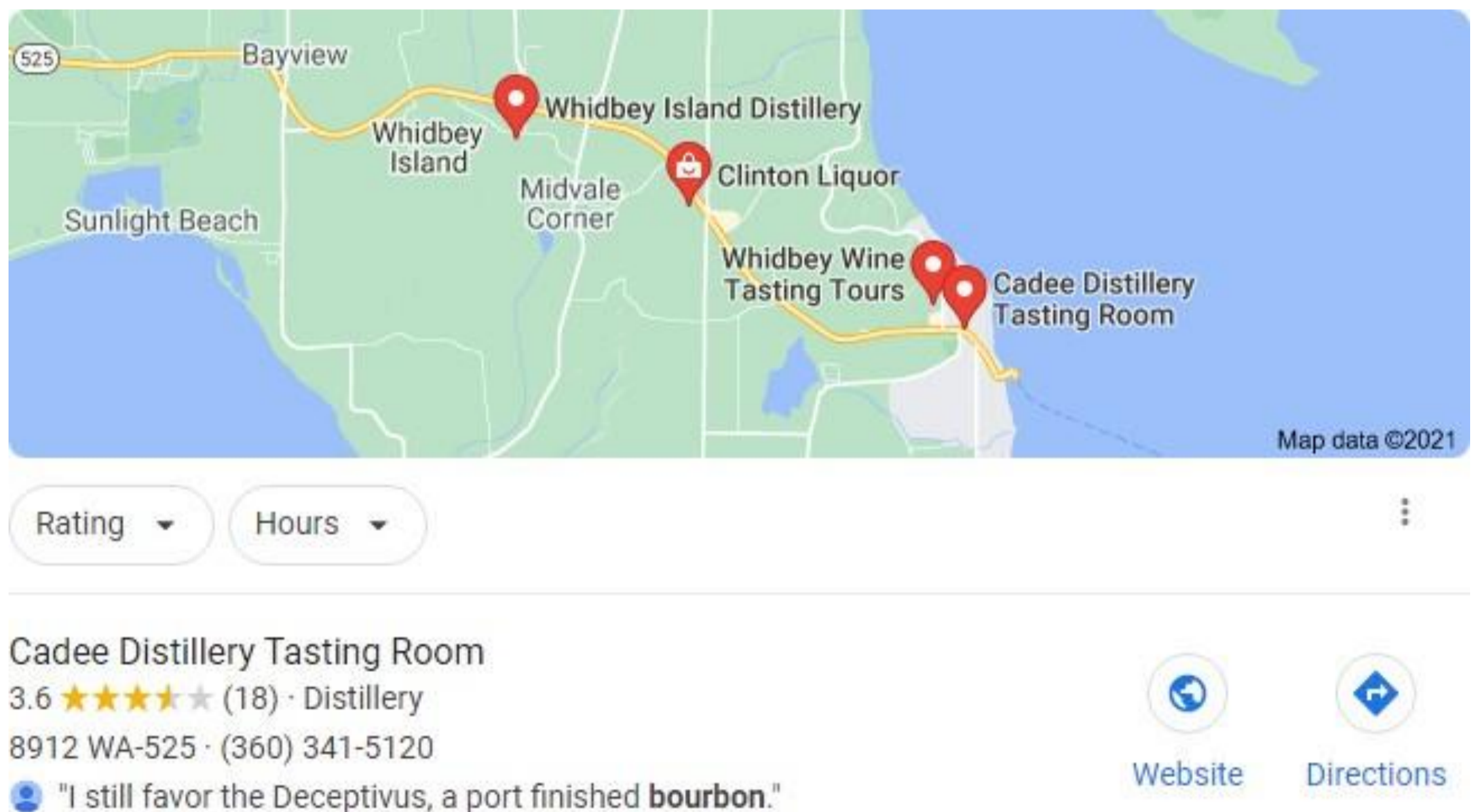
# LOCAL BUSINESS LISTINGS

We submitted Local business listings on YELP, Google Maps, BingPlaces and other major sites.

*"Instant boost in Local Business Map search results."*

Earlier, Cadée Distillery didn't appear in the initial local business map results for highly competitive keywords like 'distillery testing clinton' and 'whiskey testing clinton' in Google.com

Now, it is occupying top positions for both the keywords.





The next step was to carry out on-page local SEO activities. This included completing fresh keyword research to allow us to refocus the website copy around targeted local search terms.

We also made sure there was a solid header structure in place so that search engines could easily understand the content on the page and also, what the website is about. This then allowed search engines to improve the keyword rankings in local SERPs (Search Engine Results Pages).

## *Other on-page SEO tasks that we completed included:*

- Creating optimized on-page copy
- Improving meta titles and meta descriptions inline with new localized keyword research
- Optimizing image alt tags
- Restructure URLs to follow usability and SEO best practices
- Implement the correct use of header tags throughout the site



## OFF-PAGE SEO OPTIMIZATION

Finally, we carried out off-page SEO activities. These included auditing the client's and competitor's backlink profile to scout outreach opportunities. The purpose of SEO Outreach is to build links to a website to help enhance its organic visibility on search engines such as Google.

By using our backlink outreach programme, we were able to increase the number of quality backlinks for the website which increased the organic ranking.



Our link-building campaign not only generated several hundred backlinks; it increased its overall domain authority significantly, a huge step forward for the site and the company.

By partnering with Markup Digi, Cadée Distillery significantly boosted its visibility on Google and other search engines and saw real results, which you can see below, from their investment.



# RESULTS

## Traffic Increase

Our four-month average saw an uptick in organic traffic, with an increase from 32% to 42%. Cadée Distillery' traffic is still taking a slow and steady climb, with continued projections for sustained rankings and growth.



## Organic Keyword Growth

Organic keyword rankings grew by 115% from December – March. As well as our strong off-page link building strategy helped increase the Domain Authority from 23 to 35.



## Increase in Impressions by

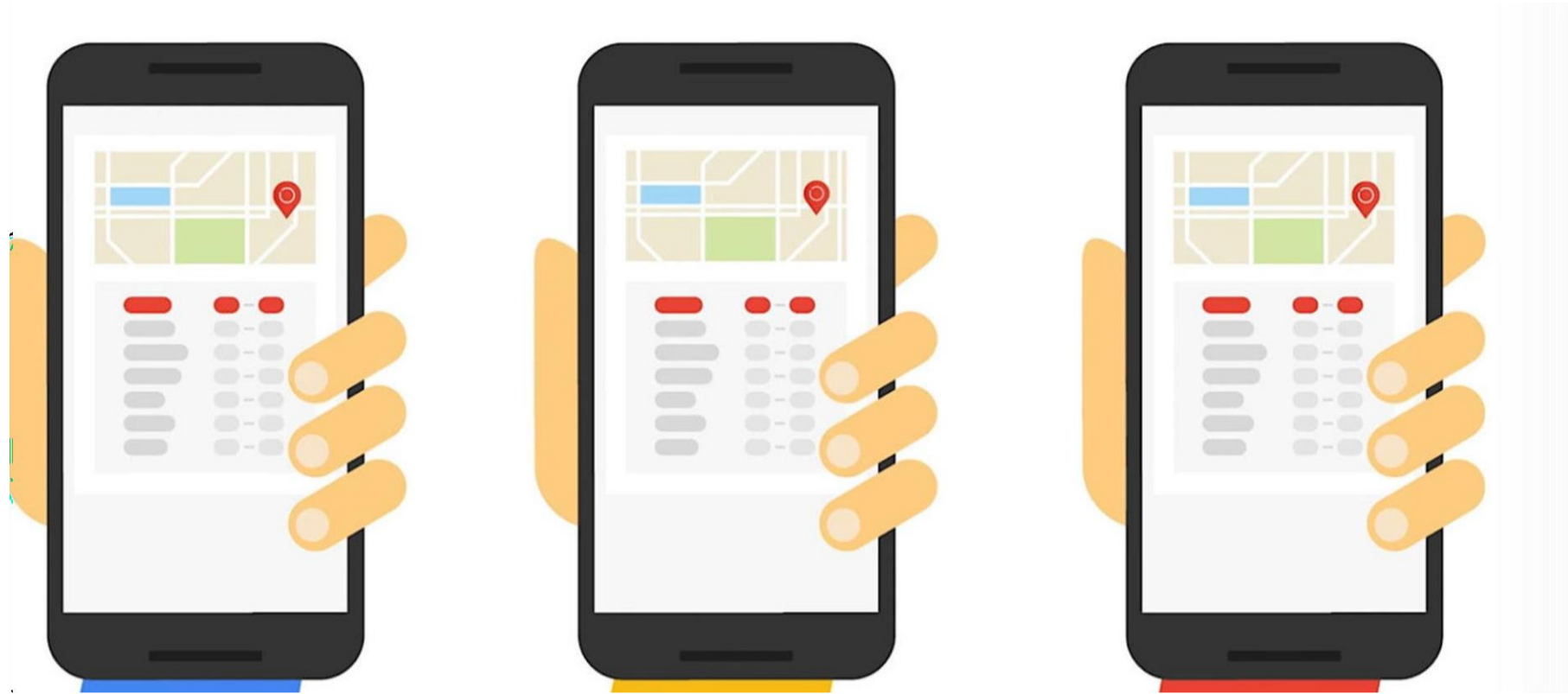
The positive effects of the keyword rankings have increased the number of impressions the website had in SERPs. This means that the website is made visible to a larger audience increasing the opportunities of clicks through to the site.

## 296% increase in impressions on search engines



# ...RESULTS

"More searches (on mobile devices) are looking for local businesses. Local SEO can help your business stand out in search results and meet an immediate need."



100

daily unique visitors to website

800+

off visitors use mobile website browser

70%

off visitors use mobile website browser

**Accelerate your online presence on Google SERPs with our results-driven approach to SEO.**

**MARKUP DIGI PVT. LTD.**