

## CLIENT CASE STUDY

# Boca Botanas Increased Their Conversions By 300% Through SEO | PPC -Integrated Content Strategy

### Objectives

When it comes to driving traffic to a restaurant, there's no shortage of competition. But when that restaurant is Boca Botanas, a local tapas spot serving up fine Latin American cuisine, the challenge becomes that much more delicious. With a unique atmosphere that's both inviting and cozy, Boca Botanas has everything you could want in a dining experience. Except, of course, a steady stream of customers.

After working with Boca Botanas, we knew that they needed a custom game plan for their SEO strategy. We created an effective and optimized content strategy which attracted the right audiences to increase traffic by 300%! Now their name is on top of Google's SERPs in 500 keywords--and this all happened because our team got creative about how best handle each company's unique needs and driving innovative solutions.



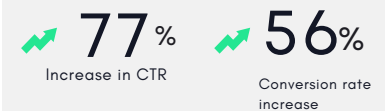
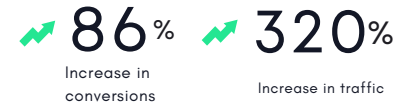
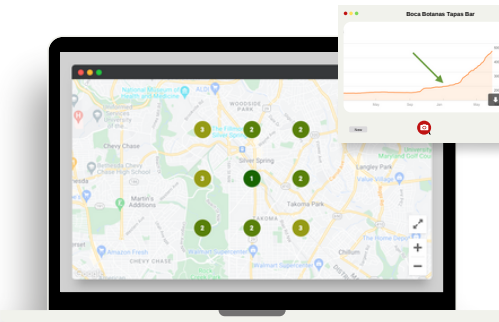
*"If you're looking for top-notch SEO and PPC services, look no further than Capitol Ave Media. I'm a restaurateur, and I can attest to the quality of their work - it's helped my business take off! Not only are their services top-notch, but their team is friendly and knowledgeable. I couldn't recommend them more!"*

**MICHAEL ALEXANDER**

Boca Botanas Restaurants

### HOW WE DID IT

- Smart Bidding Campaign
- Negative Keywords
- Local SEO Citations
- Facebook Retargeting
- A/B Testing Ad Copy/Creative
- Unique SEM Conversion Strategy



## CLIENT CASE STUDY

# ArchEnvy Studios Increased Their Organic Traffic By 171% Through SEO-Focused Content Strategy



### Objectives

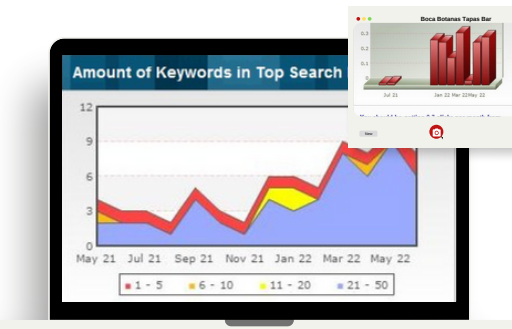
There's no doubt that ArchEnvy studios is one of the most popular permanent makeup studios in Maryland. They have a unique training and certification service that has incredible results and extremely satisfied beauty experts. What's even more impressive is that they are empowering others to launch their own pmu business. With their help, you can achieve the same level of success and satisfaction that they have.

In today's business landscape, it's all about being visible online. If you're not ranking high on Google, you're basically invisible. That's why ArchEnvy Academy made it a priority to increase their ranking on Google search. We started by taking a look at what keywords they were already ranking for and then set to work optimizing their content through blogs, guest posts, and high quality backlinks. The result? A major increase in traffic and a better ranking on Google search. Now ArchEnvy Academy is more visible than ever before.

### HOW WE DID IT



- SEO Focused Content
- Internal Link Building
- Authority Building
- Enterprise Guest Posts
- Press Release Media Room
- Blogs, On Page SEO, Integrations



*"I've been working with Capitol Ave for a little while now and I have to say, I'm really impressed. They've helped me improve my website's SEO and ranking for specific keywords. The results have been amazing - my website's traffic has increased significantly!"*

**RONLI BETCHUSKY**

ArchEnvy Studios

### Results

