

CLIENT CASE STUDY

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

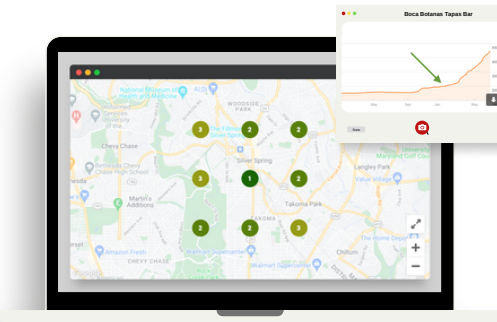
Objectives

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.

HOW WE DID IT

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



"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

