

# CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

A Rooftop Restaurant  
Increases Clicks by 33.3%

Rooftop Restaurant



# OVERVIEW



## OVERVIEW

This case study details the efforts of a renowned restaurant in Banff, Alberta, to enhance its online presence and attract more diners through strategic search engine optimization (SEO). As a result, the restaurant significantly boosted its online visibility, leading to increased website traffic and a notable rise in customer reservations and inquiries.



## ABOUT THE CLIENT

Located in Banff, Alberta, our client is a distinguished restaurant celebrated for its exceptional cuisine and outstanding dining experience. Their skilled team is dedicated to providing a memorable culinary journey for each guest.



## PROBLEM STATEMENT

The restaurant industry in Banff is highly competitive, with numerous well-established venues dominating the search engine results pages (SERPs). Our client sought to navigate this competitive landscape by targeting keywords relevant to their offerings, such as fine dining, local cuisine, special events, and seasonal menus.

# GOALS

The primary objective was to improve search engine rankings for targeted keywords, with the goal of increasing website traffic, boosting overall impressions, and generating more customer reservations and inquiries.



# STRATEGY

We began with a comprehensive SEO audit to pinpoint the most impactful improvements 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 improved search engine crawling.
- Implementing a robust backlink strategy to strengthen domain authority.
- Regularly updating the website with fresh content and blog posts to keep it engaging and current.

These steps were designed to increase the restaurant's online visibility, attract more diners, and strengthen their overall digital presence.




# DETAILED RESULTS

The data reveals significant improvements in search engine rankings across all targeted keywords. For example, "bar banff" rose from rank 14 to 1, resulting in a substantial surge in visibility and traffic. Similarly, keywords like "sports bar banff" and "rooftop restaurant banff" experienced major ranking enhancements. Additionally, "family restaurant banff" and "bars in banff alberta" broke into the top 10, demonstrating the success of our optimization efforts.

## FINAL OUTCOME

Over the past six months, clicks increased by 33.3%, reaching 7.11K, while impressions surged by 136.5%, totaling 105K. This significant growth underscores the effectiveness of our SEO strategies in driving higher visibility and user engagement.

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Jan 10	Pos. Jul 29	Diff
<input type="checkbox"/> bar banff		   5	39 	14	1	↑13
<input type="checkbox"/> sports bar banff		   6	26 	4	 1	↑3
<input type="checkbox"/> rooftop restaurant banff		   5	24 	9	2	↑7
<input type="checkbox"/> family restaurant banff		   5	26 	84	4	↑80
<input type="checkbox"/> bars in banff alberta		   7	28 	—	 5	new
<input type="checkbox"/> pub banff		   5	47 	15	7	↑8
<input type="checkbox"/> best bars in banff canada		   6	17 	—	8	new
<input type="checkbox"/> dinner in banff		   6	55 	85	26	↑59

# CONCLUSION

This case study highlights the transformative power of strategic SEO and offers a detailed roadmap for other restaurants seeking to achieve substantial gains in digital visibility and business outcomes. It demonstrates how a well-executed SEO approach can drive more traffic, enhance user interaction, and ultimately lead to significant growth in customer reservations and overall success.

