

# CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

How SEO Transformed Lead  
Generation for an Alcohol Server  
Education Company

Alcohol Server Education Training Company



# OVERVIEW



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A well-established online alcohol server education training program aimed to increase its visibility by 90% in just 1.5 years. This case study details the strategies employed—SEO, social media marketing, paid advertising, partnerships, and email marketing—as well as the significant results achieved in terms of online traffic, engagement, and conversion rates.



## ABOUT THE CLIENT

The client is an online alcohol server education training company that provides users with certifications for passing appropriate courses.



## PROBLEM STATEMENT

The client sought to generate more leads in their local market after experiencing poor results from a previous SEO company. They aimed to rank high for critical keywords to attract potential clients needing certifications for passing appropriate courses.

# GOALS

The goal was to increase local lead generation through improved search engine rankings and enhanced visibility for targeted keywords on search engine results pages. We aimed to demonstrate the return on investment from effective SEO strategies, overcome previous SEO challenges with a successful approach, and establish our client as a thought leader in online alcohol server education training.



# STRATEGY

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Our SEO team embarked on a comprehensive 1.5-year ongoing campaign. The first step was conducting in-depth market research and competitor analysis to understand the landscape. We then ensured the correct implementation of necessary tracking codes on the client's site. Next, we performed extensive keyword research to identify and target the most effective keywords for the campaign. A thorough site audit revealed several on-page issues that required immediate attention. The optimization process involved continuous monitoring and adjustments to maximize the site's search engine performance.

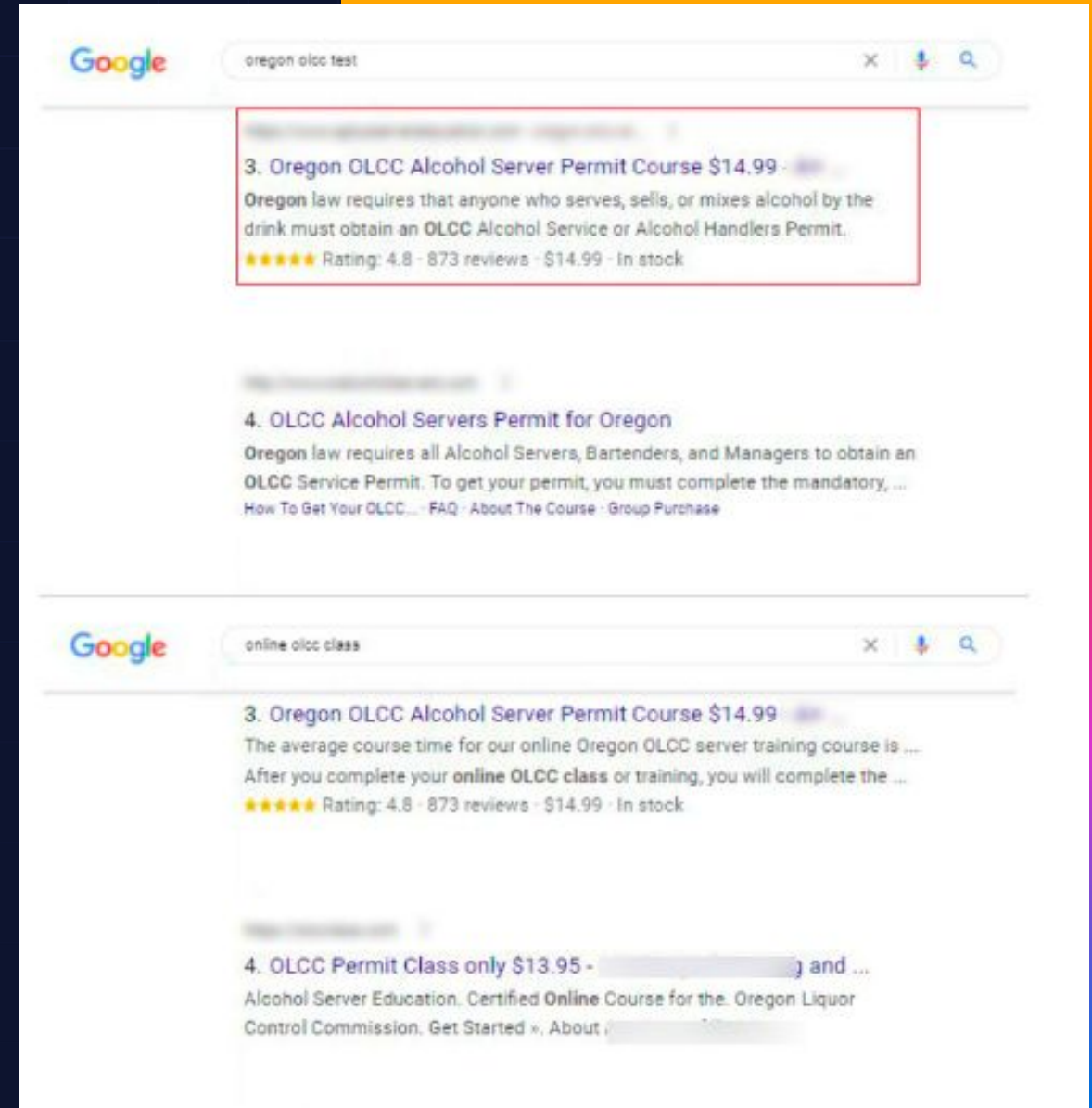


# DETAILED RESULTS

The keyword "OLCC test online" saw a substantial ranking increase, while "online OLCC class" also climbed significantly. Within a few months, several keywords that previously ranked poorly shot up to the first page of Google's search engine results. Notable improvements included a 90% increase in the ranking for "alcohol certification class" and a 40-position jump for "Washington alcohol license."

## FINAL OUTCOME

These significant boosts in rankings for key terms like "OLCC test online" and "online OLCC class" led to a 90% improvement for "alcohol certification class" and a 40-position jump for "Washington alcohol license," greatly increasing visibility and course enrollments.





# CONCLUSION

These impressive results translated into real-world success, with the client experiencing a substantial increase in organic traffic and leads. The SEO campaign not only enhanced their online visibility but also demonstrated the effectiveness of a well-executed SEO strategy in transforming their online presence and driving business growth.

