



# SEO FOR McCullers's Irish Pub/Sports Bar

?

# THE PROBLEM

## Organic Presence

The biggest problem was competing with organic positioning on competitive keywords like - Bar Arlington, Sports Bar Arlington and no keyword were on Page 1 of Google .

## Sales/Leads

Sales & leads was a major problem when we took over the work. Service page optimization, discriptions, sales funnel are the other associated areas where they want to improve the website.

## Quality Traffic

Traffic & in-fact quality traffic was the 2nd major problem when we took over the work. Bounce rates, New User, Page Speed, Avg. session duration are the other associated areas where they want to improve the website.

# CHALLENGES DEEP-DIVE

## Challenge 1

### Not SEO Friendly Website

- Website Navigation
- Non optimized content
- Services/categories lacking optimized tags
- URLs were not SEO friendly

## Challenge 2

### Mobile & Desktop URLs

The challenge was to fix canonical issues & indexing of mobile & desktop URLs as it has 2 different URLs when viewed on mobile & desktop

## Challenge 3

### Backlinks

The backlinks was a major challenge which we had to focus and improve the organic reputation with respect to links types - Do-follow vs No-follow, Domain Authority, Page Authority etc..



# Our SOLUTIONS

- Resolved all SEO technical aspects starting with URL structure, content optimization, SEO Tags, Page Speed with series of SEO auditing
- Created HIGH quality & niche backlinks to gain the organic positions
- Resolved mobile indexing by fixing canonical issue & sitemap structure. Identified issues using Google Search Console

**Organic Keywords** <sup>i</sup> [How to use](#)

Position ▾ Volume ▾ KD ▾ CPC ▾ Traffic ▾ Word count ▾ SERP features ▾ Include

🇺🇸 364 <sup>i</sup> 27 <sup>i</sup> 12 <sup>i</sup> 11 <sup>i</sup> [More ▾](#)

Keyword		Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>i</sup>	Position <sup>i</sup> ↓
<a href="#">mccullars</a>	3	700	0	0.08	12	1
<a href="#">mccullars</a>	3	700	0	0.08	222	1
<a href="#">mccullars</a>	3	700	0	0.08	12	1
<a href="#">budweiser drinkers</a>	4	200	12	—	7	1 <span>↑ 2</span>
<a href="#">irish pub arlington tx</a>	3	60	0	—	0.31	2
<a href="#">irish pub arlington tx</a>	3	60	0	—	8	2
<a href="#">kitchen pub</a>	4	40	23	0.50	7	2
<a href="#">beer brand stereotypes</a>	3	50	0	—	7	2 <span>↑ 2</span>
<a href="#">irish pub arlington tx</a>	3	60	0	—	0.31	2
<a href="#">irish pub arlington tx</a>	3	60	0	—	0.31	2
<a href="#">the pub restaurant near me</a>	🔗	40	30	—	4.7	3
<a href="#">pub hacks</a>	4	40	0	6.00	4.4	3 <span>↑ 16</span>

100+ Keywords  
on RANK

Source: Ahrefs.com

# 46.26% MOBILE Traffic GROWTH

Source: Google Analytics

Device Category ?	Acquisition			Behavior
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?
	40.79% ↑ 10,893 vs 7,737	41.50% ↑ 10,864 vs 7,678	36.49% ↑ 13,403 vs 9,820	1.60% ↓ 50.35% vs 51.17%
1. mobile				
Sep 1, 2021 - Aug 31, 2022	8,382 (77.06%)	8,374 (77.08%)	10,624 (79.27%)	50.02%
Sep 1, 2020 - Aug 31, 2021	5,731 (74.65%)	5,736 (74.71%)	7,557 (76.96%)	50.31%
% Change	46.26%	45.99%	40.58%	-0.58%
2. desktop				
Sep 1, 2021 - Aug 31, 2022	2,393 (22.00%)	2,389 (21.99%)	2,661 (19.85%)	52.54%
Sep 1, 2020 - Aug 31, 2021	1,855 (24.16%)	1,851 (24.11%)	2,162 (22.02%)	54.63%
% Change	29.00%	29.07%	23.08%	-3.82%

# 40.79% TRAFFIC GROWTH

Source: Google Analytics

