

## SEO Campaign Focusing on 6 Primary Keywords Results in 800+ Keyword Ranking Improvements

### CHALLENGE

A restaurant group with 7 locations had recently updated their website and wanted to increase their SEO as quickly as possible.

### SOLUTION

Triadex Services SEO team started a new SEO campaign on January 1, 2021. Focusing on 6 primary keywords, the months of January and February were spent updating and adding content for the purpose of increasing the optimization of the website.

### RESULTS

The next 4 months showed:

- 800+ keywords' ranking improvements.
- First page rankings for 23 keywords.
- Increased organic traffic visitation:
  - Feb: 5,501
  - April: 9,871
  - March: 9,836
  - May: 9,987

