

CASE STUDY

MEDIAMAGIC & 800° WOODFIRED KITCHEN



Services: SEO



Industry: Hospitality



Objective: local customers can find the restaurant on the maps



Website: www.800degreescarolinas.com



125.7%

increase in New User number
within a month

735

actions carried out by visitors (including Website
visits, Calls, Requests for Direction)



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help



800° Woodfired Kitchen is known for its unique and innovative approach to the art of cooking with wood fire and the restaurant was set to open in Phillips Place which is Charlotte's premier luxury retail center. The website was newly created and had to be optimized

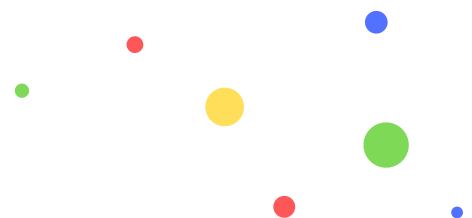
The website was newly created and had to be optimized to rank higher in the Search Engine's local search results for Charlotte. The local customers needed to be able to find the restaurant on the maps.

SOLUTION AND RESULTS



We started with auditing the new website and created a strategy for On-page SEO as well as the Off-page SEO activities which will help us to boost the local rankings.

We started with keyword research to find local keywords related to the top menu items so that customers could find the best pizza in Charlotte or the Best Vegan food in Charlotte, etc. We have optimized the website by creating sitemaps, meta titles, meta descriptions, image alt tags, schema structured data markup, etc. We analyzed the website for page loading speed & mobile usability, and also made sure that the website did not contain duplicate content.



We also created the Google My Business page and Yelp pages with all the business information. To maintain a natural backlink profile, we have created social media links, local business directories links, local forum communities links, etc where the linking domains had high domain authority and low spam scores. We have shared images, videos, infographics, and website URLs on all the major social media platforms. We also analyzed the backlinks of the competitor's website and used them in our link-building strategy.

GOOGLE ANALYTICS STATS

Increase in the Organic Traffic

First user medium ▾		New users		Engaged sessions		Engagement rate		Engaged sessions per user	
SHOW ALL ROWS									
Totals		3,529 vs. 815 ↑ 333.01%		3,542 vs. 783 ↑ 352.36%		72.11% vs. 70.99% ↑ 1.58%		0.99 vs. 0.95 ↑ 3.71%	
1	organic								
	Jul 1 - Jul 31, 2021	3,529		3,542		72.11%		0.99	
	May 31 - Jun 30, 2021	815		783		70.99%		0.95	
	% change	333.01%		352.36%		1.58%		3.71%	

Organic Traffic from Charlotte city

City ▾		↓ Users		New users		Engaged sessions		Engagement rate		Engaged sessions per user	
SHOW ALL ROWS											
Totals		3,581 vs. 821 ↑ 336.18%		3,529 vs. 815 ↑ 333.01%		3,542 vs. 783 ↑ 352.36%		72.11% vs. 70.99% ↑ 1.58%		0.99 vs. 0.95 ↑ 3.71%	
1	Charlotte										
	Jul 1 - Jul 31, 2021	2,340		2,195		2,279		73.09%		0.97	
	May 31 - Jun 30, 2021	522		492		481		70.63%		0.92	
	% change	348.28%		346.14%		373.8%		3.48%		5.69%	
2	Raleigh										
	Jul 1 - Jul 31, 2021	233		194		192		72.73%		0.82	
	May 31 - Jun 30, 2021	69		66		57		74.03%		0.83	
	% change	237.68%		193.94%		236.84%		-1.75%		-0.25%	

Organic Traffic from Mobile & Desktop Devices

Device category ▾	+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user
SHOW ALL ROWS						
Totals		3,581 vs. 821 ↑ 336.18%	3,529 vs. 815 ↑ 333.01%	3,542 vs. 783 ↑ 352.36%	72.11% vs. 70.99% ↑ 1.58%	0.99 vs. 0.95 ↑ 3.71%
1 mobile						
Jul 1 - Jul 31, 2021		2,638	2,604	2,547	69.01%	0.97
May 31 - Jun 30, 2021		608	605	563	68.24%	0.93
% change		333.88%	330.41%	352.4%	1.12%	4.27%
2 desktop						
Jul 1 - Jul 31, 2021		862	845	918	81.89%	1.06
May 31 - Jun 30, 2021		190	186	195	78.63%	1.03
% change		353.68%	354.3%	370.77%	4.15%	3.77%

GOOGLE MY BUSINESS STATS

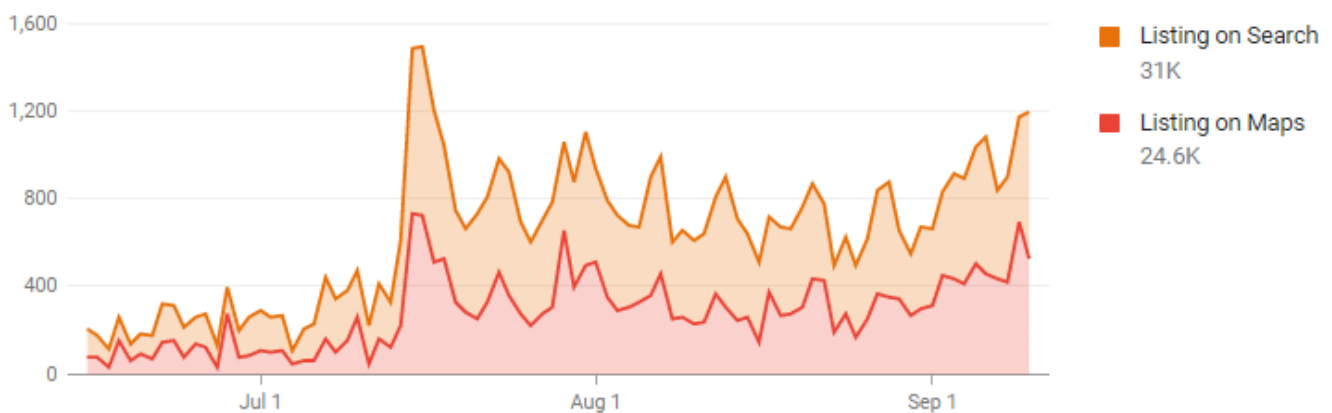
Search and Map Listings

Where customers view your business on Google

The Google services that customers use to find your business

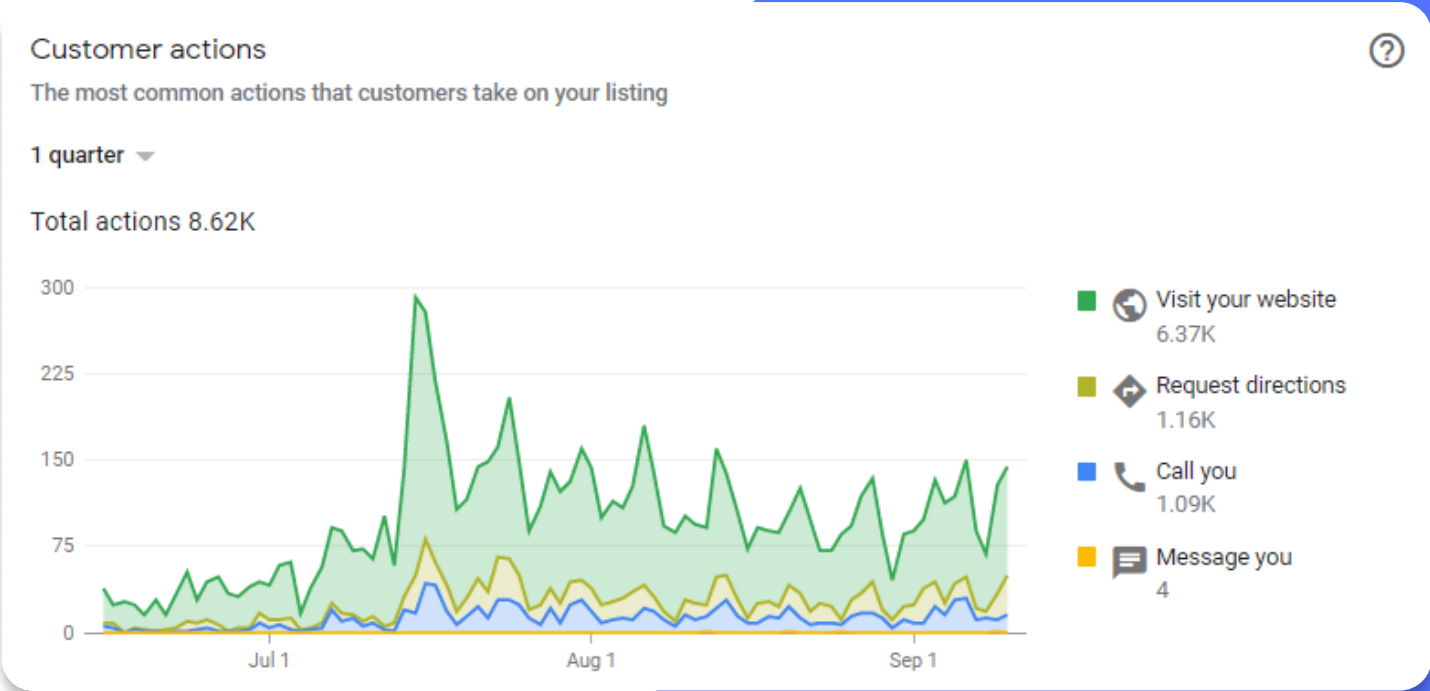
1 quarter ▾

Total views 55.6K



GOOGLE MY BUSINESS STATS

Customer Actions



Miami Office

1951 NW 7th Avenue, Suite 600
Miami, FL 33136 United States

Kyiv Office

Secheviih Strelcov str., 12, Kyiv, 02000, Ukraine

www.teammediamagic.com

welcome@teammediamagic.com

thomas@teammediamagic.com



30 MINUTE MEETING



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