

# CASE STUDY

MEDIAMAGIC & BARONE LOUNGE



**Services:** SEO



**Industry:** Hospitality



**Objective:** local customers can find this entertainment and bar venue on google maps and search easily!



**Website:** baronelounge.com

**BAR  
ONE  
LOUNGE**

## 5.35%

views BarOne Business Page got  
within a month

## 235

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



BAR ONE Lounge is located at the back of the 800° Woodfired Kitchen and has its entrance for late-night dining or cocktails. The Bar 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 to rank for is higher in the Search Engine's local search results for Charlotte. The main goal was for local customers 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 can find the best bars in Charlotte or Best Cocktails 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 does not contain duplicate content.

We also created the Google My Business page and Yelp page with all the business information.

For maintaining 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

Session medium ▾	+	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
SHOW ALL ROWS						
Totals		384 vs. 230 ↑ 66.96%	500 vs. 308 ↑ 62.34%	321 vs. 168 ↑ 91.07%	0m 50s vs. 0m 38s ↑ 30.21%	0.84 vs. 0.73 ↑ 14.44%
1 organic						
Jul 1 - Jul 31, 2021		384	500	321	0m 50s	0.84
May 31 - Jun 30, 2021		230	308	168	0m 38s	0.73
% change		66.96%	62.34%	91.07%	30.21%	14.44%

# GOOGLE ANALYTICS STATS

## Organic Traffic from Charlotte city

City ▾	+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user
SHOW ALL ROWS						
Totals		384 vs. 230 ↑ 66.96%	377 vs. 229 ↑ 64.63%	321 vs. 168 ↑ 91.07%	64.2% vs. 54.55% ↑ 17.7%	0.84 vs. 0.73 ↑ 14.44%
1 Charlotte						
Jul 1 - Jul 31, 2021		238	227	190	62.91%	0.80
May 31 - Jun 30, 2021		136	127	87	54.37%	0.64
% change		75%	78.74%	118.39%	15.7%	24.79%
2 Raleigh						
Jul 1 - Jul 31, 2021		19	18	14	70%	0.74
May 31 - Jun 30, 2021		18	15	10	50%	0.56
% change		5.56%	20%	40%	40%	32.63%

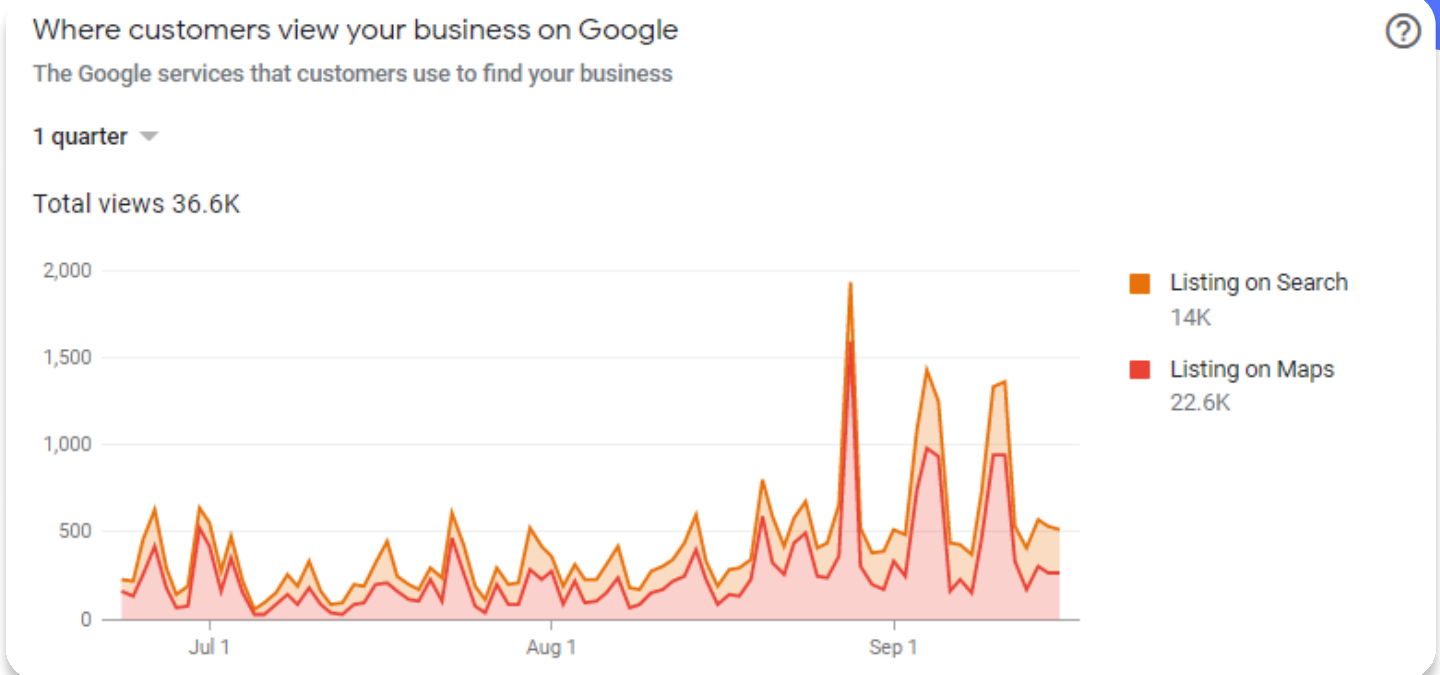
# GOOGLE ANALYTICS STATS

Organic Traffic from Mobile & Desktop Devices

Device category ▾		+ ↕	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user
SHOW ALL ROWS							
Totals			384 vs. 230 ↑ 66.96%	377 vs. 229 ↑ 64.63%	321 vs. 168 ↑ 91.07%	64.2% vs. 54.55% ↑ 17.7%	0.84 vs. 0.73 ↑ 14.44%
1	mobile						
	Jul 1 - Jul 31, 2021		274	272	216	59.34%	0.79
	May 31 - Jun 30, 2021		162	162	108	50.94%	0.67
	% change		69.14%	67.9%	100%	16.48%	18.25%
2	desktop						
	Jul 1 - Jul 31, 2021		109	104	104	77.04%	0.95
	May 31 - Jun 30, 2021		67	66	59	62.11%	0.88
	% change		62.69%	57.58%	76.27%	24.04%	8.35%

# GOOGLE MY BUSINESS STATS

Search and Map Listings





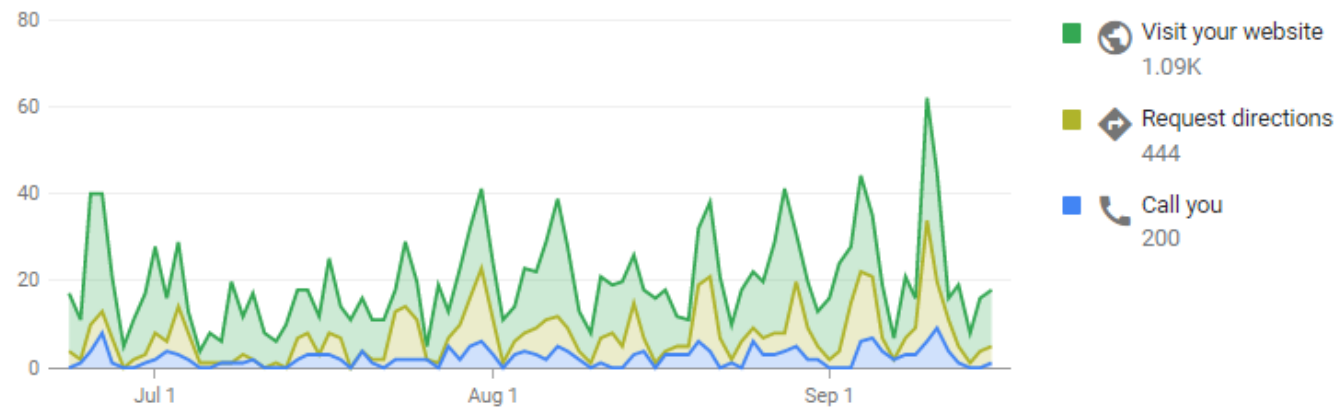
# GOOGLE MY BUSINESS STATS

## Customer Actions

The most common actions that customers take on your listing

1 quarter ▾

Total actions 1.74K



# GOOGLE MY BUSINESS STATS

## Direction Requests

The areas where customers request directions to your business from

1 quarter ▾

28210	41
28202	31
28211	21
28207	14
28208	12
28203	<10
28204	<10
28205	<10
28206	<10
28215	<10
28216	<10
28262	<10
28269	<10
28273	<10
28277	<10



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**30 MINUTE MEETING**



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