

SEO Case Study for Artisan Cuisine

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Client Overview

Artisan Cuisine, a bespoke catering service based in Corby. They specialise in providing catering for private and corporate events.

Challenge

Artisan Cuisine faced significant challenges in reaching a wider audience online. Their website suffered from low organic search traffic, poor design and keyword rankings, and a negligible presence in local search results for the catering industry.

Strategy

The SEO campaign has spanned 9 months so far, at the lowest SEO level we offer (the slowest results). Beginning with a comprehensive audit and followed by a phased rollout of redesign, on-page optimisations, content development, and technical adjustments.

We conducted thorough keyword research, identifying high-impact keywords such as "catering services," "event catering," and "corporate caterers UK."

We redesigned the website and rewrote content to align with SEO best practices:

- Optimised meta descriptions and title tags to enhance click-through rates.
- Structured content with proper H1 and H2 tags.
- Enhanced readability and keyword density without compromising the quality of the content.

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We restructured the blog section of the website where we regularly published articles related to event planning and catering tips, all tailored to include targeted keywords naturally.

Technical enhancements were implemented to improve website performance:

- Reduced load times through image optimisation.
- Made the website fully responsive to cater to mobile users.
- Improved site architecture for better crawlability by search engines.

Results

Performance Metrics:

- Keyword rankings: Over 30 key phrases achieved top 10 rankings, up from 100 in most cases.
- Organic traffic saw a 70% increase, surpassing our initial goal of 50%.
- Positive Impact on Targeted Keywords: Increases in top 10 and top 3 positions, driving higher engagement.
- Local search visibility improved markedly.
- **Increased Organic Traffic:** The website experienced a 70% increase in organic traffic, from October 2023 to date.
- **Enhanced User Engagement:** Site engagement metrics like bounce rate and time on page significantly improved, indicating better user experience through SEO.

POSITION ?	KEYWORD ?	CHANGE ?
3	event catering blechley English / United Kingdom	100 → 3 ▲ +97
9	caterer buckingham English / United Kingdom	100 → 9 ▲ +91
11	event catering aylesbury English / United Kingdom	100 → 11 ▲ +89
14	caterer northampton English / United Kingdom	42 → 14 ▲ +28
15	cold buffet catering near me English / United Kingdom	29 → 15 ▲ +14
16	wedding catering northamptonshire English / United Kingdom	16 → 16 ▲ 0
8	event catering buckingham English / United Kingdom	100 → 8 ▲ +92
8	event catering kettering English / United Kingdom	19 → 8 ▲ +11
5	event catering st ives English / United Kingdom	100 → 5 ▲ +95
3	chocolate fountain hire corby English / United Kingdom	5 → 3 ▲ +2
5	wedding caterer corby English / United Kingdom	6 → 5 ▲ +1