

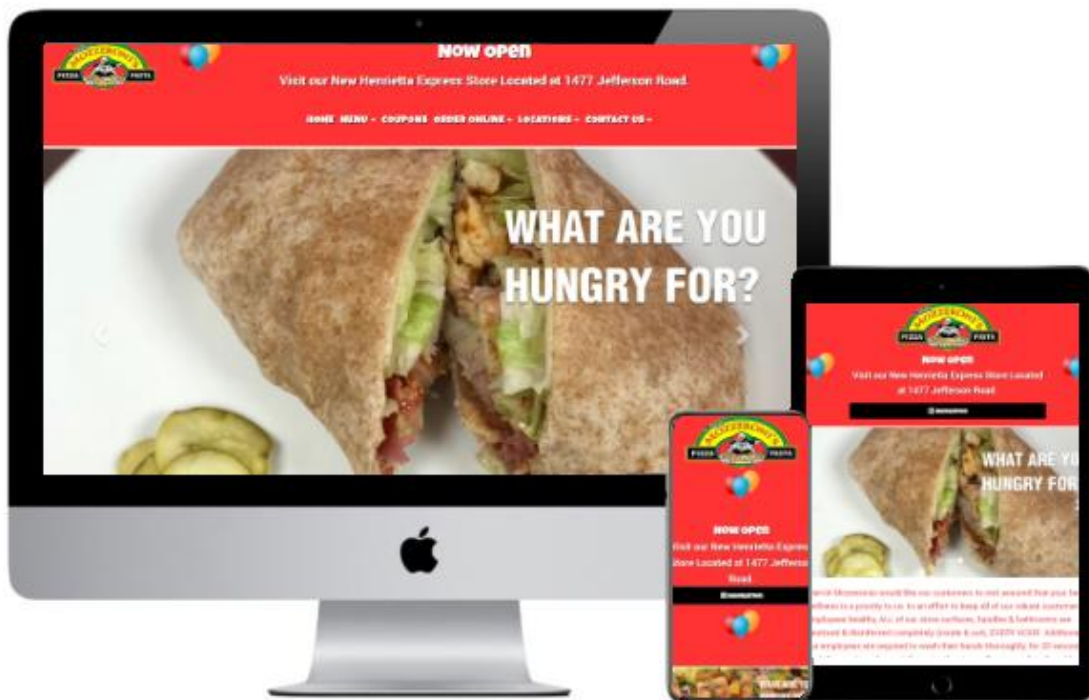
SEO CASE STUDY

Client: Marvin Mozzeroni's Pizza & Pasta

Website URL: <https://mozzeronis.com/>

Company Overview

Marvin Mozzeroni's Pizza & Pasta is a locally-owned and operated pizza restaurant specializing in pizza, wings, sandwiches, and wraps. In 2017, the owner of Marvin Mozzeroni's Pizza & Pasta hired webWAH! to create a new mobile-friendly website, improve their website's visibility on the major Search Engines, increase website traffic and views on Menu, Contact Us and each serving Location Pages.



Challenges

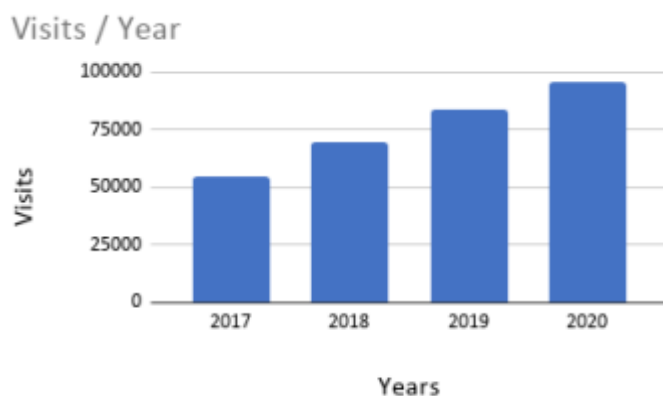
Client had a poor design website and no online presence for the relevant keywords in his industry.

- His competitors were out ranking him on Google
- Increase the website's traffic and number of quality leads.
- Increase Contact us Page Views.
- Increase Views on each Location Page
- Get his website found on Google for each serving location..

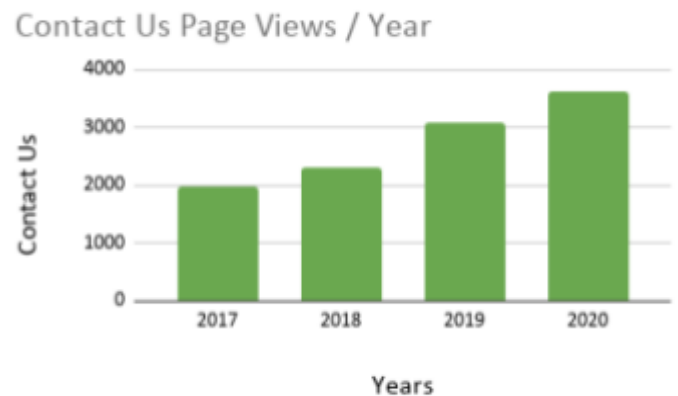
Solution

The webWAH! Team designed a SEO friendly website with a user-friendly navigation structure and successfully migrated the old website to the new one. After the new website went live, Our SEO Team optimized the newly designed Web Pages according to the latest Search Engine Guidelines.

Visits

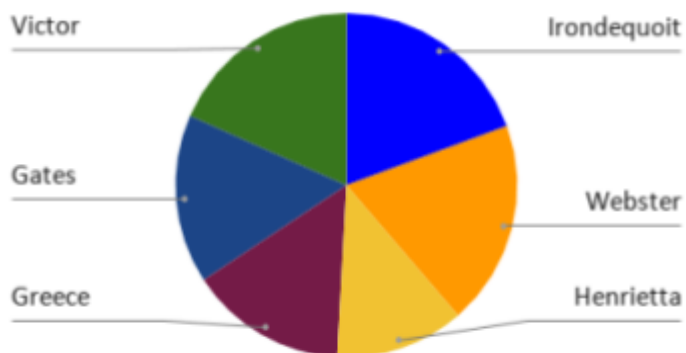


Contact Us

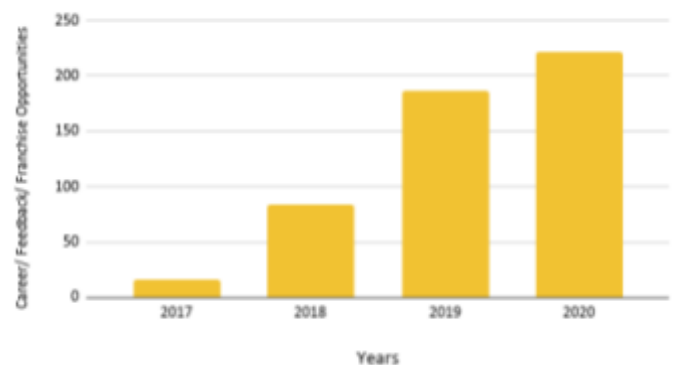


Jan 2017- Dec 2020 Statistics

Average Visits on Location Pages



Career/ Feedback/ Franchise Opportunities



S.No.	Before SEO	After SEO
1.	The website had poor design	The website is search engine friendly and more appealing for the end users.
2.	Did not rank on Google for many keywords.	Ranks on Google for over 30 keywords.
3.	No online presence in other serving areas.	Now ranking in 6 serving areas.
4	Approx 3K to 5K Visits Per month	Approx 7K to 10K Visits Per month
4.	Avg. 227 visits on Location Pages in 2017	Above 6K visits on Location Pages in 2020
5.	%New Visits on the website were low.	%New Visits on the website have significantly improved.

100%

OF KEYWORDS INCREASED IN RANKING

Keywords	Before SEO	Ranking
Best Pizzeria in Irondequoit NY	Not In Top 100	A, 1
Best Pizza Irondequoit NY	Not In Top 100	A, 1
Best Pizzeria Irondequoit NY	Not In Top 100	B, 1
Best Pizzeria Irondequoit NY	Not In Top 100	B, 1
Best Pizza Irondequoit NY	Not In Top 100	B, 1
Pizza Irondequoit NY	Not In Top 100	B, 1
Pizzeria Irondequoit NY	Not In Top 100	B, 1
Pizzeria in Irondequoit NY	Not In Top 100	B, 1
Pizza Takeout Irondequoit NY	Not In Top 100	B, 1
Pizza Delivery in Irondequoit NY	Not In Top 100	2
Pizza Delivery Irondequoit NY	Not In Top 100	3
Order Pizza Online Irondequoit NY	Not In Top 100	3
Pizza Restaurant in Irondequoit NY	Not In Top 100	4
Pizza Places Irondequoit NY	Not In Top 100	4
Event Catering Irondequoit NY	Not In Top 100	5
Lunch Specials Irondequoit NY	Not In Top 100	5
Subs Irondequoit NY	Not In Top 100	5
Catering Restaurant Irondequoit NY	Not In Top 100	5

Garbage Plates Irondequoit NY	Not In Top 100	6
Catering Irondequoit NY	Not In Top 100	6
Chicken Wings Irondequoit NY	Not In Top 100	6
Catering in Irondequoit NY	Not In Top 100	6
Catering Restaurant in Irondequoit NY	Not In Top 100	6
Event Catering in Irondequoit NY	Not In Top 100	7
Best Garbage Plates Irondequoit NY	Not In Top 100	7
Best Garbage Plates Irondequoit NY	Not In Top 100	7
Salads Irondequoit NY	Not In Top 100	8
Homemade Dough Irondequoit NY	Not In Top 100	9
Homemade Sauces Irondequoit NY	Not In Top 100	9
Best Chicken Wings Irondequoit NY	Not In Top 100	10
Pizza Delivery Webster NY	Not In Top 100	A, 1
Pizza Delivery in Webster NY	Not In Top 100	A, 1
Pizzeria Webster NY	Not In Top 100	A, 1
Best Pizzeria in Webster NY	Not In Top 100	A, 1
Best Pizza Webster NY	Not In Top 100	A, 1
Best Pizza Webster NY	Not In Top 100	A, 1
Pizza Restaurant in Webster NY	Not In Top 100	A, 1
Pizza Takeout Webster NY	Not In Top 100	A, 1
Best Pizzeria Webster NY	Not In Top 100	A, 1
Best Pizzeria Webster NY	Not In Top 100	A, 1
Pizzeria in Webster NY	Not In Top 100	A, 1
Pizza Webster NY	Not In Top 100	A, 1
Pizza Places Webster NY	Not In Top 100	A, 1
Order Pizza Online Webster NY	Not In Top 100	A, 1
Subs Webster NY	Not In Top 100	B, 2
Lunch Specials Webster NY	Not In Top 100	4
Garbage Plates Webster NY	Not In Top 100	6
Chicken Wings Webster NY	Not In Top 100	6
Best Garbage Plates Webster NY	Not In Top 100	6
Best Garbage Plates Webster NY	Not In Top 100	7
Catering Restaurant Webster NY	Not In Top 100	7
Event Catering Webster NY	Not In Top 100	7
Event Catering in Webster NY	Not In Top 100	8

Best Chicken Wings Webster NY	Not In Top 100	8
Homemade Dough Webster NY	Not In Top 100	9
Homemade Sauces Webster NY	Not In Top 100	9
Catering Webster NY	Not In Top 100	9

Highlights

- Increased visits to the website by an average 233.33%
- Increased "Goal Conversion" by an average of 1287.5%
- Most of the keywords have achieved the top 5 rankings in all targeted areas.
- In 2020, Page Views on Location Pages increased by 3062.42%

Success

Within 6 months of the new website being launched using SEO (search engine optimization) best practices, both the website and Google Local Listing (set up for the business) were dominating search results for relevant keywords.

The SEO campaign has resulted in an increase in the website traffic and number of leads generated. The website's total **monthly visits increased by 233.33%** and most of the keywords have achieved the top 5 rankings in the targeted areas.

Testimonial From The Owner, Mark Natalie.

"I have used webwah for years. Highly recommended if your looking for a local digital marketing partner."