



CASE STUDY

Search Berg used SEO to help Pappy's Devil Crabs create a compelling online presence that drove 168 new customers to the website in less than two months!

An Introduction To Pappy's Devil Crabs

Pappy's Devil Crabs is a catering and wholesale venture founded by a Caribbean chef. Based in Tampa, Chef Pappy's specialty is his devil crabs that he's perfected in 30 years of work in the culinary industry.

They also cook a range of savory treats and drinks perfect for any occasion. Some of them include:

- Empanadas
- Stuffed potatoes
- Island-style drinks

Analyzing Their Performance Gaps

In a competitive digital landscape, it's impossible to reach the target audiences without a compelling online presence. Even with a responsive and mobile-friendly website, Pappy's Devil Crabs struggled to generate leads that would convert. Most keywords for their business didn't even appear in the first 200 ranks of Google's SERPs.

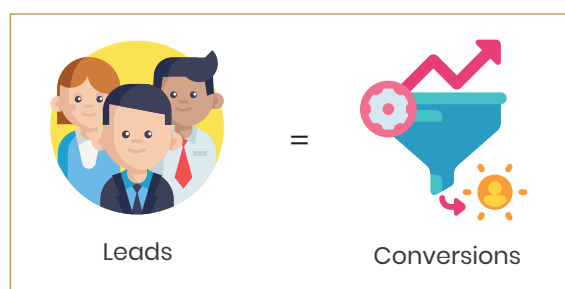
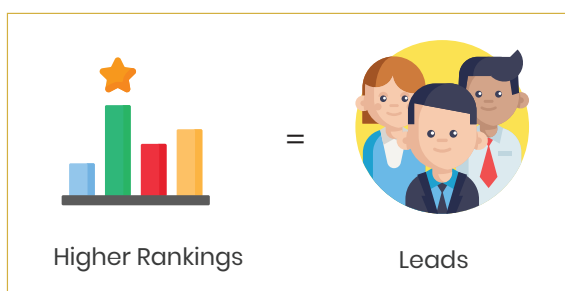
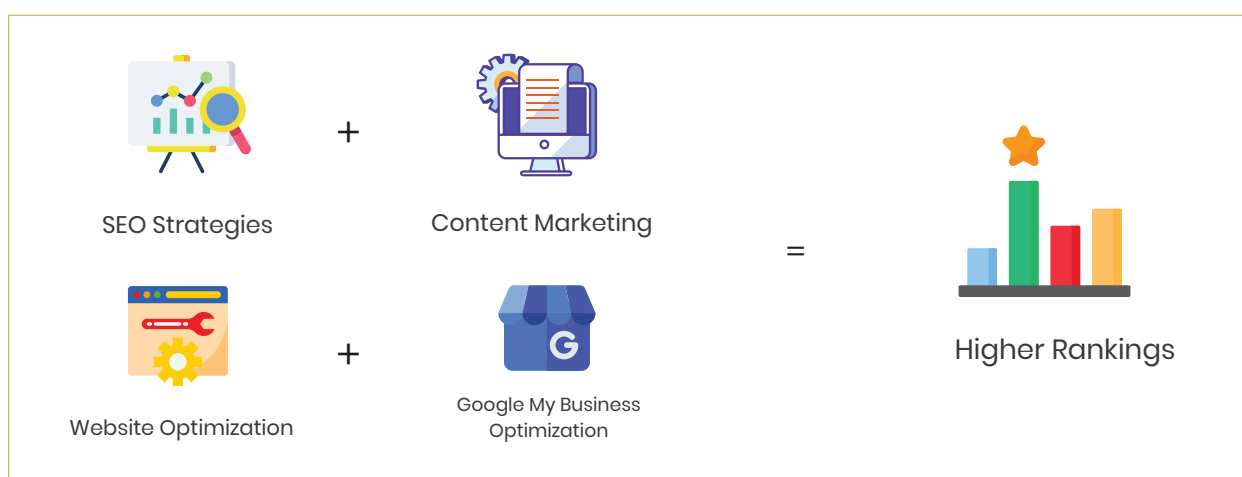
This was when Pappy's Devil Crabs decided to find a better way to reach out to local customers with SEO. They wanted to revamp their online marketing tactics to improve online visibility and offer useful information about their services that could generate more leads for the business.

Charting A Strategic Game Plan

Pappy's Devil Crabs turned to Search Berg to increase their local market share, find more leads, give their online visibility a boost, and transform their e-commerce site into a commercial success.

We used a combination of e-commerce SEO and content marketing activities to increase rankings and attract qualified local traffic.

Pappy's Devil Crabs wanted to attain higher SERP rankings for more leads, that they could leverage for more conversions.



Setting The Stage For Success The Search Berg Way!

Search Berg knows that designing a custom SEO strategy is more than just about boosting site traffic. Hence, to drive quantifiable results, our experts identified local keywords relevant to the client's business. We also ran a competitor analysis to produce a list of carefully crafted long-tailed words to divert traffic to Pappy's Devil Crabs' website.

In the next step, we identified their business goals and suggested marketing objectives based on the outcomes of our analysis. We then launched a comprehensive SEO strategy that would bring in convertible leads from several channels

A Result-Driven SEO Strategy

The primary goal of our online marketing strategy was to bring web traffic to and raise Google rankings for the client's e-commerce site. To accomplish all this, our SEO strategy included:

- Website optimization and local link-building for qualified leads.
- Custom content creation geared toward getting qualified leads with high purchase intent.
- Google My Business optimization to propel site growth and improve customer engagement with locals.

So, did our SEO strategy deliver results as promised?

You bet! Have a look!

Here's All That We Accomplished

After only a few weeks of launching the strategy, we began to see incredible results. Our website testing reports showed an immediate **improvement in Pappy's Devil Crabs' overall ranking** for various local keywords on search engine results. The results showed that keywords that had been nowhere on Google's SERPs were now appearing on the **first and second pages!**

A Comparative Analysis Of The Keyword Rankings

Pappy's Devil Crabs now ranks as number one on Google's SERPs for 6 keywords, and as the second and third for several others!

The table shows some of these keywords, their ranking before Pappy's Devil Crabs came to us, and their ranking after we employed our SEO strategies

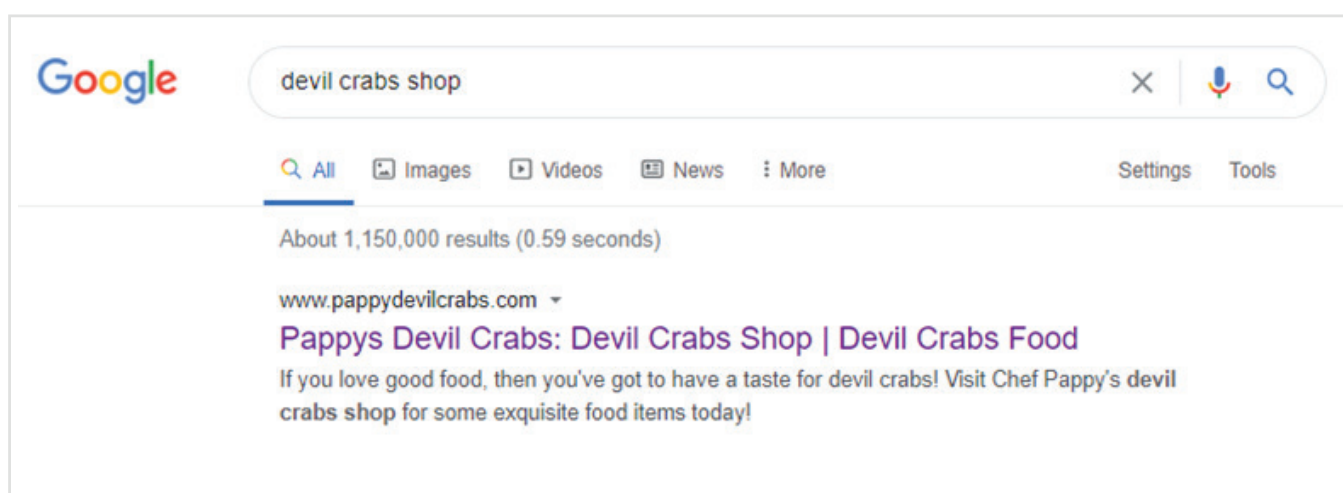
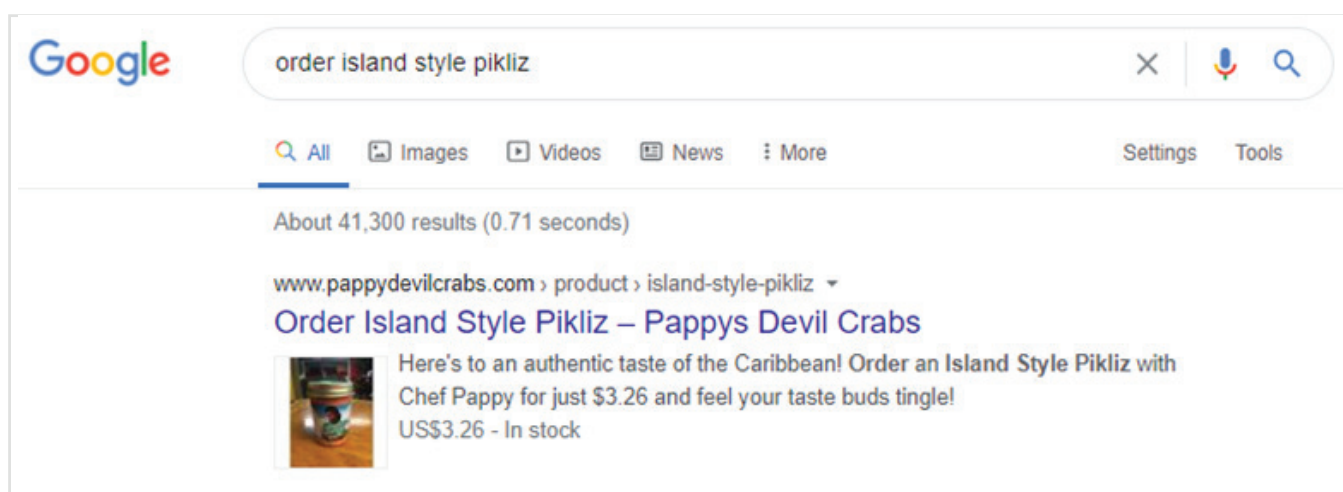
| S. No. | Keywords | Before SEO | After SEO |
|--------|-----------------------------------|------------|-----------|
| 1 | order island style pikliz | N/A | 1 |
| 2 | order island style fruit punch | N/A | 1 |
| 3 | devil crabs shop | N/A | 1 |
| 4 | buy fresh made devil crabs online | N/A | 1 |
| 5 | order devil crabs online | N/A | 1 |

Table 1: Keywords and rankings for Pappy's Devil Crabs

Top Ranking Keywords On Google

Shooting up to the top of search engine results without having a prior online presence was nothing short of an incredible achievement!

Here's a quick peek at how the high-ranking keywords appear on Google's search results...



A Massive Organic Traffic Buildup

The high keyword rankings and massive traffic diversion to Pappy's Devil Crabs' website can be attributed to our SEO campaign.

We used high-traction keywords, used by the local audience, for website and content optimization to bring about a substantial improvement in the organic search traffic. As a result, visits to the Pappy's Devil Crabs website increased by 9.8 percent, with 168 new visitors – in less than two months!

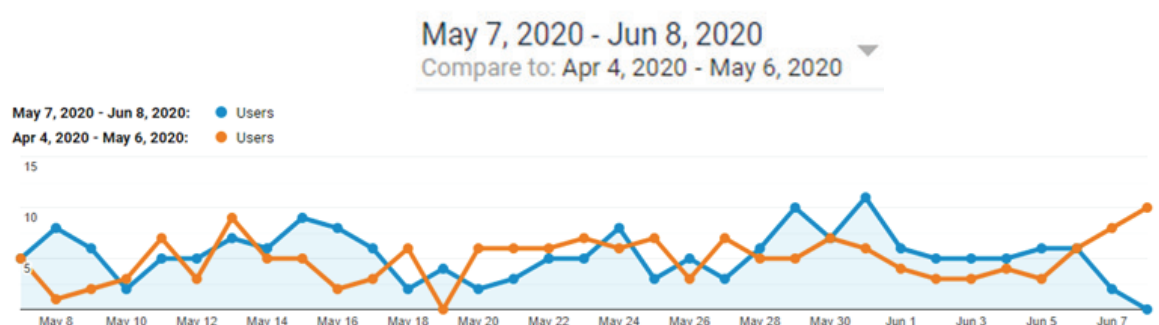


Figure 1: Improvement in organic search traffic for Pappy's Devil Crabs

A Clever Content Marketing Strategy

We created custom content for Pappy's Devil Crabs that offered useful information to the customers and improved engagement.

Our blogs and articles establish Pappy's Devil Crabs as a **credible authority in the restaurant industry**.

The content also improved their online conversion rates and led to more website visits than ever before!

A Spike In Mobile Traffic!

We generated a credible social profile for Pappy's Devil Crabs. By making their website mobile-friendly and leveraging various social media platforms to attract the target audience, we drove mobile traffic for Pappy's Devil Crabs through the roof! As seen in Figure 2, mobile traffic increased by a **whopping 7.77 percent, with 208** new visitors from May to June.

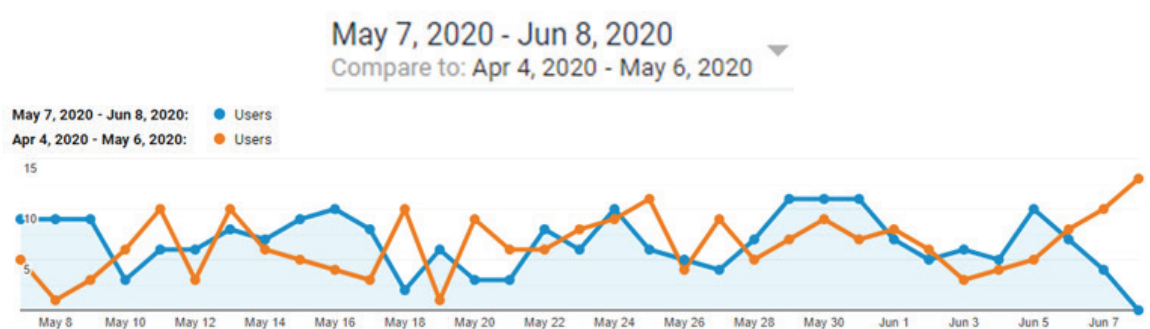
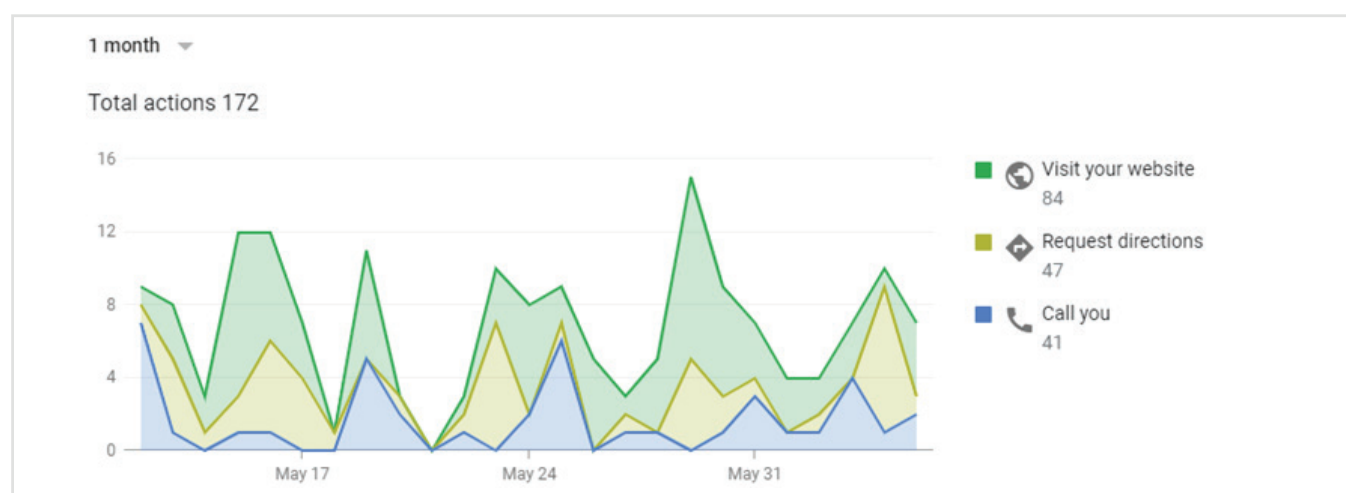


Figure 2: Mobile traffic for the Pappy's Devil Crabs website

Google My Business Insights For Pappy's Devil Crabs

Our SEO strategy also yielded promising results for local listings. Google My Business monthly insights show that:

- 84 visitors discovered Pappy's Devil Crabs when they searched for devil crabs.
- 47 customers asked for directions.
- 41 customers called the client to inquire about their services.



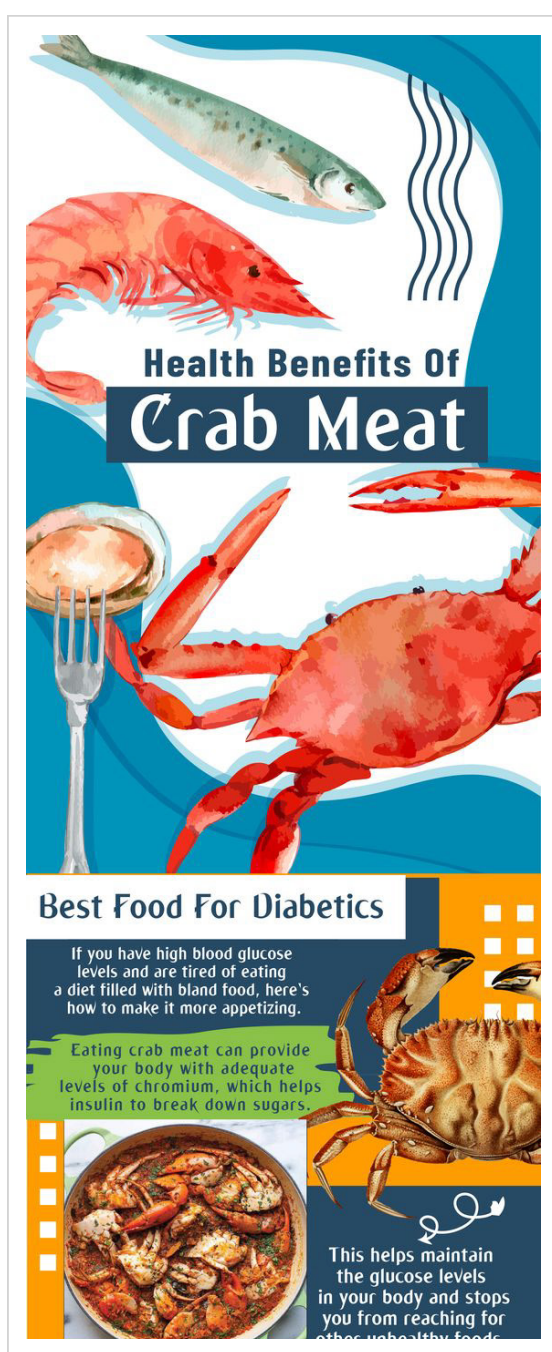
Graph 1: Customer actions through Google My Business listings

Some Of Our Published Work!

Here are some of our published content for Pappy's Devil Crabs:

INFOGRAPHICS

Stunning and informative infographics!




BLOGS

Detailed, engaging, and keyword-rich blogs!



Devil Crab: A History
OCTOBER 1, 2019 IN BLOG

Welcome to Tampa Bay, where the weather is always pleasant and the food always delicious. It's impossible to visit Tampa and not have the most popular street food it has to offer; devil crabs. Also known as devilled crabs, these are crispy, made with local blue crabs, packed with flavor and not your average crab cake!



Taste of Tampa: Best Devil Crabs
OCTOBER 2, 2019 IN BLOG

Tampa is one of the best cities to visit in Florida with your entire family or even explore on your own. With plenty of museums, botanical gardens, flea markets there is something to do for everyone, whether you're a tourist or not. Even couples looking for romantic getaways and exciting things to do, will not be disappointed.

ARTICLES

Interesting and educational articles posted on popular third party websites!

5 Most Famous Foods to have in Florida

October 01, 2019

There are several reasons why the sunshine state of Florida attracts millions of local and out-of-state tourists every year. While its beautiful beaches and several preservation sites make it a great place to visit, we all know that the food is what makes people stay. The rich multi-cultural demographic of Florida means there are several cultural influences on the cuisine of the area, especially from the Latin-American community. This gives most of the food a unique twist and flavor. Here are some exclusive Florida foods that you can't miss out on your next visit!

4 Most Popular Ethnic Cuisines in the United States

Created by Fred
On Oct 2, 2019

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4 Most Popular Ethnic Cuisines in the United States

According to statistics, 77% of Americans prefer dining out at ethnic restaurants whereas 38% order in ethnic food once a week. The most eager to try new dishes and explore other food options happen to be millennials. This is becoming increasingly common in the United States and we're not just talking about ordering in pizza every now and then. Lots of migrant communities that settle and disperse in the urban setting introduce new flavors and recipes to the community they are a part of. Soon enough the cuisine blends into the local flavors and emerges with its own American twist. Let's take a look at some of the most beloved cuisines that Americans can't get enough of.

Hire Search Berg To Make Your Mark On Your Home Turf!

Our partnership with Pappy's Devil Crabs didn't just yield favorable results – it also allowed them to actively engage with customers on their website and develop client loyalty.

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)