

## SEM Case Study:

# Workplace Food Vendor Lead Facilitator

### Summary

SpiderSplat Consulting optimized an existing site that had coffee service and food vending leads as its main revenue stream. Selling contact requests to competing vendors was a complicated prospect, and potential leads had to be screened and targeted to avoid confusion and wasted effort.

### Project Outline

The client's main challenge was capturing targeted organic search engine traffic, as opposed to less-relevant, highly competitive general terms such as 'coffee vendors'. City-specific pages were built for the continental United States, and targeted traffic increased significantly within three months. SS also consulted on an eventual platform migration and redesign to ensure all aspects fell within SEO best practices from its inception.

### Results

Through a combination of geo-targeting, frequently updated original content and PR the client's business grew by 25% in the first 6 months alone. This renewed visibility also led to the acquisition of several new vendors to the client's stable.

- Without question, geo-targeting can be implemented in SEO efforts.
- Lower search volume is worth competing for when it is targeted and relevant.
- Frequent news page or blog updates encourage increased indexing.