

CALCULATING SEO VALUE

1920 TAVERN A case study



A case study

>> One approach to test local visibility would be to monitor the keywords your website and Google my organization list is rank for. Traffic to Your Website and Google my Business list (Which gets your company's name, address, telephone #, and link to site) will increase when your company is rank for key words. Meaning that more people will soon be detecting your small business and that it is simpler to find.

Case Study: *1920 TAVERN*

>> This analysis occurs over a Nine month time period. Our job still continues however, the results and data are clear also. We took a client 1920 Tavern. A speak-easy style restaurant & Pub in downtown Roswell that features a globally-inspired cuisine.

STEP 1: Create Google My business Listing

>> This seems like a simple step but it is crucial to know that Google Maps serves your Google My Business list to prospective clients within the Map when they're searching for companies within a few miles. Just because you have a website, does not mean Google will show you to people on their Map.

1920 Tavern

Website

Directions

Save

4.4 ★★★★★ 415 Google reviews

\$\$ · New American restaurant

Upscale, globally influenced New American restaurant with a swanky 1920s speakeasy vibe.

Address: 948 Canton St, Roswell, GA 30075

Hours: Closed · Opens 11AM · [See more hours](#)

Menu: 1920tavern.com

Reservations: bit.ly

Phone: (770) 998-3114

Plan your visit

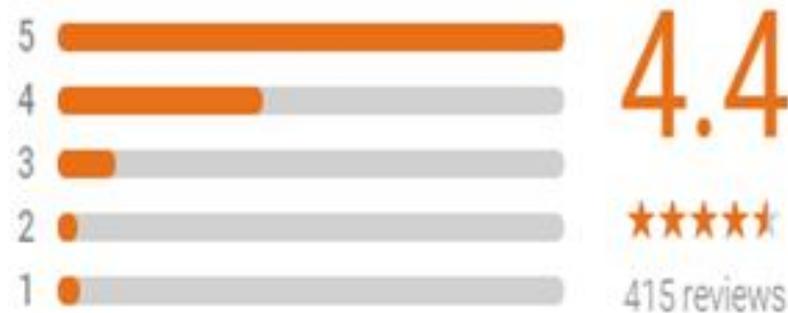
No wait

People typically spend 1-2 hours here



Review summary

Write a review



Step 2: Get Ranked

>> The following step is that the key sauce, so that I can not tell you too much. In summary, we inform Google what your company does so it may determine when your record is related to people's searches.

Even though it takes some time, and constant activities for Google to understand that (only since it needs to supply it is searchers the very best and most relevant outcomes to what they're looking for), we get you rated. Our approach also allows for more than just the 6 key words we're targeting to get rated.



roswell ga restaurants and bars



← Rating - Cuisine - Price - Hours - Your past visits -

Harry Norman, REALTORS
Ad 5.0 ★★★★★ (1) - Real estate agency
7855 North Point Pkwy
Closed - Opens 9AM



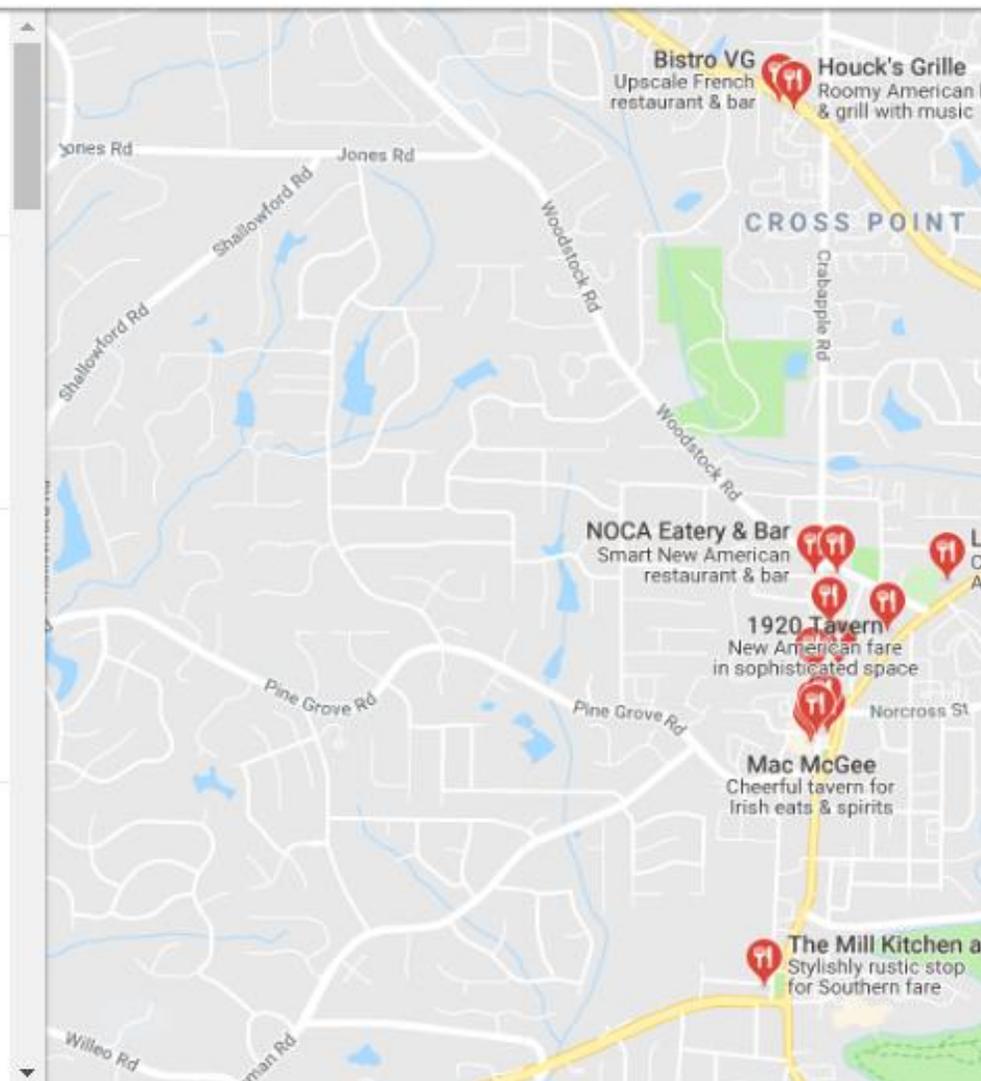
1920 Tavern
4.4 ★★★★★ (415) - \$\$ - New American
948 Canton St
Closed - Opens 11AM
Upscale, globally influenced New American restaurant with a swanky 1920s speakeasy vibe.



Adele's on Canton
4.6 ★★★★★ (475) - \$\$ - Cajun
1169 Canton St
Closed - Opens 11AM
Easygoing, New Orleans-style restaurant featuring classic Cajun dishes & live-music nights.



Ceviche Taqueria & Margarita Bar - Roswell
4.2 ★★★★★ (346) - \$\$ - Mexican
963 Canton St
Closed - Opens 11AM
Contemporary Mexican fare served with margaritas & tequilas in an informal indoor-outdoor setting.



Ranked #1



★	Keyword	Rank	Change
☆	roswell ga restaurants and bars	1	●
☆	roswell restaurants on canton street	1	●
☆	roswell restaurants with live music	1	●
☆	PUB Canton Street	2	●
☆	PUB Roswell GA	2	↑ 1
☆	restaurants in roswell on canton street	2	●

Keywords we were targeting

Rankings in under 3 months

Step 3: Capture the Traffic

>> Following your business begins ranking for keywords, more people will begin coming across your business on Google.

This is fantastic news since it is having a billboard along with your businesses name, address, contact number and product or service category on the front page of Google. Below is the information where you are able to observe the traffic begin building towards the Mid of Aug, which is when we got them ranked.

Currently, being in Sept-19 to March 19 traffic is growing exorbitantly as 1920 Tavern continues to show up first on google maps.



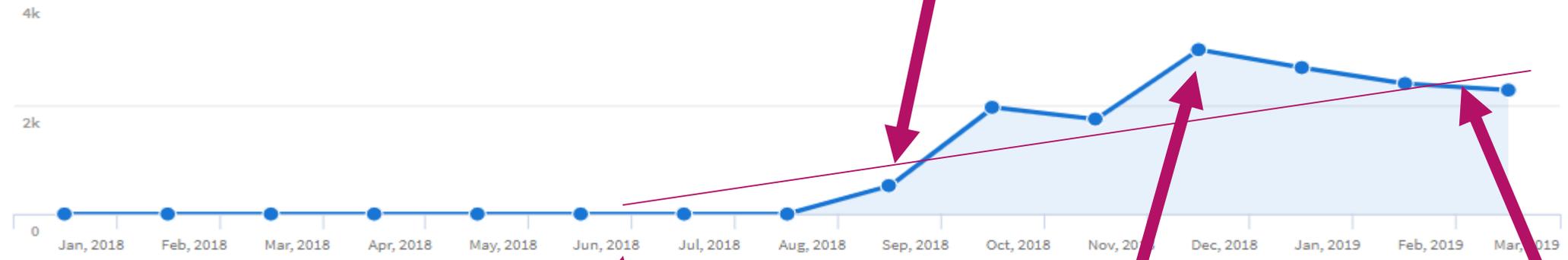
55% Organic Search

26% Direct

15% Referral

5% Social

Sessions ⓘ 14,531



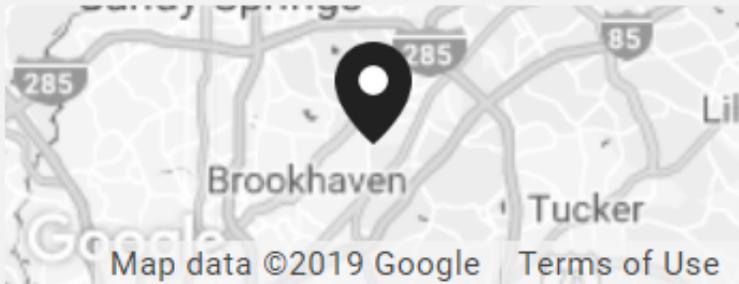
Ranked on Google

Began in Mid June

Exponential Traffic Growth

Higher Traffic becomes more consistent

Helping Local Business get found online.



1954 Airport Rd #120
Chamblee, GA 30341

MapMeLocal provides SEO services to local businesses. We help you rank higher on Google and other search engines so that people in your community and the surrounding communities find your business.