

LOCAL LINK BUILDING FOR PORTLAND BAKERY



CASE STUDY – Google Business Profile



THE CHALLENGE

PORTLAND BAKERY

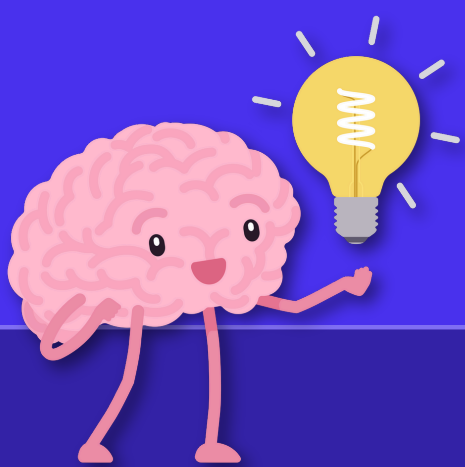
FACED

The bakery struggled with limited online visibility, low search engine rankings for location-specific keywords, and minimal foot traffic from Google Maps searches. They lacked quality backlinks from local directories, blogs, and niche-relevant websites, which are crucial for improving local SEO rankings.



Before partnering with SEOzeni, their profile suffered from:

- Low visibility in local search results, making it difficult for customers to find them.
- An incomplete online presence, with no proper backlink strategy to establish authority.
- Difficulty in attracting new customers due to a lack of trust signals online.



SOLUTION AND RESULTS



THE SOLUTION

- 1. Local Directory Submissions:
 - We identified high-authority local directories (e.g., Yelp, Angie's List) and submitted consistent and optimized NAP (Name, Address, Phone) details.
- 2. Guest Posting on Local Blogs:
 - Partnered with local food bloggers to publish articles about the bakery's unique offerings, linking back to their website.
- 3. Citations & Social Media Mentions:
 - Created citations on local forums and platforms. Collaborated with influencers for shoutouts to improve referral traffic.
- 4. Community Engagement:
 - Participated in local events and linked press coverage or event participation to the bakery's site.

RESULTS

- 1. Ranking Improvement:
 - Key search terms such as "best bakery in Portland" and "custom cakes Portland" moved to the top 3 spots in Google SERPs.
- 2. Backlink Growth:
 - Built 50+ high-quality local backlinks within 3 months, significantly improving domain authority.
- 3. Increased Foot Traffic:
 - The bakery reported a 40% increase in customers directly referred via online searches.
- 3. Revenue Boost:
 - Local orders surged, contributing to a 35% increase in revenue compared to the previous quarter.



PORTLAND BAKERY

LOCAL LINK BUILDING PERFORMANCE REPORT

- Ranking Improvement
- Backlink Growth
- Website Clicks

Check the Local Link Building Report

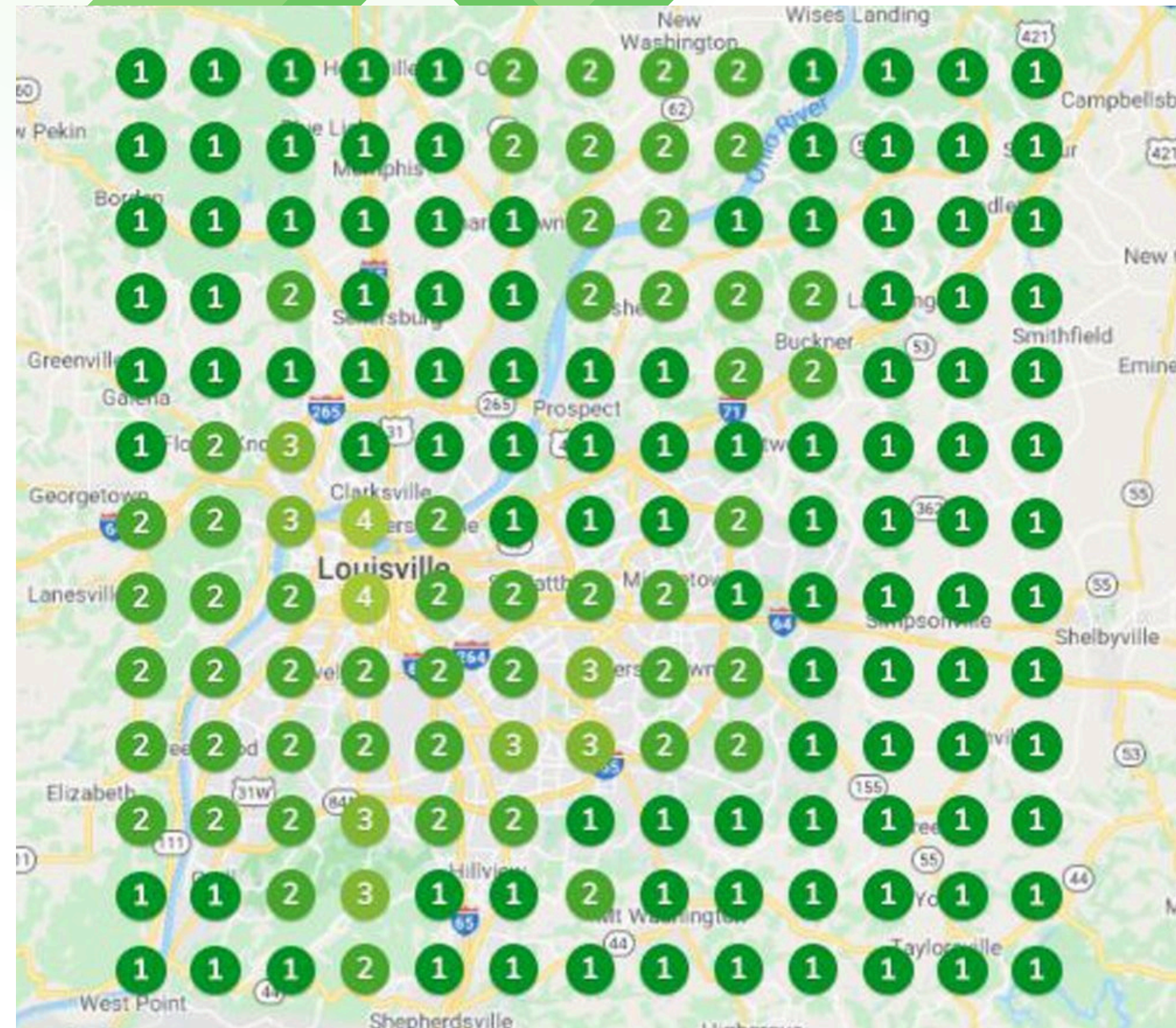


RANKING IMPROVEMENT

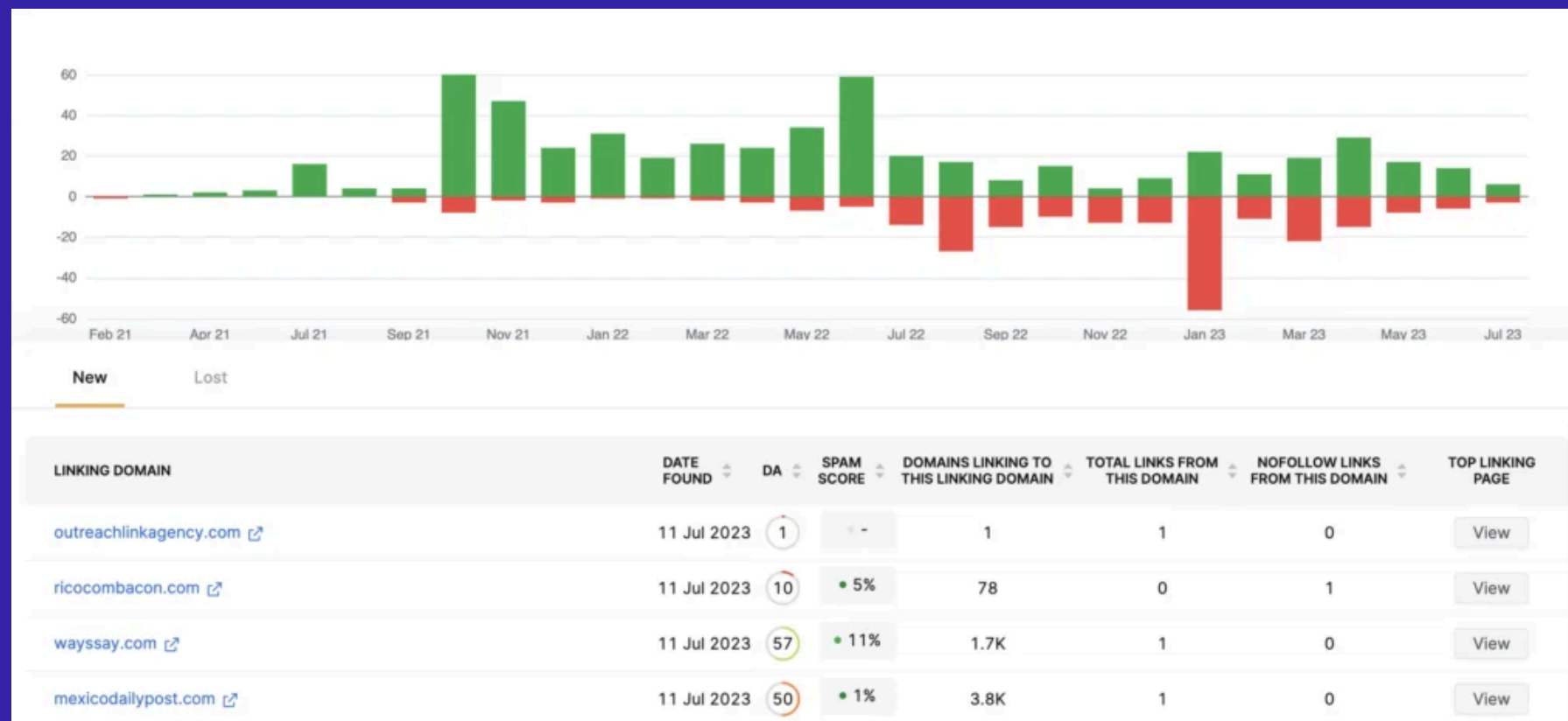


GOOGLE BUSINESS PROFILE RANKING OVERVIEW

- ✦ **Local SERP Dominance:** Backlinks from Portland-based sources (e.g., news sites, food blogs) will boost visibility for bakery-related keywords in Portland.
- ✦ **Reputation as a Community Staple:** Associating with reputable local entities (events, charities, organizations) enhances credibility.



BACKLINK GROWTH

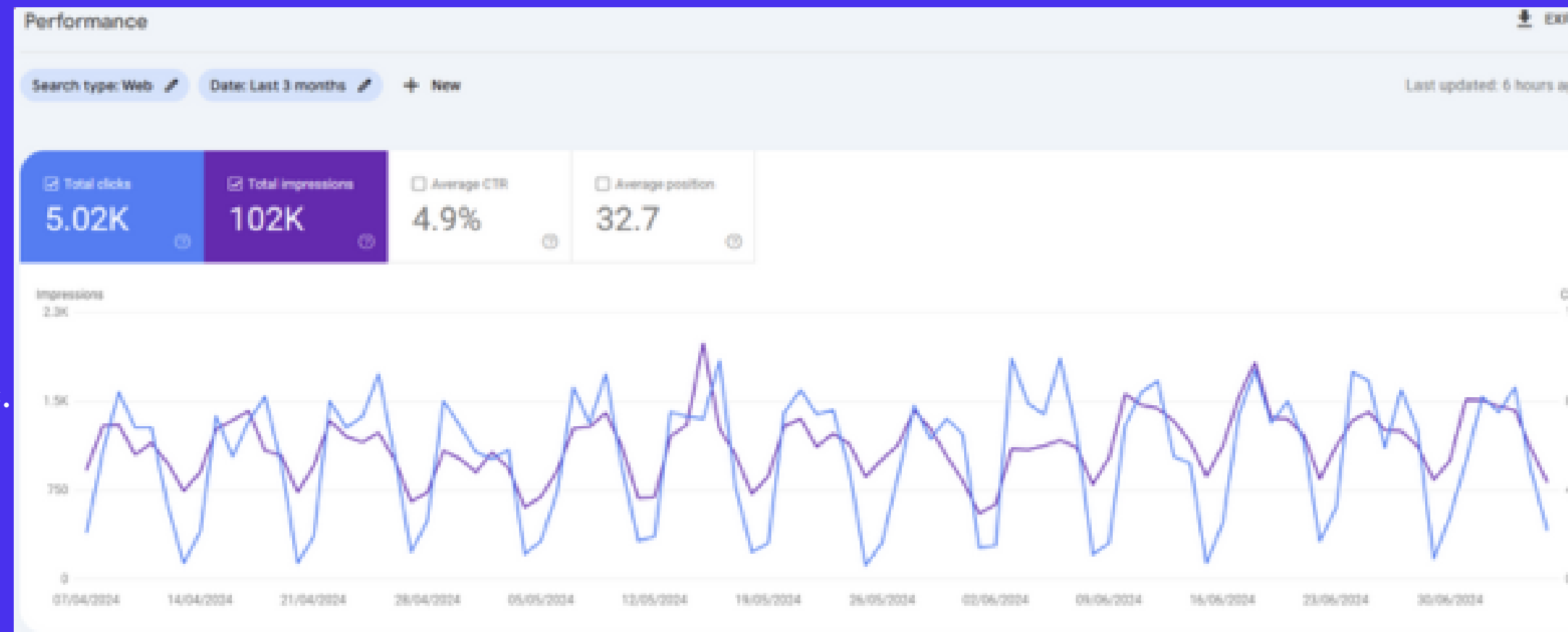


Backlinks improve search rankings by building authority and driving traffic. Strategies include guest posting, directory submissions, and creating shareable content. Monitor progress using metrics like referring domains, domain authority, and organic traffic.

WEBSITE CLICKS



The website achieved 5,000 clicks from 102,000 impressions, with a 4.9% CTR. While visibility is strong, optimizing meta titles, descriptions, and content can improve engagement and drive more traffic.





TESTIMONIAL →

"The results were incredible! SEOzeni's local link-building strategy not only improved our online rankings but also brought real, measurable foot traffic to our bakery. Highly recommend their service!"

– Owner, Portland Bakery



WANT TO GROW YOUR LOCAL BUSINESS? OPTIMIZE YOUR GOOGLE BUSINESS PROFILE WITH SEOZENI!

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TELEGRAM

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