



## Case Study: Dickey's BBQ Pit – Increased Traffic by 25% the first month!

### Challenge:

Dickey's BBQ Pit is a fast growing franchise restaurant based in Dallas Texas. In late 2005 their goal was to capture a significant level of market share in the very specific franchise sales market: The goal was to obtain qualified franchise leads across the country via the Internet and on the major search engines. They enlisted eStrategize to help develop and promote their web presence.

### Solution:

Our team reviewed various tactics and developed a pure search engine optimization campaign. The franchise business is a challenging market in which there is moderate to high levels of competition. Our SEO team developed and researched focused franchise search terms and phrases related to the targeted franchise sales market. The focus was to drive people interested in purchasing franchises to the site and fill out a request for information form. The form needed to be easy to access and perform at a high conversion rate.

### Results:

This SEO campaign increased site traffic by 25% just within the first month. Dickey's BBQ is currently in the top positions on the web for its industry related words.

They achieved top rankings for their targeted keywords within all of the major search engines. These rankings attracted qualified buyers of franchises to the site. However, it quickly became apparent that the visitors were not converting into customers. eStrategize implemented a quick website/form re-design and the sales conversions took off.

Dickey's BBQ Pit is now a growing business at a record rate thanks to SEO. Restaurant Business Magazine ranked them #16th on the fastest growing restaurant chains! Dickey's will continue this success during 2006 by utilizing a SEO maintenance plan and improved site navigation provided by eStrategize. This will ensure that Dickey's web presence will be fine tuned and adapted to meet the many changes and updates in search engine algorithms.

### A Message from the Client:

*"eStrategize has been instrumental in increasing the traffic to our Web site. We experienced a 25% increase in traffic the first month after eStrategize began the project. My goal was to increase traffic to the Web site and pull our site higher on search engines. Casey and his staff did a great job writing Meta tags, home page copy, etc. Our search engine placement has increased dramatically. Many types of "barbecue" searches result in our site listed in the top three! I can't be happier with the guys over there".*

*"One note: I obtained estimates from other Web site optimization companies when developing this project plan. eStrategize met my budget numbers and provided the same service other companies were touting but for a lot more money."*

*"Good luck with your Web site endeavors, I fully recommend eStrategize for anybody looking for SEO".*



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