

How Pro Restaurant Equipment Saw A 605% Increase In Revenue



Background

Pro Restaurant Equipment is a privately-owned business based out of Oak Brook, Illinois, serving the U.S. foodservice industry. They keep prices low by providing a more direct selling channel from equipment manufacturers using the power of e-commerce. No expensive catalogs, no commissioned salespeople—just restaurant and bakery equipment at reasonable prices.

Pro Restaurant Equipment has been a private seller on eBay since 2000 and has operated several e-commerce websites for over a decade!

Key Metrics



605%

Increase in Revenue



376%

Increase in First Page Keywords



300%

Increase in New Users (sitewide)

"Working with Logical Position has provided many benefits for our business as they have provided both SEO and Paid Search management services for our website. Paige on the SEO side has been excellent in growing our organic traffic, and I see significant increases in how many of our pages show up on the first page of the search results. Both of our account managers really take the time to understand our business and bring their SEO and Paid Search expertise to the table, so they really feel like an extension of our team! Long term, I can focus on the business knowing that there is a good team managing our SEO and Paid Search, bringing in quality traffic."

-Gordon, Partner at Pro Restaurant Equipment

Goals

- 🎯 To increase overall targeted traffic to the site
- 🎯 To increase brand awareness
- 🔗 To increase site speed

Approach

Over the course of the campaign, Logical Position provided comprehensive keyword research, created meta-data, and provided relevant and unique content for a majority of Pro Restaurant Equipment's category pages. LP also created a technical audit to constantly identify future areas of improvement on the technical side. The main focus for ongoing monthly consulting was to optimize high traffic category pages with relevant keywords, as well as create blogs and offsite pieces to help increase the site's domain authority.

Results

Pro Restaurant Equipment is a prime example of how the longevity of SEO can transform a business. Since partnering with Logical Position for a National – Intermediate SEO campaign in May 2017, Pro Restaurant Equipment has consistently seen incredible growth in several areas of their business. By hiring Logical Position for ongoing SEO services, Pro Restaurant Equipment has been able to maintain existing organic rankings and traffic and continue to grow throughout the duration of the campaign.

In regard to keyword growth, comparing October 2018 to October 2020, Pro Restaurant Equipment's keyword rankings have increased by 273% (480 to 1,790). When comparing the first page keyword rankings, there was an increase of 376%. In October 2018, they had 33 first-page keywords, and in October 2020, they had 104 first page keywords.

Keywords



Targeted Keywords

From October 2018 to October 2020

Not Ranking → 2nd Position

🔍 "professional restaurant equipment" 🔊

70 searches per month

36th → 5th Position

🔍 "commercial dough roller" 🔊

110 searches per month

14th → 8th Position

🔍 "commercial meat tenderizer" 🔊

720 searches per month

68th → 8th Position

🔍 "dough mixer for sale" 🔊

110 searches per month

16th → 4th Position

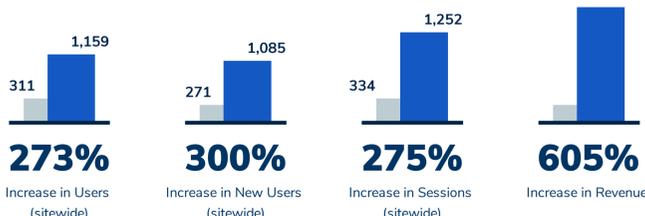
🔍 "commercial dough sheeter" 🔊

390 searches per month

Based on Google Analytics' data, the site's overall organic traffic improved significantly from October 2018 to October 2020. Pro Restaurant Equipment saw a 273% increase of users to their site (311 to 1,159), a 300% increase in new users (271 to 1,085), a 275% increase in sessions (334 to 1,252), and an increase of over 600% in total revenue.

Analytics

■ October 2018 ■ October 2020



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1-888-534-1524 | info@logicalposition.com

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