



Google bots search the web for fresh material by crawling new pages.

The Google Index is used to organise, categorise, and store the information that the bots have identified.

Which pages appear in the SERPs and in what order are determined by the Google Ranking algorithm.

Case Study: Improving Google Rankings for Recipe Content

Executive Summary

Project Duration

August - November 2021

Budget

\$1,500 - \$2,000

Main Objective

Update recipe posts for [SEO](#) to improve [Google rankings](#)

Core Strengths

Responsiveness • WordPress proficiency • SEO knowledge

Client Satisfaction

5.0

5.0
Quality

5.0
Schedule

5.0
Cost

5.0
Refer

Client Profile



Industry

Publishing



Location

Lewiston, Maine



Company Size

1-10 Employees



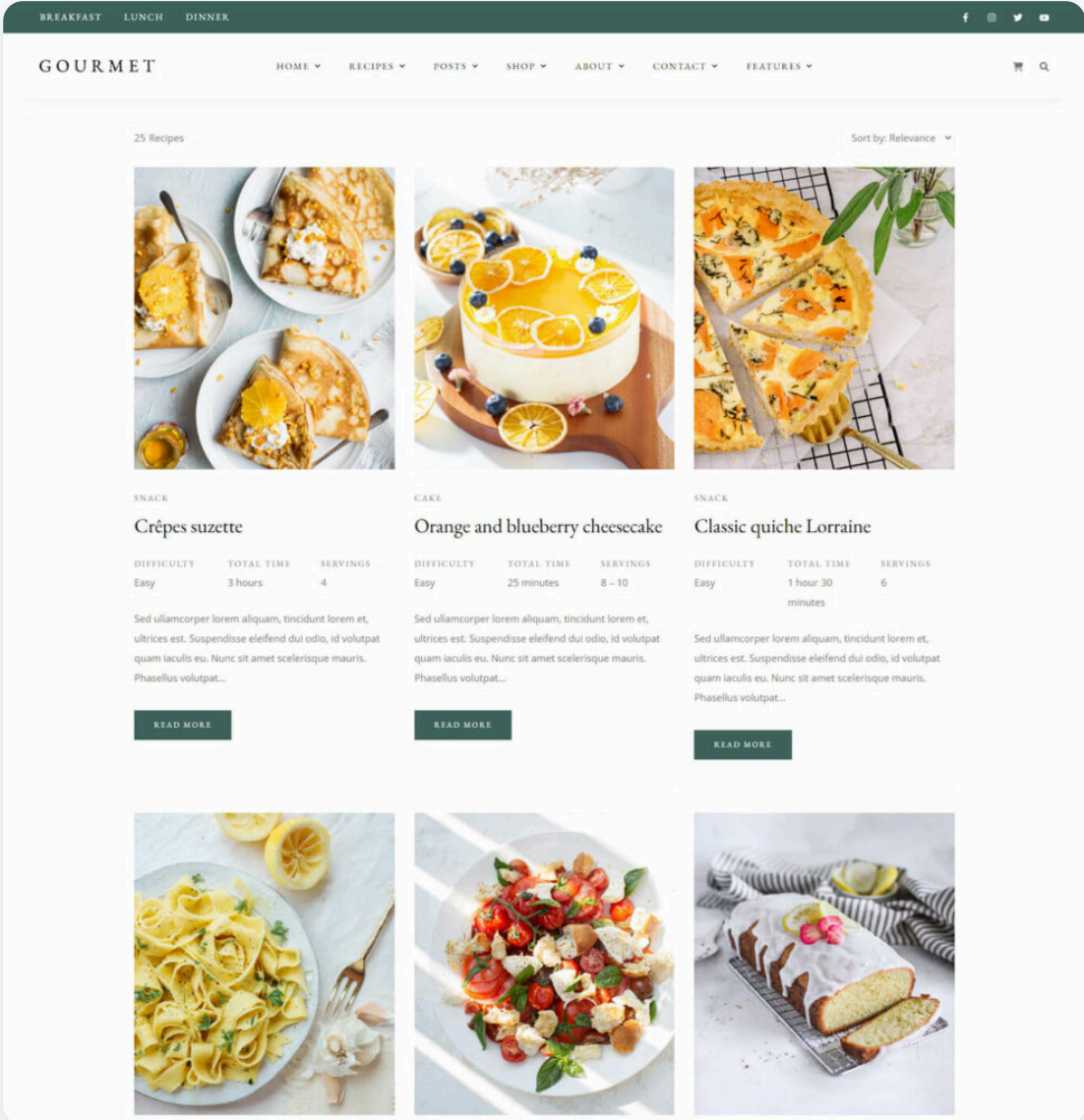
Business Type

Printed periodical publication



Business Focus

Recipe-oriented content on their website



The Challenge



Outdated Content

Variety of **old recipe posts** on website needing updates



SEO Optimization

Need to improve **search engine visibility** and rankings



Schema Language

Implementation of appropriate **structured data** for better indexing



Google Rankings

Desire to improve **search result positions** for recipe content



Content Conversion

Need to transform existing recipe **content format**



GeeksforGeeks

<https://www.geeksforgeeks.org/search-engine-opti...>

Basics of Search Engine Optimization (SEO Optimization)

25 Jan 2024 — SEO or Search Engine Optimization is defined as the process of improving (optimising) the visibility of a website/webpage on Search Engines, ...

Rank 1



GeeksforGeeks

<https://www.geeksforgeeks.org/seo-search-engine-o...>

What is SEO Optimization or Search Engine Optimization?

SEO stands for "search engine optimization." In simple terms, SEO means the process of improving your website to increase its visibility in search engines (such ...

Rank 2



GeeksforGeeks

<https://www.geeksforgeeks.org/types-of-seo>

Types of Search Engine Optimization (SEO)

6 days ago — Youtube SEO (Search Engine Optimization) is the process of optimizing your YouTube videos and channel to improve their visibility and ranking in ...

Rank 3

Our Approach



Web Editing

Enhancement of **recipe content** structure and formatting



Content Optimization

Focus on **website content** for improved user experience



SEO Best Practices

Implementation of proven **SEO strategies** for better rankings



WordPress Plugin

Utilization of **WP Recipe Maker** for recipe formatting



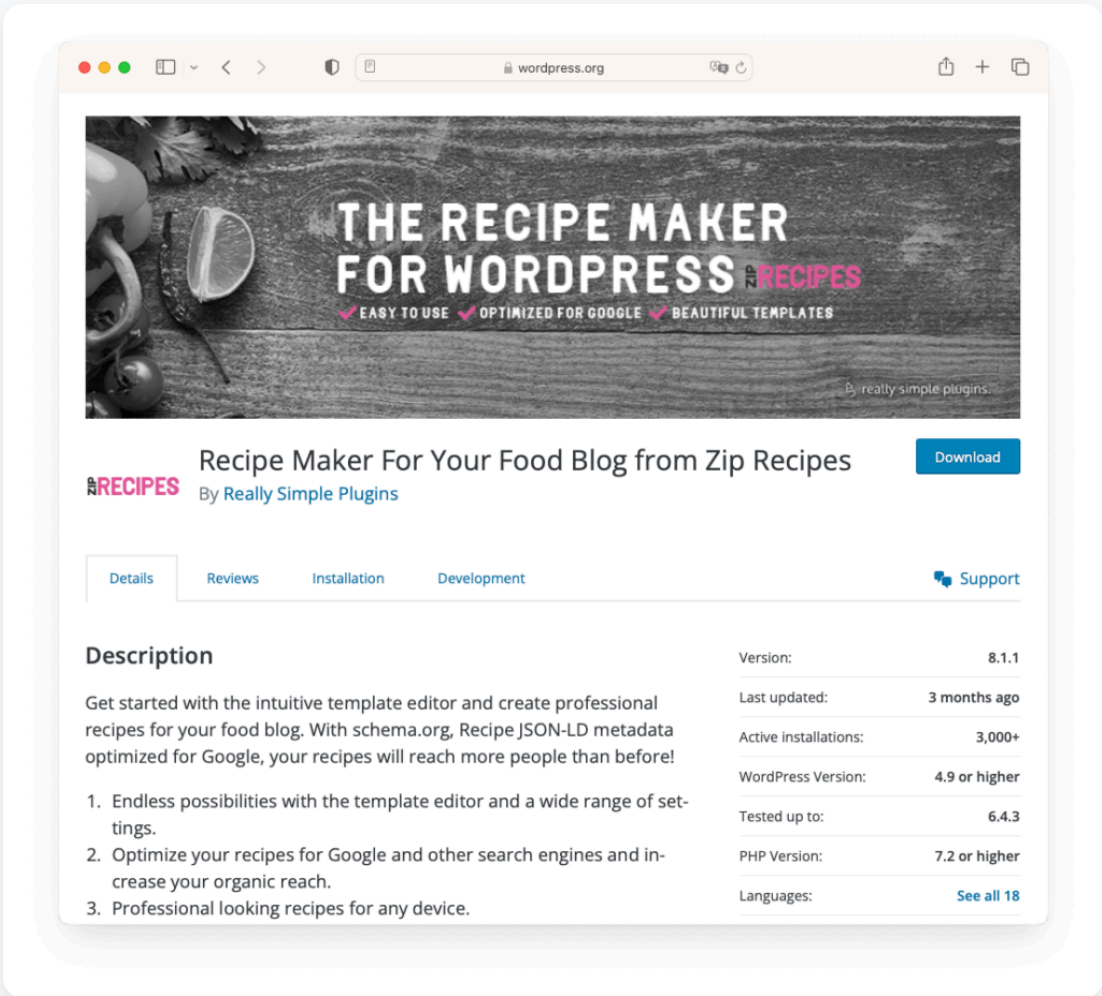
Recipe Cards

Setting up optimized **recipe cards** for maximum SEO impact



Schema Language

Application of appropriate **structured data** for better indexing



Implementation



Project Timeline

August - November 2021 (4 months)



Team Composition

1-2 people with main point of contact



Communication Methods

Upwork, emails, Google Sheets for progress tracking



Weekly Investment

\$175 per week



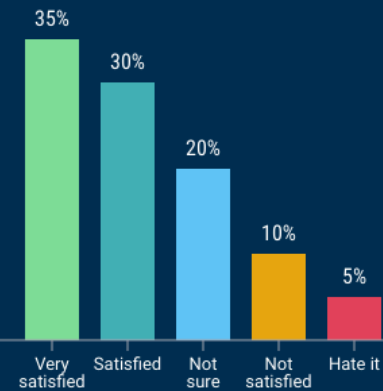
Project Management

Punctual, responsive, clear guidelines

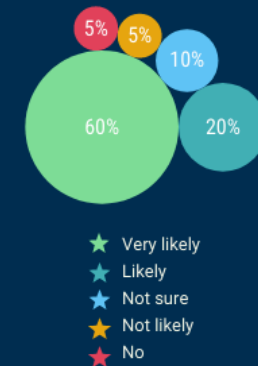
Customer Satisfaction Survey

June 2027

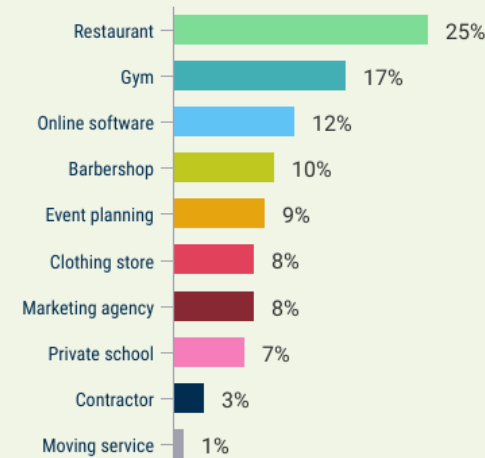
Are you satisfied with our service?



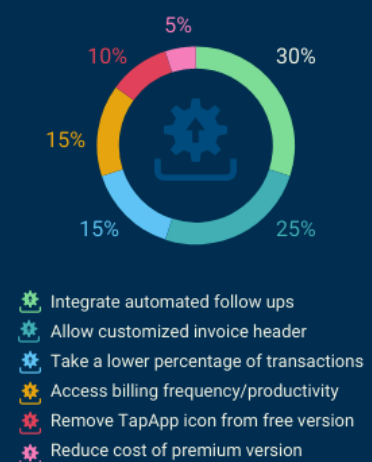
How likely are you to recommend us?



What is your business/organization?



What can we do to improve our service?



Results & Impact

Client Satisfaction Rating

5.0

Perfect Score in All Categories



Quality of Work

SEO expertise •
WordPress
proficiency



Responsiveness

Same-day responses
• Quick solutions



Project Management

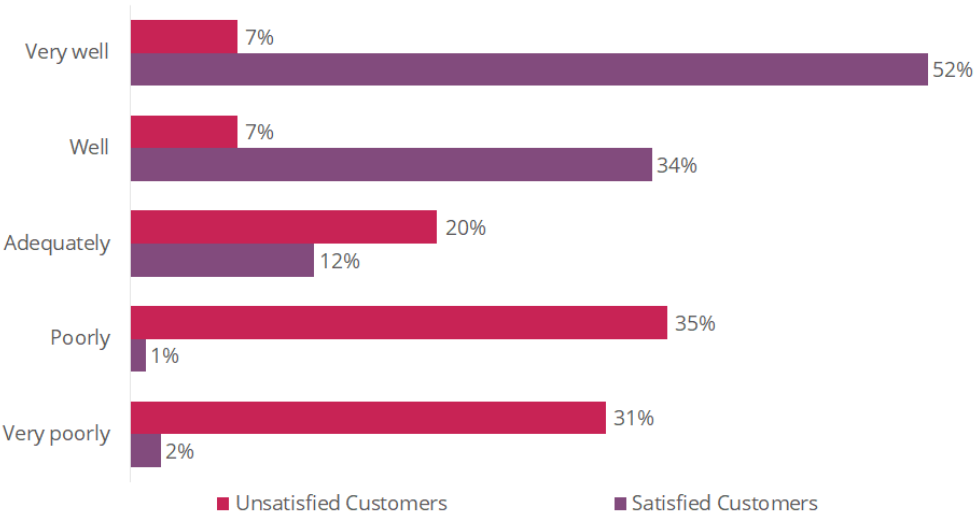
Punctuality • Clear
communication



Expected Results

3-6 months for
improved rankings

How much do you feel [company name] understands and responds to your needs and wants?



N = 2,400

marketingsherpa

Source: MarketingSherpa

Client Testimonials

”

"They'd get us an answer — if not a solution altogether — **within the same day**."

 Digital Marketing Manager

”

"We were satisfied with their **SEO knowledge**, and they were specifically good at working with our WordPress plugin, WP Recipe Maker."

 Digital Marketing Manager

”

"They demonstrated **proficiency** and were able to set the recipe cards and get the best SEO out of it." a lot of

 Digital Marketing Manager

”

"It was very easy to **communicate** with them, and they outlined clear guidelines on how they'd do the project."

 Digital Marketing Manager

Key Takeaways



Responsiveness

Quick responses lead to higher client satisfaction



Technical Expertise

WordPress & SEO proficiency are critical



Clear Communication

Setting guidelines improves project management



SEO Results

Tangible results may take **3-6 months** to appear



Continuous Improvement

Language barrier as an area for future enhancement

Incrementors Web Solutions



Website

www.incrementors.com



SEO & Web Editing



WordPress Optimization



Content Enhancement

Ready to improve your website's SEO and Google rankings?

[Contact Us Today](#)