

## Veggie Grill's online visibility has the potential to stretch far beyond brand recognition to tap into a much wider audience

**OBJECTIVE:** Drive organic traffic to [www.veggiegrill.com](http://www.veggiegrill.com) for relevant keywords searched by users in each of the cities where Veggie Grill has a restaurant.

### Maximizing Traffic Potential

**Organic Search** accounts for over half of **Veggie Grill's** website traffic, driving more visitors to the site than all other channels combined, including paid search and social. This is VG's strongest online traffic source, yet we only see **Page One** visibility for branded keywords in **Google's** search engine results pages (**SERPs**):

- There are **4.6 million** searches across Veggie Grill's location cities for relevant keywords for which VG has limited to no visibility.
- **More than 25%** of Veggie Grill's locations do not have **Page One** placement for any relevant keywords.
- **None** of Veggie Grill's locations average **Page One** placement for more than **3** relevant keywords (please reference **Keyword Research Report**).

**4.6M**  
untapped monthly  
search traffic across 37  
**Veggie Grill**  
locations

### Organic Search Share of Voice

**Share of Voice** is a great metric for comparing one brand against another and one of the better ways of seeing how much traffic one site is receiving over another in the search engines. Despite the search engine results pages being dominated by review sites like **Yelp** and **TripAdvisor**, there is still an abundance of **Page One** positioning available for local businesses and Veggie Grill currently only captures a fraction of the audiences querying relevant search terms on **Google**.

**<1%**  
organic  
**Share of Voice**

### Schema Markup (structured data)

**Schema.org** is the result of collaboration between **Google, Bing, Yandex, and Yahoo!** to help businesses provide the information their search engines need to understand content and provide the best search results possible. Adding **Schema markup** to HTML improves the way pages display in the SERPs by enhancing the rich snippets that are displayed beneath the page title (such as displaying **review stars** and stats) as well as optimizing for the surging trend in **Voice Search** queries. Veggie Grill isn't utilizing **structured data** at all, putting you at a real disadvantage among competitors.

Adding  
**Schema Markup**  
will boost VG's  
digital footprint with  
key enhancements like  
**Voice Search**  
and review stars  
in SERPs

### Google My Business

**Google My Business (GMB)** is the most important **directory listing** for any local business; it drives the local business **search results** on Google search, **maps**, Google Assistant (**voice search**), and more. Claiming and optimizing your Google My Business listing is critical for not only getting new customers, but helping repeat customers do business with you again. However, Google My Business changes frequently and the best practices for a well-optimized listing are not always clear. Google My Business is one of the most effective channels for online **conversions and ranking** better in Google's search engine results pages (**SERPs**).

