

# CORELIFE EATERY'S CONTENT MARKETING WINS

A CASE STUDY ON SITE-SEEKER'S CONTENT STRATEGY TO DRIVE NEW VISITORS TO ITS WEBSITE & RAISE AWARENESS FOR THE CORELIFE BRAND.



CoreLife Eatery is a fast-casual restaurant chain that is growing rapidly across the United States. The company's first store opened in Syracuse, NY in 2015 and, to date, has opened more than 30 locations across the country, with plans to open 500 over the next several years. In order to grow this quickly in such a short amount of time, CoreLife Eatery needed a content marketing plan that would generate awareness for their new brand, drive prospective customers to their website, and encourage online transactions.

### Site-Seeker knew what to do.

While it's no secret having a strong social media presence is crucial to a company's success, digital marketing is much more than that. For restaurants, it requires time, attention, and resources outside of social platforms. This includes efforts directly tied to improving one's website presence to help visitors more easily find the site from the right channels, and help navigate them towards the most important elements of the site.

There were four focus areas within CoreLife Eatery's content marketing and search engine optimization (SEO) strategy. These three dimensions worked together to drive traffic and create awareness of the restaurant's concept while fostering relationships with soon-to-be loyal customers, helping to grow the company into what it is today.





## Deep Product Pages

CoreLife Eatery wanted to maximize its message of clean, real ingredients and become top of mind for consumers looking for a healthy place to eat in each of its local markets. To do this, we developed content-rich pages that would highlight these aspects - while also being optimized for search. The new URL folders include:

### Diet pages.

CoreLife Eatery customers often have special eating habits. We created diet pages that contain research and important information regarding regimens for those who eat gluten-free, Paleo, among others. These pages also inform visitors what options are available for them at CoreLife Eatery. With a half dozen pages and a top-level folder page, the intention was to capitalize on those who would be searching for a restaurant that caters to these eating lifestyles.

### Ingredient pages.

We developed individual ingredient pages for each item on the menu. Each page describes the health benefits of that food, what makes it special, and which CoreLife Eatery menu item best features it. That added an additional 50 optimized pages to the site, providing a much-needed foundation of rich content, internal links, and incorporated keywords.

### Menu pages.

Most importantly, we created menu pages for each of the restaurant's signature, curated bowls. This included categories: greens, grains, and bone broth bowls, soups, warm rice bowls, plates, and kids bowls. These individual menu pages describe what ingredients can be found in the bowl, as well as what dressing pairs best with it. The menu items also display the nutrition facts and allergens so customers can be confident in their order. Each page features a distinct image of the bowl and sits on a unique URL that is keyword specific.

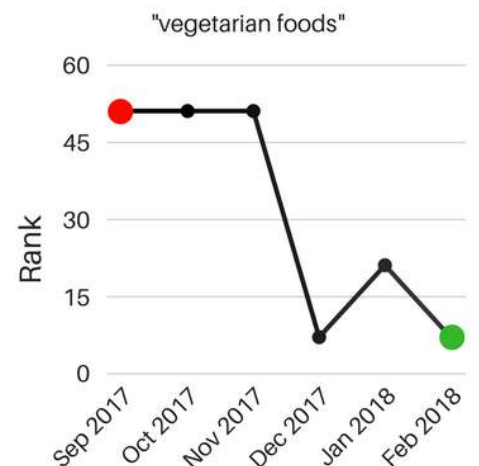
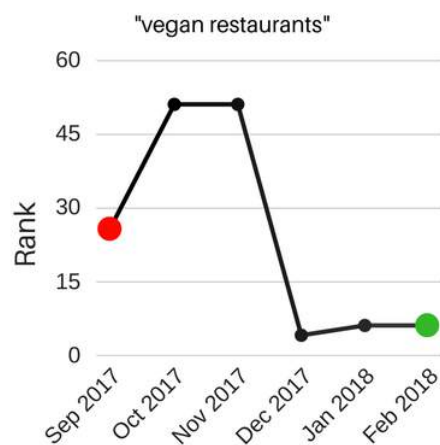
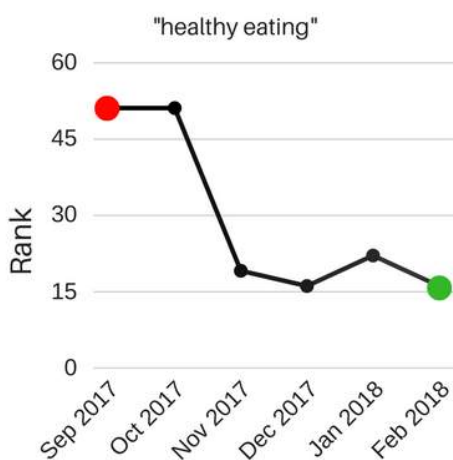




## Results

Since September 2017, CoreLife Eatery's search engine result rankings for "healthy eating," "vegetarian foods," and "vegan restaurants" have increased 32, 44, and 20 positions on Google Maps respectively, putting them near the top of those search results (1).

In addition, to date, there are 54 menu landing pages. Since September of 2017, our SEO efforts have driven more than 345,000 organic views on these pages combined. The /menu/ parent makes up 43% of all organic landings to the site, 3x more than the homepage which lands in second place.





## Blogging

Thought leadership has been an important buzzword in the marketing/advertising industry, and for good reason. Consumers don't want to be sold to. Instead, it's essential that companies and brands build relationships and trust with their customers by offering inspiration and information. With this foundation, customers begin to turn to that source of information and become confident in the products and services of the provider. CoreLife Eatery's roots are in promoting an active and healthy lifestyle by eating food that is good for you. So it seemed only natural to create content that talked about these topics. We prepared and published bi-weekly blogs that answered customers' questions, filled in a gap where information was missing, or offered actionable tips for healthier lifestyles. The topics were well-researched and keywords were taken into account. These blogs never mention the CoreLife Eatery name. Instead, they intended to educate and built relationships with consumers and foster social conversation. There were close to 50 rich blog posts published over the course of a one-year period.

## Results

As a result, over the course of a year when blog posts were being regularly generated, we drove more than 40,000 views to the blog post pages. Of that amount, more than 6,000 were organic views, and of the total amount 62% were first-time visitors (2).



## CoreLife Challenge: What is the CoreLife Challenge?

Posted by Todd Mansfield on February 20th, 2017



## Hey friends, tired of being off your game?

It's time to return to old school concepts! Join those who are willing to pay the price of temporary pain and annoyance for long-term gain. It's time to wake up refreshed, be excited to put your clothes on and look in the mirror, run up the stairs and get your life back. It's no longer the time to fear the scale.

Follow the guidelines below for the next 21 days to take part in the CoreLife Challenge!

# CORELIFE EATERY (HENRIETTA, NY)

## Healthy Never Tasted So Good

*Featuring green bowls, grain bowls, broth bowls, and made-from-scratch beverages. These hearty salads leave you energized and full. Menu is perfect for those eating vegan, vegetarian, gluten-free, and more.*

### Location:

100 Marketplace Drive, Suite #520  
Henrietta, NY 14623  
Near Market Square  
Phone: (585) 358-3055

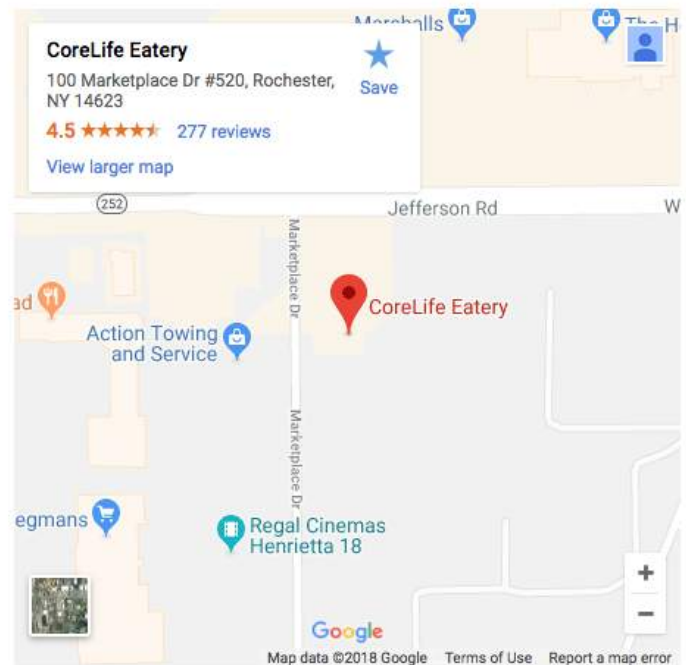
[GET DIRECTIONS](#)[VIEW MENU](#)[FIND US ON FACEBOOK](#)

### Hours:

Open Daily: 11:00 AM to 9:00 PM

### Features:

Dine-in, take-out, free WiFi, on-site parking, outdoor patio seating, **online ordering**, & **mobile app ordering**



## Localized Store Pages

While CoreLife Eatery is a rapidly growing food chain, it was important to the company that they create and maintain a local presence in the communities where they reside. So, we developed localized pages for each store.

These pages featured a photo of the location's storefront, helping to create a visual connection with the visitor. They also detailed the address, hours, map, and phone number to make the brick and mortar store easier to find. And to further create a local feel, each page linked to the location-specific Facebook page, displayed images from the location-specific Instagram feed, and showcased real-time Google reviews of that specific restaurant. It's a one-stop-shop for customers looking for more info about their store.

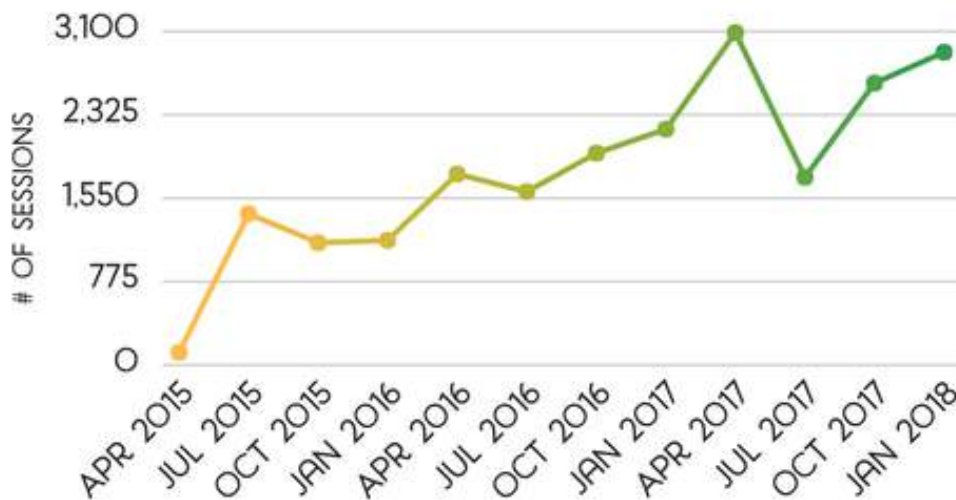


More importantly, this is a deliberate SEO technique. After these pages were built, we used our Google MyBusiness account to link these local pages to each of the local Google listings (Google loves directing its user to the most relevant online pages). Photos were also added to those Google pages to showcase the products we offer. In doing so, Google was able to see and respect the local pages and understand that we are best serving our customers by providing them with an experience that meets their needs, knowing that local information is more beneficial than general corporate information.

## Results

As a result of this, each of the location pages now rank #1 for geo-based branded searches. This allows customers and prospective guests to easily get the important information about their local stores. In addition, the more than 30 local pages and parent page (and lots of links and multimedia) add to the robustness of the site, helping the website's overall SEO richness.

## SYRACUSE ORGANIC TRAFFIC MARCH 2015 - MARCH 2018

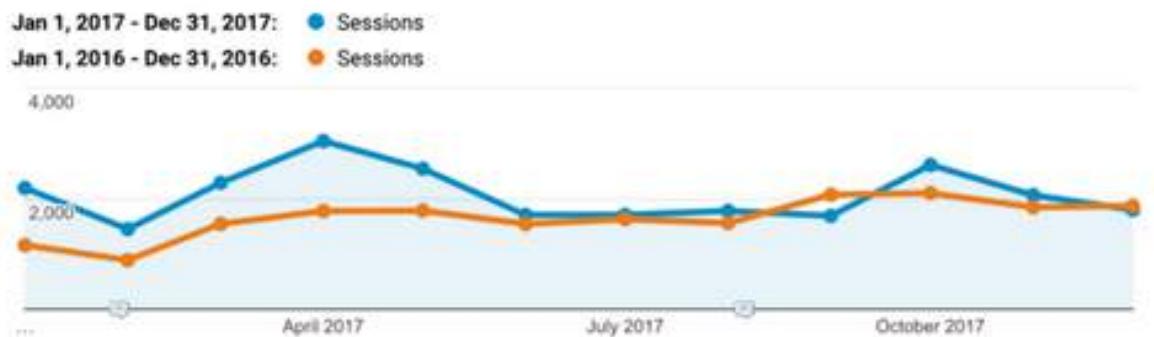


Over the course of three years, organic traffic accrued more than 61,000 sessions. Each year, organic traffic increased by more than 20%. (3)

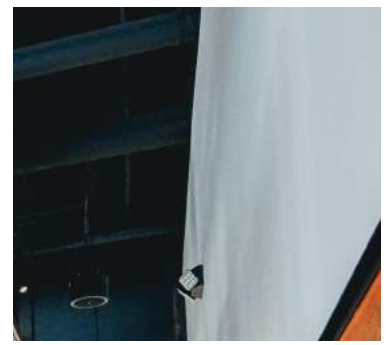
\*Decline in Spring 2017 is due to new website launch when Google needed to reindex the site/pages.

## SYRACUSE ORGANIC TRAFFIC 2017 VS 2016

Organic traffic increased by 20.5% from 2016 to 2017. (4)







## Conclusion

Website content is the foundation for creating awareness and developing a presence for a new, emerging company or brand. While social media remains a central tactic, it is only one piece of the digital puzzle. Ultimately, while a customer is on your website, the content that is there will either aid or hurt a decision to keep looking or make a purchase. It's imperative that marketers have a sound content marketing and SEO strategy in place when building and growing the brand's website.

## TOTAL ORGANIC TRAFFIC MARCH 2015 - MARCH 2018



- (1) Sourced from BrightLocal data for CoreLife Eatery Syracuse, NY (first store that opened in 2015).
- (2) Data extracted from Google Analytics, based on February 1, 2017 - February 1, 2018.
- (3) Graph based on organic traffic March 24, 2015 - March 24, 2018, in Syracuse, NY.
- (4) Graph based on organic traffic 2017 vs 2016 in Syracuse, NY.





#### About Site-Seeker, Inc.

Site-Seeker lives and breathes digital marketing. With decades of combined experience in emerging media and technologies, our services cater to clients large and small in both the B2C and B2B verticals. Like CoreLife Eatery, our company was born right in Upstate NY, and we've been working side-by-side with the growing business since their inception. Today, a dedicated team of professional marketers work together daily to fulfill CoreLife Eatery's digital needs - from store launch efforts to video production to website development and beyond. Each member is carefully recruited and undergoes a 12-week training when joining the team to ensure full comprehension of both Site-Seeker and CoreLife Eatery's initiatives and goals. Our team shares CoreLife Eatery's values and goes to great lengths to walk the walk. For more information about our team, visit [site-seeker.com/team](http://site-seeker.com/team).

FOR MORE INFORMATION  
VISIT [SITE-SEEKER.COM/CONTACT-US](http://SITE-SEEKER.COM/CONTACT-US)