

SEO Case Study

by Red Five Digital



The Client

Wolfgang's Steakhouse by Wolfgang Zwiener is a fine dining New York-style steakhouse that currently has 22 locations worldwide. They are known for serving premium dry-aged USDA Prime steaks that are widely recognized for being some of the best steaks that money can buy.

Since opening in 2004, Wolfgang's Steakhouse has been consistently rated as one of the top steakhouses in New York. First opening its doors in the Philippines in 2016, Wolfgang's Steakhouse now has three locations in the Philippines: Resorts World Manila in Pasay, The Podium in Ortigas, and Bonifacio Global City in Taguig.



The Problem

Wolfgang's Steakhouse already had a beautiful, on-brand website. However, as with any business website that does not have an SEO strategy in place, they experienced issues such as:

- Poor search rankings (Philippine website was buried by international website and articles about them)
- Broken links and other technical issues (site speed, SSL, etc.)
- Inconsistent GMB and website information
- High bounce rate and low conversion

The image shows a screenshot of Google Search Console Performance Scores and Google Maps results. The Performance Scores section displays three metrics: PageSpeed Score (E (55%)), YSlow Score (D (60%)), and Fully Loaded Time (14.3s). Below this is a map of Manila, Philippines, with three red location pins labeled A, B, and C. Below the map is a list of search results for 'Wolfgang's Steakhouse by Wolfgang Zwiener' and 'Wolfgang's'. Each result includes the address, phone number, and a 'Closes soon - 12AM' status. The results also feature 'WEBSITE' and 'DIRECTIONS' links.

Performance Scores		Page Details
PageSpeed Score	YSlow Score	Fully Loaded Time
E (55%) ▾	D (60%) ▾	14.3s ▾

Hours ▾ Your past visits ▾

A Wolfgang's Steakhouse by Wolfgang Zwiener	WEBSITE	DIRECTIONS
18 ADB Ave · (02) 505 6272		
Closes soon · 12AM		
B Wolfgang's	WEBSITE	DIRECTIONS
Newport Mall		
Newport Blvd · (02) 511 7009		
Closes soon · 12AM		
C Wolfgang's Steakhouse by Wolfgang Zwiener	WEBSITE	DIRECTIONS
One Bonifacio High Street · (02) 586 4892		
Closes soon · 12AM		

The Strategy

Red Five Digital performed a thorough website and SEO audit for Wolfgang's Steakhouse's Philippine locations. We identified the following key solutions to boost their search presence:

- Resolve technical issues on website (broken links, site speed, etc.)
- Standardize GMB listings and create webpages for each location
- Create and manage citations and backlinks
- Create a keyword strategy and publish SEO-optimized content at least twice a month
- Monitor and continuously improve results with Google Analytics, Search Console, and Bright Local



Our Complete SEO Solution



Keyword Strategy

- We'll help you target the most revenue-generating keywords based on search volume and user intent.



On-Site Optimization

- We'll fix your website's issues that affect SEO performance, such as website speed, sitemaps, and heading tags.



Link and Citation Building

- We'll create high-quality backlinks and citations that will boost your website's reputation on the web.



Local SEO

- We'll boost your rankings for every branch, making sure that you are in the Google Maps 3-Pack.



New Content

- We'll create high-quality content for your website, helping search engines connect you to your target search terms.



SEO Dashboard

- Need to write a report for your boss? Access your analytics anytime with your very own Google Analytics Dashboard.

The Results - Highlights

- New record for monthly users in September (4.41K users)
- 19.55% increase in organic sessions after 2 months
- 14.75% increase in organic visitors after 2 months
- 124.72% increase in website conversions (online reservations)

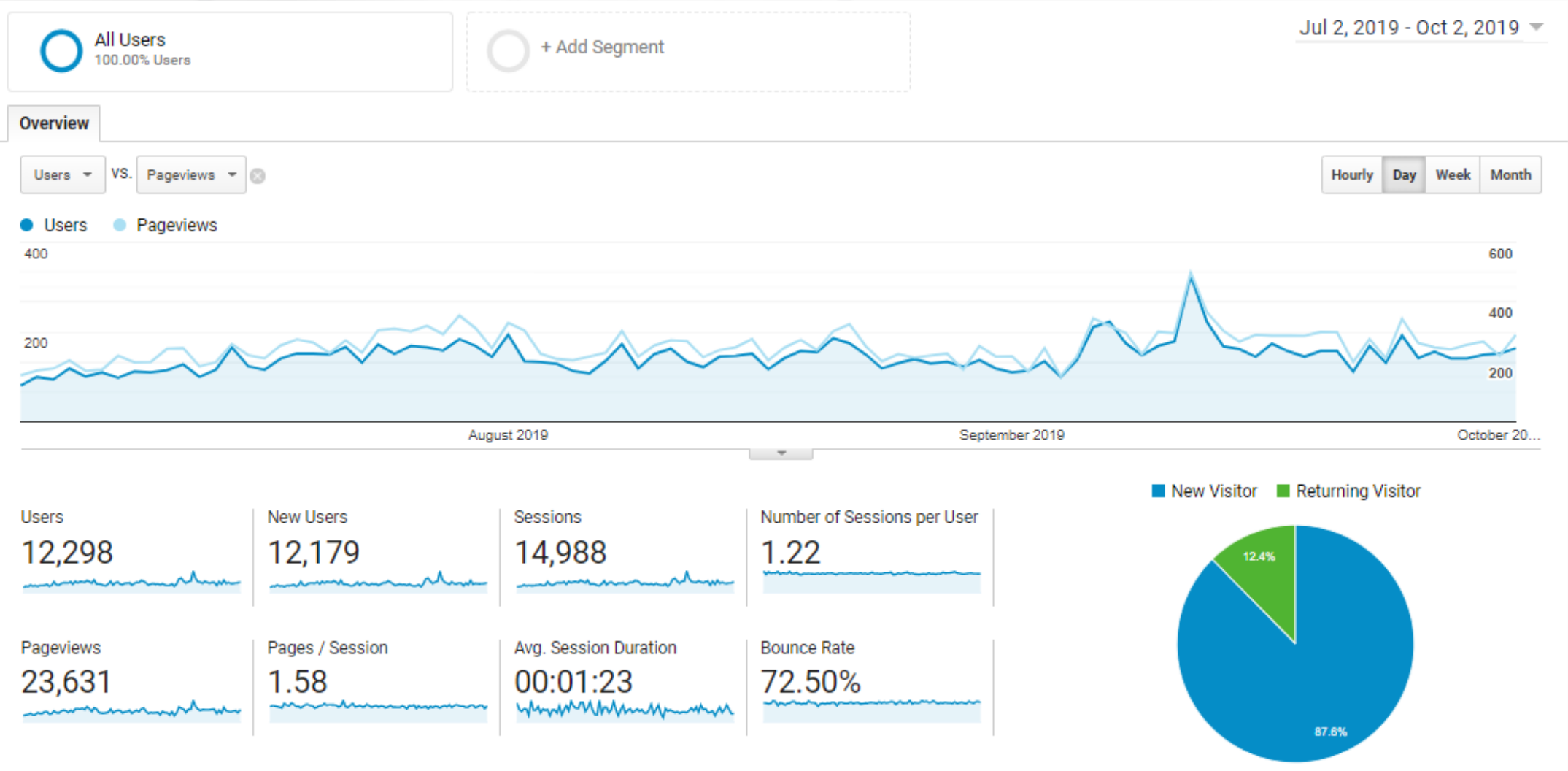
Source / Medium ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
All Users	15.08% ↑ 4,595 vs 3,993	12.72% ↑ 4,503 vs 3,995	16.40% ↑ 5,578 vs 4,792
Organic Traffic	14.73% ↑ 3,294 vs 2,871	12.25% ↑ 3,199 vs 2,850	19.55% ↑ 4,122 vs 3,448

Great work! You just hit a new record for monthly users.

Jul 1 – Sep 30, 2019

Your website had 4.41K users this month.

Google Analytics Snapshot



Keyword Rankings

Keyword	Search Ranking	Maps Ranking
Best Steakhouse Resorts World Manila	1	1
Steakhouse Resorts World Manila	1	1
Steak Resorts World Manila	1	1
Family Dinner Resorts World Manila	2	2
Best Steakhouse Ortigas	1	1
Steakhouse Ortigas	1	1
Steak Ortigas	1	1
Steak BGC	3	3
Steak Bonifacio Global City	3	3
Steakhouse BGC	3	2
Steakhouse Bonifacio Global City	3	3

Search Snapshots

“best steakhouse in resorts world manila”

Best Steakhouse Resorts World Manila

About 79 results (0.73 seconds)

4.0+ rating Hours

- Wolfgang's Steakhouse by Wolfgang Zwiener**
4.0 ★★★★★ (74) · Steak
Resorts World Manila, 2/F Newport Mall, Newport Blvd
Closed · Opens 12PM
Cozy · Groups
- Cru Steakhouse, Marriott Manila**
4.4 ★★★★★ (74) · Steak
2 Resort Dr
Closed · Opens 6PM
Reservations required · Cozy · Vegetarian options
- Wolfgang's Steakhouse by Wolfgang Zwiener**
4.4 ★★★★★ (135) · Steak
G/F The Podium, 18 ADB Ave
Closed · Opens 11AM
Elegant destination for steak & seafood

“steakhouse ortigas”

Steakhouse Ortigas

About 86 results (0.56 seconds)

Rating Hours

- Wolfgang's Steakhouse by Wolfgang Zwiener**
4.4 ★★★★★ (135) · Steak
G/F The Podium, 18 ADB Ave
Elegant destination for steak & seafood
- House Of Wagyu**
4.6 ★★★★★ (39) · Steak
Shangri-La Plaza, Shaw Boulevard
Cozy · Groups
- Sizzlin' Steak**
4.0 ★★★★★ (6) · Steak
Level 4, Robinsons Galleria EDSA cor. 1110, Ortigas Ave
Casual · Good for kids · Groups

More places

“steak bgc”

Steak BGC

About 7,040,000 results (0.82 seconds)

Rating Hours

- Raging Bull Chophouse & Bar**
4.6 ★★★★★ (327) · Steak
30th Street Corner 5th Avenue
Closed · Opens 11:30AM
Cozy · Groups
- Melo's Steak House**
4.2 ★★★★★ (94) · Steak
Burgos Cir
Opens soon · 11AM
Cozy · Groups
- Wolfgang's Steakhouse by Wolfgang Zwiener**
4.4 ★★★★★ (112) · \$\$\$\$ · Steak
LG/F One Bonifacio High Street
Cozy · Groups

Conclusion

- Wolfgang's Steakhouse saw a significant increase in SEO metrics in less than 3 months:
 - 19.55% increase in organic sessions after 2 months
 - 14.75% increase in organic visitors after 2 months
 - 124.72% increase in website conversions (online reservations)
- 2 out of 3 locations rank #1 on both Google Search and the Google Maps Pack





Thank you!

Questions? Send us an email at hello@redfivedigital.com