



HARVEST HALL

Harvest Hall increases brand awareness with 340% increase in total website impressions and 6.33% increase in overall traffic to their website following the deployment of Milestone's local solutions

Challenge

The client wished to drive brand awareness of their new food hall and increase traffic (overall and organic) to their website to increase online orders.

Solution

Milestone deployed a comprehensive local strategy to improve awareness online and increase website visitors and online orders:

- 1. Milestone Event Calendar:** Milestone deployed the Event Calendar feature on the website of the client to increase brand awareness online and the footfall to their property.
- 2. Mobile-first design:** Deployed a mobile-first design to improve the user experience of the website
- 3. Milestone FAQ Manager:** To be the pick for relevant queries online in a conversational format, Milestone deployed their FAQ module on the website and give website visitors key business information.
- 4. Schema optimization:** To improve SERP saturation in the form of rich results, Milestone deployed relevant schema types to the home page content and the primary product pages across the website.
- 5. Voice search optimization:** Using popular user queries, Milestone created rich informative content highlighting the USP of the food hall for it to be picked as a voice search answer.

Results

Taking a quarterly comparison following implementation of the local strategies, the client experienced:



6% increase

in organic traffic on the website



50 hard conversions following implementation

449 soft conversions on the new website