



## HARVEST HALL

**Harvesy 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