

SEO Case Study: La Herradura's Explosive Digital Growth in 6 Months

www.laherraduradejoliet.com 



Summary of Events

Read more to see how: La Herradura successfully transitioned from a hidden gem to a digital destination for Chicago music lovers, proving that with the right SEO strategy, even the most competitive markets can be cracked.

Metric	Month 1	Month 6	Growth
Monthly Visitors	2,400/mo	17,000+/mo	704% Increase
Google Direct Traffic	1,600/mo	7,000+/mo	438%
Contacts & Subscribers	~50 Total	1100+ Total	Rapid Lead Growth

The Challenge:

- Vibrant music venue, wanted to increase attendance at their events by targeting a broader audience in the highly competitive Chicago music scene.
- Although they had a loyal community and strong offline presence, their website did not reflect the energy of their events and lacked basic SEO optimization.

The Approach:

To meet La Herradura's goals, we executed a custom SEO strategy tailored to Chicago's competitive event landscape:

- **Competitive SEO Analysis:** We performed in-depth research on leading Chicago music venues to benchmark keywords, backlink strategies, and on-site content.
- **Keyword Optimization:** We focused on high-intent, event-related keywords with local modifiers to drive relevant clicks.
- **High Converting Link-Building Campaigns:** A steady mix of business citations, white hat backlinks, and guest posting helped increase the site's authority and traffic.
- **Website & Social Integration:** We improved the site UX and embedded dynamic social feeds to capitalize on seasonal engagement spikes.
- **Performance Monitoring & Adaptation:** Continuous data-driven adjustments ensured visibility in shifting search environments.

The Results:

The transformation over six months was dramatic and measurable:

- 🚀 **704% Increase in Monthly Traffic** - From 2,000 to over 17,000 visitors/month.
- 📈 **438% Boost in Google Direct Traffic** - A sign of improved brand awareness and user return rate.
- 📧 **1,100+ New Subscribers & Contacts** - Building a loyal digital audience for ongoing event marketing.
- 🌐 **Stronger Local Presence** - Now ranking for multiple high-value local event and venue terms in Chicago.

The Conclusion:

Through a focused and adaptive SEO strategy, La Herradura was able to significantly expand its online visibility and connect with a much larger audience in a highly saturated market. The combination of targeted keyword work, strategic backlink building, and improved website integration helped convert digital traffic into real community growth. This case demonstrates how aligning SEO with business goals can lead to remarkable, measurable success—turning a strong local presence into a dominant force in the Chicago event scene.

Traffic Overview

Track your site's traffic trends and get to know your visitors. [Learn more](#)

[Calendar](#) Last 90 days (Mar 8 - Today) [Dropdown](#) compared to previous period (Dec 8, 2024 - Mar 7, 2025)

Site sessions

37,867 ↑ 704%

Unique visitors

25,197 ↑ 607%

Time period: Jan 1 - May 31, 2025 ⓘ

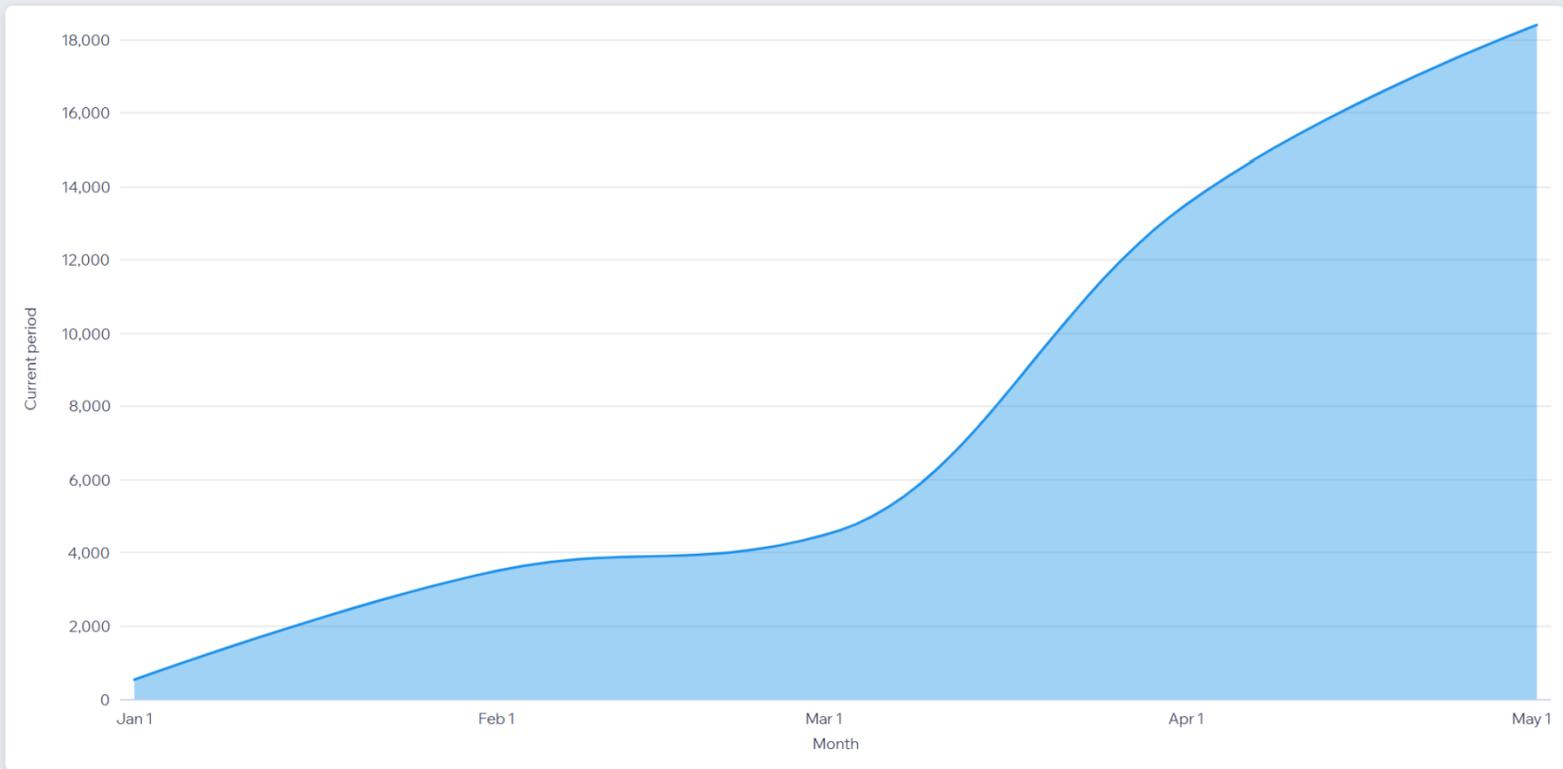
[Line Chart](#) [Bar Chart Split](#) [Table](#)

Select a time period: **2025/01/01 - 2025/05/31**

Compare to: **None** Previous period Last year

Group by: **Day** Week Month

Select a measure: **Site sessions** More • 26



Unique visitors

25,197

- New **98%** • 24,693
- Returning **2%** • 504

Site sessions

37,869

- Mobile **96%** • 36,265
- Desktop **4%** • 1,545
- Tablet

Sessions [Dropdown](#) by source and category [Info](#)

Google (Organic)	↑ 438%	18,910
Instagram (Organic)	↑ 267,975%	10,723
Direct	↑ 591%	7,459
Facebook (Organic)	↑ 965%	458
Bing (Organic)	↑ 368%	159

[View Report](#)

Avg. sessions by day [Dropdown](#)

[View Report](#)



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www.crownpointdigital.com

support@crownpointmedia.org

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