

SEO Case Study: Uncorkit's Expansive Digital Growth in 6 Months

www.uncorkitchicago.com



Summary of Events

Summary of Events Read more to see how: Uncorkit successfully transitioned from a local favorite to a high-traffic digital retailer, proving that with the right hyperlocal SEO strategy, even competitive eCommerce markets can be cracked.

Metric	Month 1	Month 6	Growth
FirstTime Purchasers	94/mo	150+/mo	114%
New Users	245/mo	13,000+/mo	5,206%
Online Revenue	\$14,000/mo	\$21,000/mo	50% Increase Rev.

The Challenge:

- Uncorkit wanted to increase digital sales and revenue by targeting a broader audience while maintaining a strong hyperlocal foothold.
- Although they had quality inventory and a potential customer base, their website lacked the search visibility needed to capture high-intent traffic and did not effectively convert browsers into buyers.

The Approach:

To meet Uncorkit's goals, we executed a custom SEO strategy tailored to the competitive eCommerce landscape:

- **Competitive SEO Analysis:** We performed in-depth research on leading niche retailers to benchmark keywords, backlink strategies, and on-site content structure.
- **Hyperlocal Keyword Optimization:** We focused on high-intent, product-related keywords with local modifiers to drive relevant clicks from users ready to purchase.
- **High Converting Link-Building Campaigns:** A steady mix of business citations, white hat backlinks, and industry outreach helped increase the site's authority and domain trust.
- **Website & UX Integration:** We improved the site UX to streamline the path to purchase and ensure the digital storefront reflected the quality of the brand.
- **Performance Monitoring & Adaptation:** Continuous data-driven adjustments ensured visibility in shifting search environments.

The Results:

The transformation over six months was dramatic and measurable:

- **5,200%+ Increase in Monthly New Users** – From just 245 to over 13,000 visitors/month, representing a massive surge in brand awareness.
- **50% Boost in Online Revenue** – Monthly revenue climbed from \$14,000 to \$21,000, validating the quality of the traffic driven to the site.
- Growth in First-Time Purchasers – New customer acquisition jumped from **94 to 150+ per month**, building a loyal customer base for future retargeting.
- Dominant Search Rankings – **Now ranking for 35 keywords in the Top 3 and 45 keywords in the Top 10, securing high-value digital real estate**

The Conclusion:

Through a focused and adaptive hyperlocal SEO strategy, Uncorkit was able to significantly expand its online visibility and connect with a much larger audience in a saturated market.



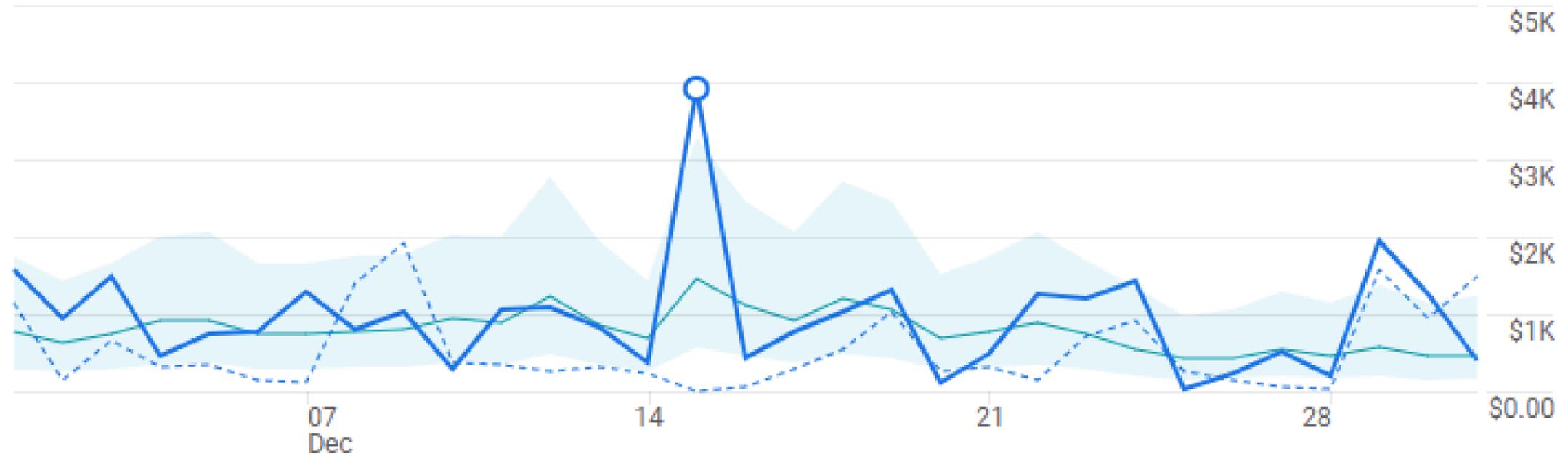
Home

Total revenue ▼
\$29K
↑ 78.3%

Sessions ▼
15K
↑ 18.9%

New users ▼
13K
↑ 28.8%

First time purchasers ▼
150
↑ 114.3%



— Last month — Previous period — Peer median and range: Alcoholic Beverages

Last month ▼

[View reports snapshot](#) →



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