



SEO Strategies for Private Chef Booking Platform

PROJECT DETAILS

 Search Engine Optimization

 Jul 2021 - Dec 2021

 \$10,000 to \$49,999



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PROJECT SUMMARY

Earned Media worked as a private chef booking platform's SEO strategy team. The vendor also offered consulting for the client's organic growth.

PROJECT FEEDBACK

The client had seen a spike in organic traffic since working with Earned Media, which had metrics that are far beyond what they both expected. The client also achieved about 105,000 additional searches per month and over 500 new queries since the implementation of their SEO recommendations.

The Client

Please describe your company and your position there.

I'm the CMO of Gathar – Australia's largest marketplace for booking amazing private chefs and caterers. We connect people who love to cook with people who love to entertain (but hate the hard work that comes with it!)



Ashton Tuckerman
CMO, Gathar



Hospitality & leisure



Brisbane, Australia

The Challenge

For what projects/services did your company hire Earned Media, and what were your goals?

Now in year four of our startup journey, we have gathered many learnings and recognised the impact SEO has had on our early success. Organic is our biggest traffic driver and highest converting channel. In addition to our always-on SEO work with Earned Media, we wanted to engage Nick and his team on a project to identify areas for improvement that would hopefully result in a notable organic growth spike. Within this time, we also agreed to 'double down' on offsite link-building to improve our DR by the end of 2021.

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

How did you select this vendor and what were the deciding factors?

From our existing relationship with Nick, we knew Earned Media was the right fit for this project. Nick has taken the time to understand our unique business needs and offers advice that he himself would take if he were the business owner.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

This 6-month project was broken into key milestones, delivered by Nick and Shawn. This included in-depth keyword research, a full site architecture review, delivery of insights and actionable recommendations, and reviews after actions were taken to assess their impact.

How many people from the vendor's team worked with you, and what were their positions?

For this project we worked with Earned Media's founder, Nick, and marketing partner, Shawn.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Since implementing these SEO improvements, we have clearly seen a spike in organic traffic as well as DR improvements (we exceeded our goal of achieving a DR of 33-35 by EOY, hitting 40 in December). We are also now seeing Gathar index for 105,000 additional searches per month (over 500 new queries) since these SEO recommendations were actioned.





Describe their project management style, including communication tools and timeliness.

During this project, we had a constant open dialogue with the Earned Media team. I had a high level of trust that Nick and his team could work with various Gathar stakeholders and would loop in the right parties at the right time via email, Slack, or Hangouts for efficiency. All milestones were met on time and we were able to start seeing improvements within the project period.

What did you find most impressive or unique about this company?

There was a great deal of complexity involved around the site architecture review, as our platform is custom-built. Shawn worked independently with our CTO and platform creator as development tasks were rolled out to meet his recommendations. It was invaluable to have their team lead our technical conversations.

Are there any areas for improvement or something they could have done differently?

No

