

Cole's Lounge



The Challenge:

Cole's Lounge experienced technical errors on the website such as redirection problems, which disrupted link flow. The site also experienced slow page loading speed with un-optimized image files. On-page elements of the site were also not optimized.



The Solution:



SEM, FACEBOOK & INSTAGRAM

- Created on-page optimization across the entire website.
- Solved redirection issues and implemented 'no-index' to some pages.
- Added alt text for images and reduced images' file sizes to improve & enhanced page loading speed.
- Built local citation to improve website credibility to target audience.

The Results:



Increase in
Rankings on
Google



Increase in
Organic Traffic