



SAUCEY

Beer, Wine & Spirits Delivered

% INCREASE IN ORGANIC SEARCH TRAFFIC

Los Angeles-based on-demand alcohol startup Saucey has delivered good times in a bottle since 2013 but held off raising VC funding till now. The service just pulled in \$4.5 million in seed money to make its platform more efficient.

Saucey origins begin with three buddies who worked together and liked to imbibe after a long day. Founders Chris Vaughn, Daniel Leeb and Andrew Zeck were toiling away at messaging startup Text Plus when the idea hit them they could be delivering booze to the greater L.A. area.

THE CHALLENGE:

- ❑ To drive targeted traffic to their website
- ❑ To improve the rankings in the local search
- ❑ To increase calls/leads for the website.

Efforts:

Audit conducted on the website revealed that website was poorly structured with low content and was missing on-page SEO.

Findings:

- ❑ Targeted keywords for the website were missed out
- ❑ Poorly designed website increased the bounce rate hence decreasing the sales and conversions
- ❑ Meta tags were missing
- ❑ Business was not listed in any of the search engine.
- ❑ Local citations were missing
- ❑ Social buttons were missing

SOLUTION:

- ❑ We wrote and optimized product and service content on saucey.com, created a Saucey blog to increase customer engagement and online conversions.
- ❑ Relevant keywords were integrated throughout Saucey which gave the organic traffic a boost.
- ❑ Saucey was listed in the search engines which gave it visibility in the SERP
- ❑ Social Buttons were added which gave it more credibility.
- ❑ Created a unique landing page with local SEO point of view by including address, phone number, Map and directions.
- ❑ Created a business listing for the store in Google and Bing. We created a business Google and Microsoft account for this as it carries more importance. The advantage of a verified business listing is greater SERPs dominance for brand searches, which can increase CTR.
- ❑ Built citations in relevant directories as it makes the business registered with well-known business directories.
- ❑ Added a Google review to the local business page as it has a positive effect on ranking.

RESULTS:

Our work continues to grow Saucey’s business. Over the last quarter, Saucey touch has experienced a 72.8% increase in organic search traffic & 42% increase in form leads.

Keyword	Rank
alcohol delivery	1
liquor delivery service	1
wine delivery	1
alcohol delivery service near me	1

QUOTE FROM THE CLIENT:

“WEB COMPLETESOLUTIONS DELIVERED SMART WORK FASTER THAN I EVEN NEEDED IT. AND WHEN I ASKED QUESTIONS OR FOR MORE DETAILS, WEB COMPLETESOLUTIONS DELIVERED AGAIN. EXCELLENT KEYWORD RESEARCH AND IDEAS FOR HOW TO IMPLEMENT ON PAGE EVEN ON A TOPIC THAT WAS VERY DETAILED AND SPECIFIC. WILL DEFINITELY HIRE AGAIN.”

CHRIS VAUGHN, SAUCEY