

Small Business SEO Case Study: Achieving Higher Rankings and Qualified Traffic

Search engine optimization (SEO) is both complex and time consuming. While most small business owners understand the importance of SEO, they often lack the time or expertise to implement an effective campaign. That's where Daytek Digital Agency comes in. We've helped small businesses achieve higher rankings and more qualified traffic through SEO. Here is a small business SEO case study.

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Case Study: Pangea Cuisines






Pangea Cuisines is a globally inspired food truck based in **Medford, Massachusetts**, known for its fusion of bold flavors from around the world. Despite a loyal local following, the business struggled to scale its customer base and improve weekday sales. They needed a digital upgrade to match their culinary creativity—and that's where **Daytek Digital Agency** came in.

Before working with Daytek Digital Agency, Pangea Cuisines faced several common issues: outdated, non-mobile-friendly website; low visibility in local search results; inconsistent social media presence;

difficulty updating followers on truck locations and menu changes; and limited brand recognition outside of existing customer referrals.

We redesigned Pangea Cuisines' website from the ground up with a clean, modern look and a mobile-first approach. Daytek devised a customized marketing plan, incorporating **search engine optimization (SEO)**, website optimization, **content creation**, and **social media marketing**. Our SEO team focused on targeting Medford and surrounding metro areas. We created a content plan and executed consistent posts across Instagram and Facebook.

In just **90 days**, Pangea Cuisines experienced measurable results:

-  **42% increase in website traffic**, with 78% coming from mobile users
-  **Ranked on page 1** for “Medford food trucks” and related search terms
-  **30% boost in weekday sales**, driven by better visibility and online orders
-  **400+ new Instagram followers** and a 4x increase in engagement
-  Fully booked calendar for private events and catering inquiries

“Daytek completely transformed how customers find and interact with us. Our new website is sharp and easy to use, and now people know exactly where to find us each day. The SEO and social media strategy brought us new traffic, new

customers, and more bookings than ever before.”

— **Andrea C., Owner of Pangea Cuisines**

Pangea Cuisines is a perfect example of how creative food and smart digital strategy go hand-in-hand. With a modern website, focused local SEO, and an engaging social media presence, Daytek Digital Agency helped this Medford-based food truck turn digital visibility into real-world growth.

Local SEO for Small Businesses


Throughout the duration of the projects, we continually learned the importance of collaboration, communication, and empowerment. The positive outcomes also reinforced the value of SEO. The success of these initiatives hinged on close cooperation between our team and the clients, as each brought different levels of SEO knowledge to the table.

Through open and effective communication, we were able to share insights and build a mutual understanding. Our clients had a deep knowledge of their target audiences and market needs. By working together, we developed multiple buyer personas and conducted in-depth keyword research to craft a content plan that spoke directly to each persona.

Ready to double your website traffic through smart SEO?

Reach out to **Daytek Digital Agency** and discover the difference

strategic SEO can make. Local search is a powerful and budget-friendly way for small businesses to boost their online presence and connect with nearby customers.

 Contact the digital marketing experts at **Daytek Digital Agency** today to learn how our local SEO services can help your business thrive!