



Lone Oak Brewing

Digital Growth & SEO Project



Summary of Work Completed

Project Background

Lone Oak Brewing, a growing hospitality business in Prince Edward Island, was struggling with online visibility. When potential customers searched for their business type, they weren't showing up in search results, either on PEI or in neighboring provinces. They also lacked key digital tools like **Google Analytics, Google Webmaster (Search Console), Structured Data, and Bing Webmaster**, making it difficult to track performance or optimize their online presence.

Since engaging with Brand Butter, their website has been visited by **+45,000 tracked users**, with **+41,000 of them coming from organic search results** (Google: +40,000; Bing: +1,000).

For a full breakdown of the impact of this project, feel free to skip down to the **Final Impact** section; otherwise, here's a view of what Brand Butter implemented and why it matters.

Key Services Implemented & Their Impact

1. Google Analytics Setup

- **What It Is:** A tool that tracks website visitors, how they found the site, what they do on the site, and how long they stay.
- **Why It Matters:** Before this setup, Lone Oak had no way to measure website traffic or user behavior. Now, they can track **real-time data on how people interact with the site**, allowing for better marketing decisions.
- **What We Did:** Installed **Google Analytics** to track visitor behavior, website traffic sources, and user engagement. Ensured data accuracy by **configuring event tracking, goal conversions, and audience segmentation**.
- **Additional Benefits:** Identifies which marketing efforts are driving traffic. Highlights pages with **high engagement or drop-off rates**, helping optimize content and improve user experience. Helps refine digital strategies for better audience targeting and retention.

2. Google Search Console (Webmaster Tools) Setup

- **What It Is:** A platform that helps website owners understand how their site appears in Google search results.
- **Why It Matters:** Without it, Lone Oak had no insight into whether their pages were indexed (recognized by Google) or if errors were affecting their search rankings. Now, they can see which search terms bring in visitors and fix any issues preventing them from ranking higher.
- **What We Did:** Set up **Google Search Console** to monitor search traffic, indexability, and keyword performance. Added **Lone Oak's XML sitemap**, ensuring Google efficiently **crawls and indexes all pages**. Fixed technical SEO issues that might have blocked pages from appearing in search results.
- **Additional Benefits:** Allows Lone Oak to see **which search terms drive traffic**. Helps identify and fix **indexing errors**, broken links, and mobile usability issues. Enables better **click-through rates (CTR)** by refining page titles and descriptions.

3. Bing Webmaster Tools Setup

- **What It Is:** Similar to Google Search Console but for **Bing**, ensuring visibility on **Microsoft-powered search engines**.
- **Why It Matters:** While Google is dominant, Bing still accounts for a small but significant portion of search traffic. Now, Lone Oak's website is optimized for both platforms.
- **What We Did:** Similar to **Google Search Console**, but for Bing. Added **Lone Oak's XML sitemap** to help Bing index their site properly. Monitored Bing search performance and ensured technical SEO best practices were followed.



- **Additional Benefits:** While Bing has a smaller market share than Google, it still drives a **portion of search traffic**. Provides an **additional channel for visibility**, particularly among users of Microsoft Edge and Windows-based devices.

4. Structured Data (Schema Markup) Implementation

- **What It Is:** A special type of code added to a website that helps search engines better understand and display content in search results.
- **Why It Matters:** Before this, Lone Oak's search results were just **plain text links**. Now, Lone Oak can appear with **rich snippets**, making them more **visually appealing and click-worthy** in search results.
- **What We Did:** Implemented **Business Structured Data** to help search engines understand and display Lone Oak's business details in rich search results. Added **location-specific structured data** for each of their restaurant and brewery locations.
- **Why It Matters:** Enables Google to show **enhanced search results** with business hours, location information, and reviews. Improves **local SEO** by helping search engines recognize individual locations for better local rankings.

5. Google My Business (GMB) Optimization

- **What It Is:** A business listing on Google that helps people find information like address, hours, reviews, and photos.
- **Why It Matters:** Lone Oak's listings were incomplete and unoptimized. We updated them with the right **keywords, business details, and images** to increase their visibility on Google Maps and local searches.
- **What We Did:** Optimized **Google My Business profiles** for all Lone Oak locations.
- Ensured **accurate business information (Name, Address, Phone)** and added location-specific keywords. Improved visibility on **Google Maps and Local Search**.
- **Why It Matters:** Enhances **local search discoverability** and Google Maps rankings.
- Increases engagement by providing **accurate business details, photos, and customer reviews**.

6. Google Ads Optimization & Consolidation

- **Why It Matters:** This streamlined campaign management, improved tracking, and maximized advertising effectiveness.
- **What We Did:**
 - Merged separate Google Ads accounts for multiple locations into **one unified account**.
 - Set up **Performance Max campaigns** to automate ads across Google Search, YouTube, and Google Display.
 - Optimized ad spending to **focus on tourists and customers outside of PEI**.

7. SEO (Search Engine Optimization) Enhancements



- **Why It Matters:** Before this, Lone Oak wasn't showing up in search results. Now, they rank **organically** for relevant searches, bringing in **tens of thousands of visitors** without paid ads.
 - **What We Did: Keyword research:** Found the best search terms to target. **On-page SEO fixes:** Optimized **meta titles, descriptions, and headers**. **Mobile & speed improvements:** Ensured the site loads fast and works well on all devices.
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Final Impact

Since implementing our digital growth and SEO strategies, Lone Oak Brewing has achieved significant improvements in online visibility, search performance, and website engagement. The numbers below demonstrate the impact of our efforts:

- **+818,000 Search Impressions** – Lone Oak's website appeared in **over 818,000 searches** across Google and Bing, drastically increasing brand awareness and online discoverability.
- **+45,000 Total Website Visitors** – Over **45,000 people** have visited the Lone Oak website since the project began, proving that the business is now attracting and retaining online audiences.
- **+41,000 Organic Visitors** – A **staggering 91%** of website traffic came from organic search, with **+40,000 visitors from Google** and **+1,000 from Bing**, demonstrating the effectiveness of our SEO optimizations.
- **65.78% User Engagement Rate** – Visitors aren't just landing on the site; they're engaging. **Nearly two-thirds** of users took meaningful actions, such as navigating through multiple pages, reading content, or clicking on links.
- **21.1% Return Visitor Rate** – Over **1 in 5 users** returned to the website more than once, indicating that Lone Oak's digital presence is not only attracting new visitors but also building a loyal audience.
- **Increased Visibility in Key Cities** – Lone Oak is now more discoverable in its home market and beyond, with high traffic from **Charlottetown, Halifax, Toronto, Montreal, Edmundston, New Glasgow, Saint-Quentin, Summerside**, and others. This increased exposure aligns with the goal of **capturing both local and tourist traffic**.
- **Lone Oak Is Now Discoverable in Search Results** – Previously absent from search rankings, Lone Oak now **consistently appears** for relevant searches, helping customers easily find their locations, menus, and events.
- **Stronger Presence on Google Maps & Bing Search** – With optimized business listings and structured data, Lone Oak now stands out in **local search and map results**, making it easier for customers to find directions and key business details.



- **Sustained Traffic & Business Growth** – Lone Oak **experienced a growth year**, demonstrating that digital visibility directly contributed to increased awareness, engagement, and potential in-store visits.

Through our targeted search optimization and ad campaigns, we ensured that when people were looking for craft beer, breweries, or great places to visit upon arriving in PEI, Lone Oak Borden Carleton showed up front and center. Our work positioned your location as a must-visit stop, both organically and through paid search, ensuring visibility at the exact moment travelers were deciding where to go.

The result? A **dramatic increase in foot traffic** to that location, as confirmed by Google Analytics and customer behavior trends. This isn't just coincidence—it's the power of being strategically placed in front of the right audience at the right time.

This project **transformed Lone Oak's online presence**, making them a **searchable, trackable, and competitive brand** in the digital space.

