



"We are truly impressed and satisfied with the results that Hassan Bawab and Magic Logix have delivered. Our website traffic has increased drastically from our initial website design and development, to our current SEO Campaign! Due to the exposure from online marketing and SEO, we have now managed to open 13 locations across Texas."

Jose Fuentes, Owner
Gloria's Restaurants

www.gloriasrestaurants.com

The Challenge:

To reach Gloria's Restaurants' target audience that was searching for related keywords such as "Tex-Mex Restaurants."

The Approach:

Because Magic Logix designed the website to be SEO-friendly, the strategy relied on organic search engine optimization through proper keyword research and link building. The objective was to reach their target audience through location and build keywords/links that were commonly searched while targeting specific locations where the restaurants were located.

The Solution:

By developing a geo-targeted online marketing plan, Magic Logix employed keyword research, local directory submission, article submission with keywords, social bookmarking, blogging, link building and social media integration. As a result, within three months, the website saw a 33% increase in overall traffic. Organic search engine traffic contributed to 79% of the overall traffic.



FIGURE ONE:

Magic Logix designed and developed the online identity for Gloria's, showcasing the restaurant's colorful cuisine and upscale ambiance.

www.gloriasrestaurants.com

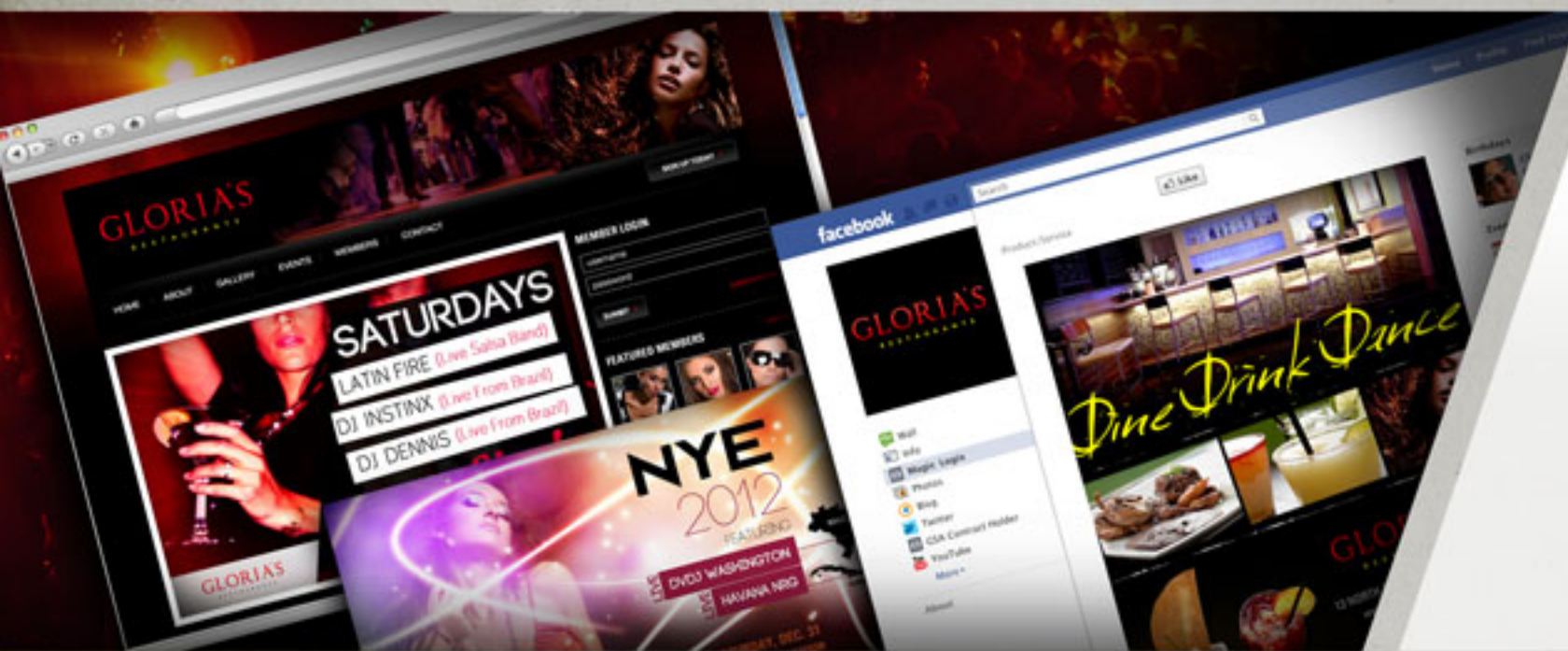


FIGURE TWO:

To promote nightlife at Gloria's, Magic Logix crafted an SEO/social media campaign featuring a stand-alone sister site focused on live events.

www.gloriasnightlife.com



FIGURE THREE:

In addition to multiple collateral pieces including flyers, print ads and business cards, Magic Logix designed Gloria's latest dinner and lunch menus.

Available at Gloria's Locations