UPGROW
CocuSocial
SEO Case Study

ABOUT COCUSOCIAL

CocuSocial creates social cooking and tasting experiences in 14 cities with an ongoing city-by-city expansion plan. They offer foodies and aspiring amatuer chefs classes like dumpling making, wine tasting, and art of sushi taught by entertaining and experienced local chefs at chic restaurants and hotels.

They rely on online bookings to keep every class full with SEO being a critical component of the marketing program.

CHALLENGE

As a newer startup cooking class brand, they are going up against competitors that had been in the market longer with more resources. Additionally, **CocuSocial.com** was not initially developed with SEO best practices and a site change in early 2019 had slowed organic search traffic as well.

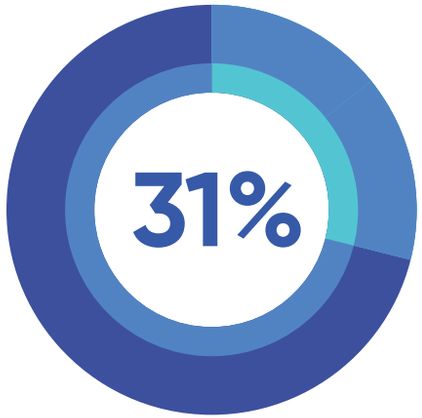
While **CocuSocial** rolled out into multiple new cities, they needed to gain local organic traffic for each of the new city pages and start indexing the additional classes. Each new city offered different and unique classes which presented new target keywords.

SOLUTION

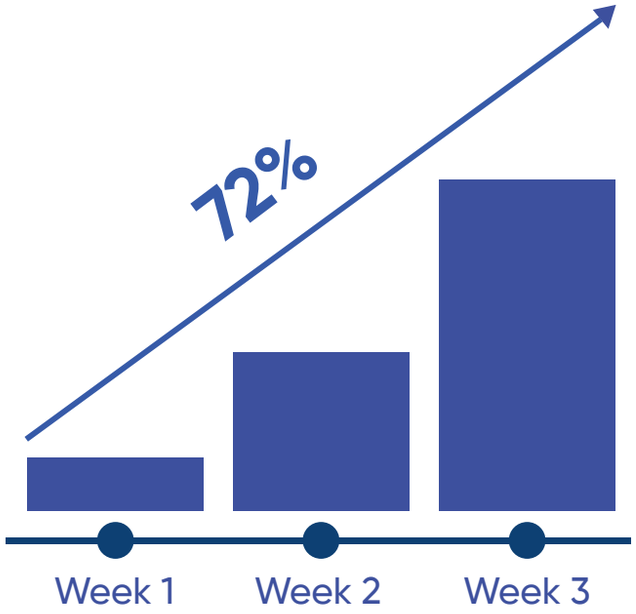
Upgrow started an SEO engagement with **CocuSocial** in October 2019 by auditing the website to understand the challenges and opportunities. By reviewing the data we were able to immediately identify indexing issues resulting from a URL structure change. Additionally, we fully rebuilt the sitemap and robots.txt files to improve how search engines index the site and better utilize the crawl budget. New click-enticing page titles and descriptions were also created.

RESULTS

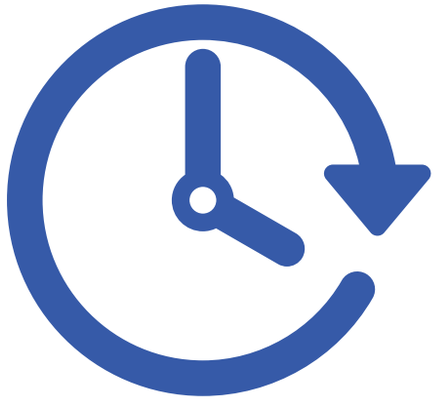
After implementing the initial phase of the SEO plan, we were able to see immediate results after just 3 weeks. By focusing on the biggest indexing issues we were able to see big early wins with both traffic and class bookings.



SEO Traffic incease of **31%**



SEO Bookings increase of **72%**



Time period **3 weeks**

“In a short period of time, Upgrow’s SEO efforts have garnered significant results. Overall traffic has increased, which has led to an increase in orders. Their team is professional and dedicated to solving problems. ”

- Billy Guan, Cocusocial Co-Founder & CEO

UPGROW

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