

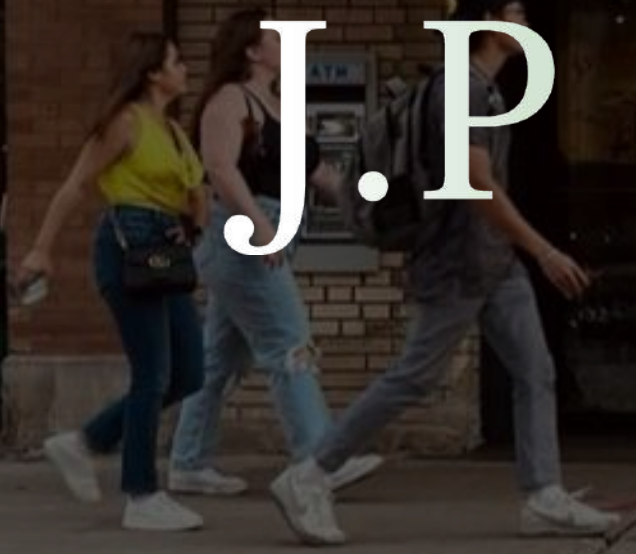
J.P. GRAZIANO  
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# J.P. Graziano

GROCERY Co. Inc.



Case Study

# ABOUT J.P GRAZIANO

JP Graziano is an Italian sandwich shop in Chicago dating back to 1937.

While the name is very popular, more and more people are starting to find out about it. The goal was to improve search visibility, drive organic traffic, and increase online orders and in-store visits.





# The Challenge:

## **Backlinks:**

The shop needed more backlinks from newer articles and blogs to improve search visibility. Creating fresh content would help generate these backlinks.

## **Keyword Performance:**

Existing content lacked optimized keywords that matched how potential customers searched for sandwich shops. To improve this, we introduced local street names and nearby areas, expanding the shop's search reach.





# The Solution:

## Backlink Development:

We secured high-quality backlinks from food blogs, Chicago-based news sites, and restaurant directories to strengthen domain authority and increase referral traffic.

## Local SEO:

We optimized the Google Business Profile with updated photos, detailed service descriptions, and adding reviews to boost visibility in local search results via Google Reviews.



# The Results:

## Higher Search Rankings:

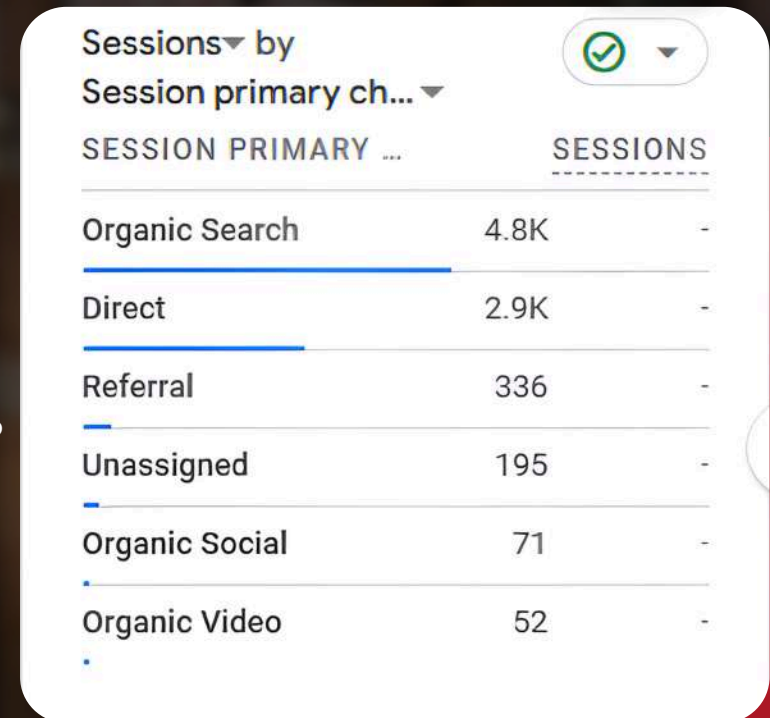
The website began ranking on the first page for key terms such as “best Italian subs in Chicago” and “Chicago Italian deli.”

## Stronger Online Authority:

The backlink strategy contributed to improved domain trust, making it easier for search engines to recognize JP Graziano as a leading establishment in Chicago’s food scene.

## Increased Organic Traffic:

More customers discovered the shop through search engines



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