

LEGENDS

DESSERTS & BURGER BAR

SEO Case Study

DE:STRUKT

Introduction

In **September 2024**, Legends Burgers began their SEO journey with a clear mission: to grow online visibility, increase direct orders, and reduce reliance on paid advertising. Starting with an SEO audit, technical clean-up, and a content strategy, we built the foundation for long-term organic growth.

By **July 2026**, the results speak for themselves: dramatic increases in impressions, clicks, keyword rankings, and most importantly sales. This case study outlines the progress made, the benefits SEO delivered, and the measurable business outcomes achieved.



The Benefits of SEO for Legends Burgers

When Legends Burgers started SEO in September 2024, they were making £6,417 from 397 orders in a month through Flipdish. By July 2026, that number had grown to £47,760 from 2,434 orders.

Here’s what SEO has delivered:

1. More Customers Finding Them

From 15.3K impressions to 163K impressions, far more people now see Legends Burgers when they search online.

2. More Clicks and Visits

Website visits from Google grew from 877 clicks to nearly 5,000 clicks a month.

3. More Orders and Sales

SEO helped boost online orders by over 270%, and sales are now more than four times higher each month than when they started.

4. Ongoing Growth Without Ads

Instead of relying only on paid adverts, SEO brings in a steady flow of new customers every month.

5. Clear Tracking with Flipdish

Because Legends Burgers uses Flipdish, we can directly connect SEO results to real sales and order numbers, showing exactly how much extra money SEO is bringing in.

INCREASED VISIBILITY & BRAND AWARENESS

Expanding its reach by over 800%



SEPT 2024

15.3K

IMPRESSIONS

JUL 2026

163K

IMPRESSIONS

HIGHER QUALITY TRAFFIC

Meaning more potential customers are landing on the website without paid ads

SEPT 2024

877

CLICKS

JUL 2026

4,927

CLICKS

IMPROVED CONVERSIONS & SALES

Form submissions increased by 41% month-on-month (39 to 55), showing stronger engagement and lead generation

SEPT 2024

£6,417

ONLINE SALES

JUL 2026

£47,760

ONLINE SALES



What We Did

To grow Legends Burgers' online presence, we carried out a full SEO strategy that focused on both technical fixes and growth opportunities.

Step 1: SEO Audit & Quick Wins

- Ran a full SEO audit to uncover issues holding the site back
- Fixed redirects, missing tags, and broken links
- Improved site health score from 95% to 97%

Step 2: Technical SEO & Website Health

- Resolved problems like orphan pages, slow-loading pages, and indexing errors.
- Added missing meta descriptions, H1 tags, alt text and improved titles.
- Kept the website fast, easy to use, and search-friendly

Step 3: Content & Keywords

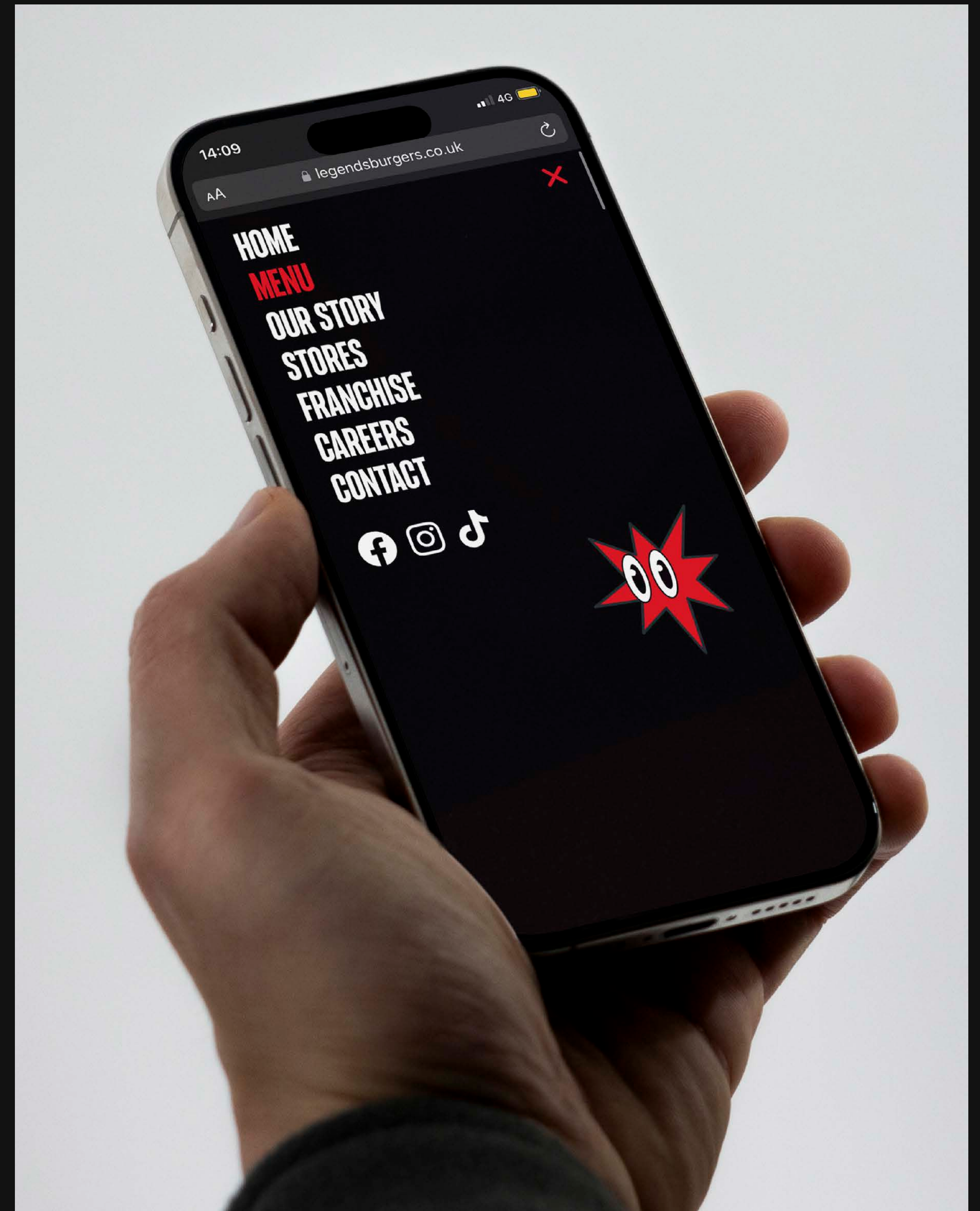
- Grew keyword rankings from 75 to 2.2k.
- Targeted local and food-related keywords to reach customers searching for burgers online.
- Optimised pages so Google could better understand and rank them

Step 4: Link Building & Authority

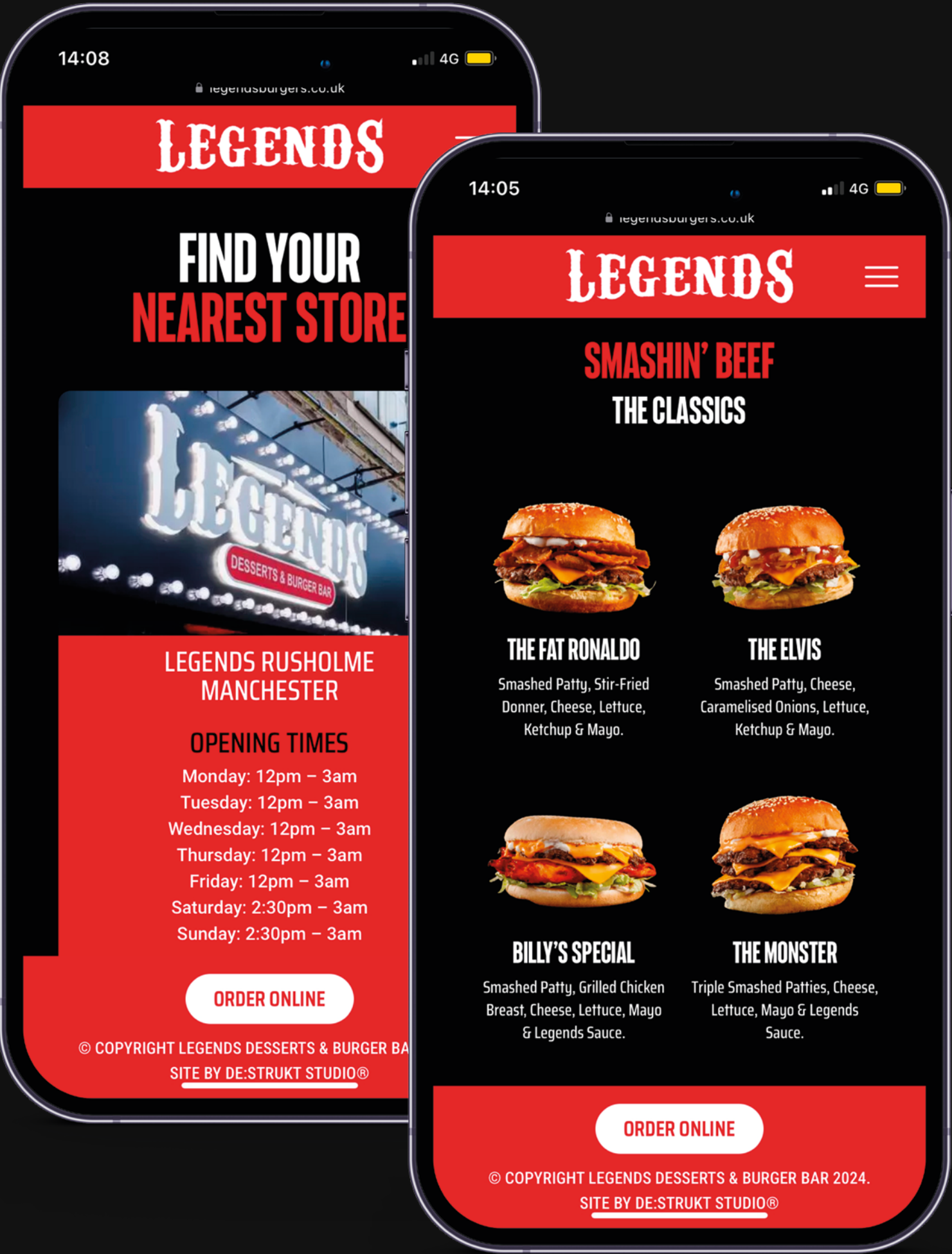
- Built high-quality backlinks each month.
- Increased the number of referring domains, helping Legends Burgers gain trust with Google

Step 5: Tracking & Reporting

- Tracked performance in Google Search Console, Google Analytics and Flipdish.
- Monitored impressions, clicks, sales and orders each month.
- Showed exactly how SEO improvements linked to real revenue growth.



In short, we fixed the foundations, built visibility through keywords and links, and kept improving the site every week, turning SEO into a steady driver of new orders and sales for Legends Burgers.



Results

The impact of SEO on Legends Burgers over 12 months has been clear and measurable. By focusing only on organic SEO and without spending a single penny on Google Ads or PPC, the business has seen dramatic increases in visibility, sales, and customer engagement.

Here's what SEO has delivered:

1. Key Outcomes

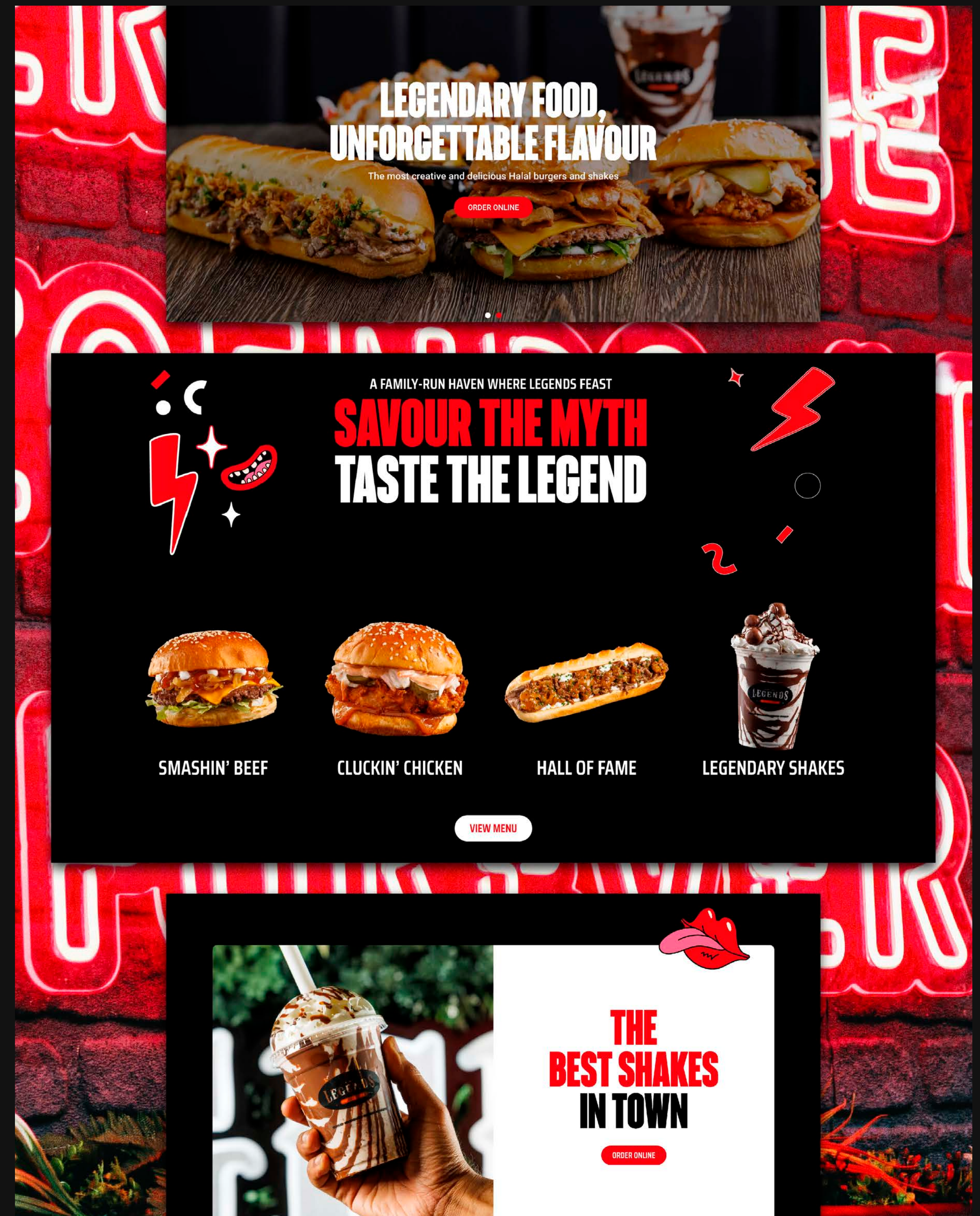
- Impressions: grew from 15.3K in September 2024 to 140K in August 2025
- Website Clicks: up from 877 to 4,927 in the same period
- Organic Keywords Ranked: increased from 75 to 804 (+729)
- Top 3 Google Rankings: from 10 to 108 keywords (+98)

2. Sales & Customer Growth

- Monthly online sales increased from £6,417 to £28,072
- Monthly orders rose from 397 to 1,476
- Form submissions climbed from 39 in July 2025 to 55 in August 2025
- All of these results came organically, with no paid advertising required

3. Technical Improvements

- Website health increased from 95% to 97% with regular fixes
- Issues such as orphan pages, redirects, missing tags and indexing errors were resolved
- The site is now faster, cleaner, and easier for both customers and search engines to use

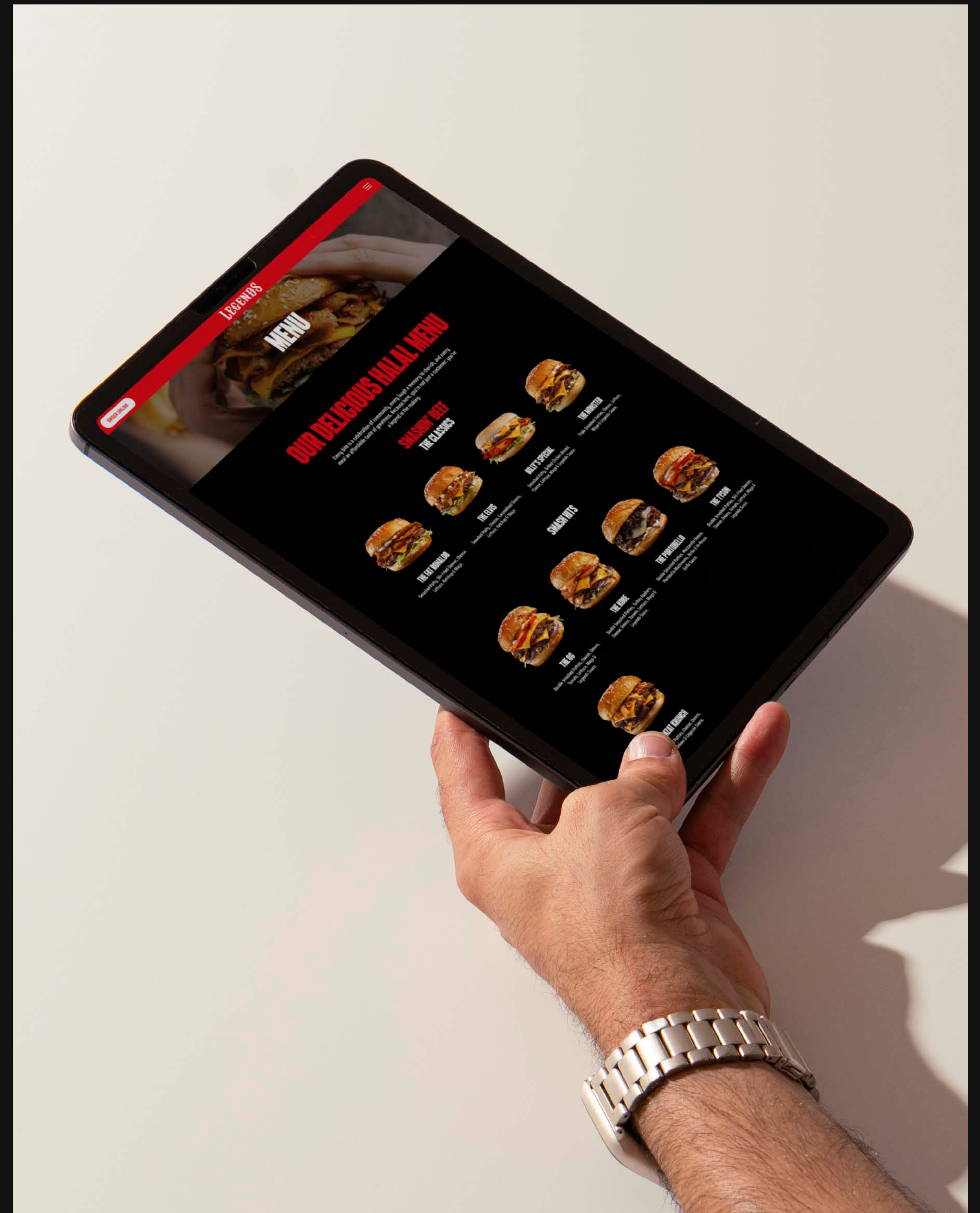


Business Impact

Within just 12 months, SEO transformed Legends Burgers' online presence. Every click, order, and sale was achieved through organic growth alone, proving the long-term power of SEO compared to paid advertising.

Legends Burgers has gained:

- Over £41,300 more in monthly sales since SEO began
- A strong online brand presence, appearing for hundreds of customer searches
- A sustainable growth channel that continues to deliver new business without spending on Google Ads/PPC



YOUR CUSTOMERS ARE SEARCHING...
MAKE SURE THEY FIND YOU.

GET AN SEO AUDIT.

Thank you.

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