



# Custom Catering & Events

Custom Catering & Events is a family-run business with deep-rooted culinary traditions. The founders, who honed their culinary skills alongside their father, draw inspiration from their mother's background in catering and their grandparents' involvement in the candy business. This rich heritage has instilled a profound commitment to family food businesses. Their mission is to transform every event into the "Ultimate Experience," and they are eager to share the legacy they proudly carry on through Custom Catering & events.

## CUSTOM CATERING & EVENTS

### CHALLENGE

The company faced reputation management challenges, as it did not appear on the front page of Google search results, and its address inaccurately showed an incorrect location. In terms of SEO, there were issues such as the absence of a blog and meta errors that needed attention. Additionally, their social media presence seemed to be dormant.





## SOLUTION

- Green House's improvement strategy incorporated the Fertilizer Package which includes:
  - On-site and local SEO
  - Metadata optimization
  - Keyword ranking enhancement
  - Blog writing
  - Backlink building
  - Social media and paid media audits
- This approach aimed to boost online visibility and attract new customers. Additionally, adjustments were made to the Google Business Profile to ensure accurate location information. We updated the website's name for improved visibility and alignment with the URL.



## KEY RESULTS



### SEO & Website

- **Website clicks increased 100%**
- **60% increase in business profile interactions**
- **7 Blogs written**

## About Green House

Green House (GH) is a sales & marketing agency sponsored by Utah Valley University and run by its students. Its approach combines the impact of the largest university in Utah with the resourceful skills of marketing students and industry experts. Green House assists organizations by improving their online marketing presence, fortitude, and evolution.