



Metrics Marketing developed a new search engine marketing program for Lone Star Steakhouse and Texas Land & Cattle restaurants that has made the restaurants more visible in search engine results, leading to improved ranking performance and conversion month-over-month.



## Lone Star Steakhouse

### Search Engine Marketing Case Study

January 2009

### The Challenge

Lone Star Steakhouse, which has 140+ restaurants nationally, shifted their traditional media budget toward an online ad spend, which can be much more targeted and measurable. Online search has the greatest Return on Investment in online advertising and is one of the most widely used online marketing tactics, according to a MarketingSherpa 2009 study.\*

Metrics Marketing guided Lone Star Steakhouse from strategic planning to implementation of an online search engine marketing program. The company had not used search engine marketing before, and, consequently, their visibility was well below industry standards of producing significant conversions. They asked Metrics to improve the online visibility and focus on enabling customers to find their local restaurants, purchase gift cards, and register for email communications.

#### Metrics Marketing Group

905 Corporate Way  
Suite 250  
Westlake, OH 44145

Phone: 877.332.9222  
[www.metricsmarketing.com](http://www.metricsmarketing.com)

## The Solution

Metrics Marketing provided a five-phase solution:

### 1. Discovery

- a. Analysis of current site and Web logs
- b. Competitive analysis
- c. In-depth keyword research for ranking analysis, volume reports, trend reports, and evaluation
- d. Reporting and visibility on major search engines

### 2. Implementation

- a. Account set-up
- b. Program outline
- c. Keyword and budget recommendations
- d. Ad copywriting
- e. Landing-page recommendations and enhancements

### 3. Analysis

- a. Gather user behavior data
- b. Budget allocation

### 4. Optimization

- a. Analysis of keywords and budget to optimize performance of campaigns

### 5. Management

- a. On-going support and management
- b. Monthly reporting
- c. Management of testing scenarios

#### Metrics Marketing Group

905 Corporate Way  
Suite 250  
Westlake, OH 44145

Phone: 877.332.9222  
[www.metricsmarketing.com](http://www.metricsmarketing.com)

## The Results

The campaign focused on brand and identity, current promotions, and seasonal menus that were geographically targeted. Success metrics were determined by total number of online conversions and average cost per online conversion

Results achieved during 10-week ramp-up window:

Metric	10-week Results
Cost per Click	Decreased by 13%
Conversion Rate	Increased by 20%
Conversions generated by SEM	Decreased by 28%
Conversions generated by SEM	14% of Total

\* MarketingSherpa and Ad Tech, Year End Surveys, January 2009

### Metrics Marketing Group

905 Corporate Way  
Suite 250  
Westlake, OH 44145

Phone: 877.332.9222  
[www.metricsmarketing.com](http://www.metricsmarketing.com)