

Local SEO Case Study

NY Pizza Near Me – Hurst, Texas

WordPress Website Development • Local SEO • Technical SEO • Content Strategy • Google Rankings

Project Overview

Project Timeline

Website Developed: End of January 2026

SEO Growth Period: Approximately 4 Months

This project showcases my ability to build and rank a local business website from the ground up.

Starting with a brand-new domain, I designed and developed the entire **WordPress website from scratch**, implemented a comprehensive Local SEO strategy, created optimized content, structured internal linking, and executed ongoing technical and on-page SEO improvements.

Within approximately **four months**, the website achieved **100+ first-page Google keyword rankings (Top 10)** for high-intent local searches in **Hurst, Texas**.

The business is a **real, physical New York-style pizza restaurant located in Hurst, Texas**, making these rankings highly competitive and directly relevant to local customers searching for pizza nearby.

My Responsibilities

I was responsible for the complete digital growth of this project, including:

- ✓ WordPress Website Development

- ✓ Website Architecture
 - ✓ Local SEO Strategy
 - ✓ Technical SEO
 - ✓ On-Page SEO
 - ✓ Keyword Research
 - ✓ Content Planning
 - ✓ SEO Copywriting
 - ✓ Internal Linking Strategy
 - ✓ Google Search Console Optimization
 - ✓ Google Analytics Integration
 - ✓ Schema Markup
 - ✓ Ongoing SEO Performance Optimization
-

Featured Website

NY Pizza Near Me – Hurst, Texas

A locally optimized website built and ranked from scratch.

Featured Ranking Article

Best Pizza For Parties in Hurst, TX

<https://www.nypizzanearmehursttx.com/best-pizza-for-parties-in-hurst-tx/>

Local SEO Results

Within approximately **four months** of launching the website, it achieved:

- ✓ **100+ Keywords Ranking on Google's First Page**
 - ✓ **Multiple Top 3 Rankings**
 - ✓ **Position #1 Rankings for High-Intent Local Searches**
 - ✓ **Strong Local Visibility in Hurst, Texas**
 - ✓ **Increased Organic Traffic**
 - ✓ **Improved Click-Through Rate (CTR)**
 - ✓ **Sustainable Organic Growth Through Content and Local SEO**
-

Sample Google Rankings

Local Search Query	Google Position*
best deals on pizza Hurst, Texas	#1
best pizza for parties Hurst, Texas	#1
bogo food deals today Hurst, Texas	#1
coupon for pizza Hurst, Texas	#1

free pizza Hurst, Texas #1

new york style pizza delivery near me Hurst, Texas #1

pizza sales today Hurst, Texas #1

raw pizza dough near me Hurst, Texas #1

ny pizza near me Hurst, Texas #1

new york pizza near me Hurst, Texas #1

ny pizza grill Hurst, Texas #1

order pizza late night Hurst, Texas #1

authentic pizza near me Hurst, Texas #1

Best pizzeria near me Hurst, Texas #1

best pizza deal for a party Hurst, Texas #1

Best pizzerias near me Hurst, Texas #1

delivery ny style pizza near me Hurst, Texas	#1
make your own pizza near me Hurst, Texas	#1
New York-style pizza Hurst, Texas	#1
NY style pizza Hurst, Texas	#1
New York style pizza Hurst, Texas	#1
Pizza best near me Hurst, Texas	#1
Good pizza near me Hurst, Texas	Top 10

*Rankings shown are representative snapshots from Google Search Console and may naturally fluctuate over time.

Featured Ranking Page

Best Build Your Own Pizza in Hurst, TX

<https://www.nypizzanearmehursttx.com/best-build-your-own-pizza-in-hurst-tx/>

Google Search Console Proof

The attached Google Search Console screenshots demonstrate:

- Position #1 keyword rankings
- Top 3 local rankings
- Organic clicks
- Search impressions
- Click-through rate (CTR)
- Average ranking positions

Google Search Console Report

<https://drive.google.com/file/d/1y83GcmNTZIFyN3IFnA3W87729OEZ15O-/view?usp=sharing>

Google Search Console Ranking Preview

<https://drive.google.com/file/d/1m0QYVw2bqWamaG7YwIL9x3XeDAotMHEm/view?usp=sharing>

800 Organic Clicks Achievement (28 Days)

https://drive.google.com/file/d/1SL53lYQwBsxn-eZ09COyn_thHwtKpuzj/view?usp=sharing

Google Search Console recognized the website for reaching 800 organic clicks from Google Search within a 28-day period, demonstrating strong growth in search visibility and SEO performance.

Google Analytics Proof

Google Analytics demonstrates the website's organic growth and user engagement following the implemented SEO strategy.

https://drive.google.com/file/d/1_Pys6Bo_J3MDelt08Ea6TbolPqwTK5Su/view?usp=sharing

Technologies & Skills

- WordPress
- Local SEO
- Technical SEO

- On-Page SEO
 - Content Strategy
 - Keyword Research
 - Google Search Console
 - Google Analytics 4
 - Rank Math SEO
 - Internal Linking
 - Schema Markup
 - Local Business SEO
-

Project Outcome

From a newly registered domain and a website built entirely from scratch in **late January 2026**, this project evolved into a strong-performing local business website within approximately **four months**.

Today, the website consistently ranks on Google's first page for **100+ local search queries**, including multiple **Top 3** and **#1** positions, helping a real brick-and-mortar pizza restaurant in **Hurst, Texas** strengthen its online visibility and attract local customers through organic search.

Verification Instructions

If you are searching from within Hurst, Texas:

Search:

who has new york style pizza near me

Google will automatically use your current location to display local search results.

If you are searching from outside Hurst, Texas:

Search:

who has new york style pizza near me Hurst, Texas

Adding "**Hurst, Texas**" ensures Google returns the correct location-specific results, making it easy to verify the website's rankings from anywhere.