



HOW WE TOOK CLAWCADE FROM 0 TO DOMINATING NYC METRO FECS IN 60 DAYS

Presented by

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EXECUTIVE SUMMARY

This case study showcases how Dr. SEO, led by Solon Zafiropoulos, transformed ClawCADE from an unknown newcomer to a dominant arcade in NYC metro's competitive market in just 60 days.

Key Players:

- **Ryan D'Amico** – A long-time, successful multi arcade owner who opened ClawCADE in December 2024. With no online presence and surrounded by established competitors, Ryan faced a critical challenge: generate birthday party bookings & foot traffic ASAP!
- **Solon Zafiropoulos** – Founder of Dr. SEO with extensive experience helping FECs achieve rapid growth. Known for rejecting the industry-standard "6-12 months" to see SEO results, Solon implemented his proprietary 60-Day Domination Formula with immediate impact.

Results Snapshot:

- **#1 position for target keywords in 60 days**
- **25% increase in birthday party bookings**
- **300% return on marketing investment**
- **13,100% increase in phone calls**



THE PROBLEM...

Let me be clear: opening a new arcade is tough! But, opening a new arcade in the NYC metro, the most competitive, highest populated metro area in the US is even TOUGHER. ClawCADE was facing a brutal uphill battle. Here's what they were up against:

- **Brand new business (opened December 2024)**
- **Zero online presence**
- **Located in the most competitive metro area in America**
- **Surrounded by established competitors with years of market presence**
- **Needed birthday party bookings fast to survive**

The owner, Ryan D'Amico, came to us with a simple request: "Help me get more walk ins & birthday party bookings or we won't make it." Most SEO companies would say it takes 6-12 months to rank. We don't believe in that nonsense.



THE SOLUTION: OUR 60-DAY DOMINATION FORMULA

When a new business needs to make money now, you can't waste time on "maybe" strategies or theory.

We implemented our time tested 3 step system that we've also used to help other family entertainment centers generate millions in revenue.

Step 1

Technical SEO Overhaul

- Fixed Critical Website Errors
- Keyword Research & Strategy
- Optimized Tags & Intelinking

Step 2

Authority Building

- Premium PR & Content
- High-DR Backlinks
- Optimized Google Profile

Step 3

Conversion Machine

- Facebook Ad Campaigns
- Creative Birthday Promotions
- Lead Nurturing Automations



THE 60-DAY DOMINATION FORMULA

Dr. SEO, led by Solon, implemented a comprehensive SEO and digital advertising strategy focused on:

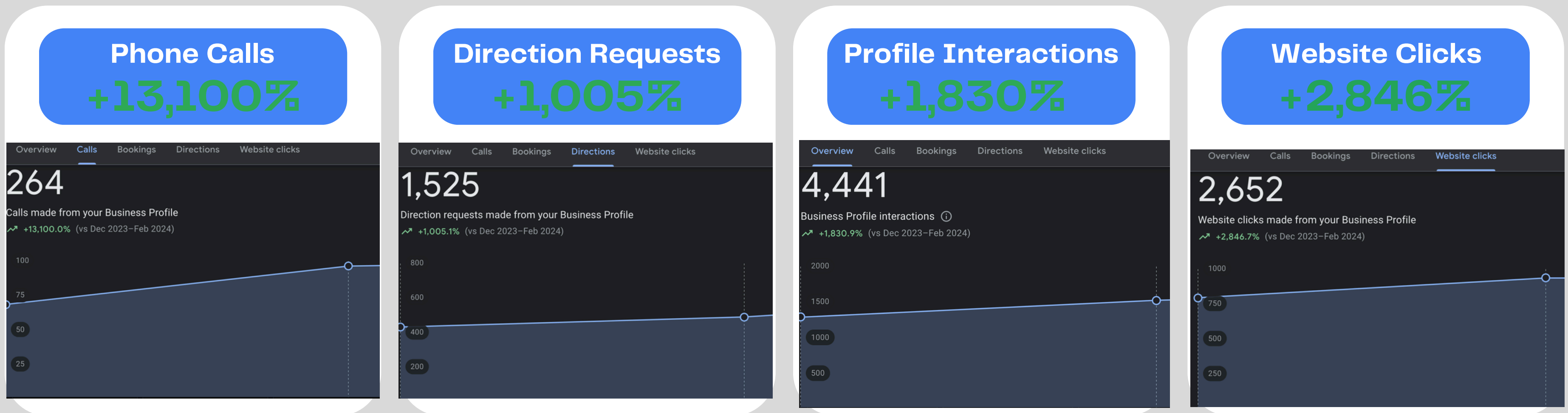
- Targeting high-value local keywords
- Optimizing OnPage SEO for website content and title tags
- Adding high DR quality backlinks to improve domain authority
- Repairing website technical errors and improving page speed
- Optimizing Google Business Profile for better local visibility
- Implementing reputation management strategies
- Running targeted Facebook Ad campaigns with birthday party promotions
- Distributing press releases to 1,500 major media networks to raise brand awareness
- Capturing birthday party and family event traffic
- Optimizing for location-specific searches



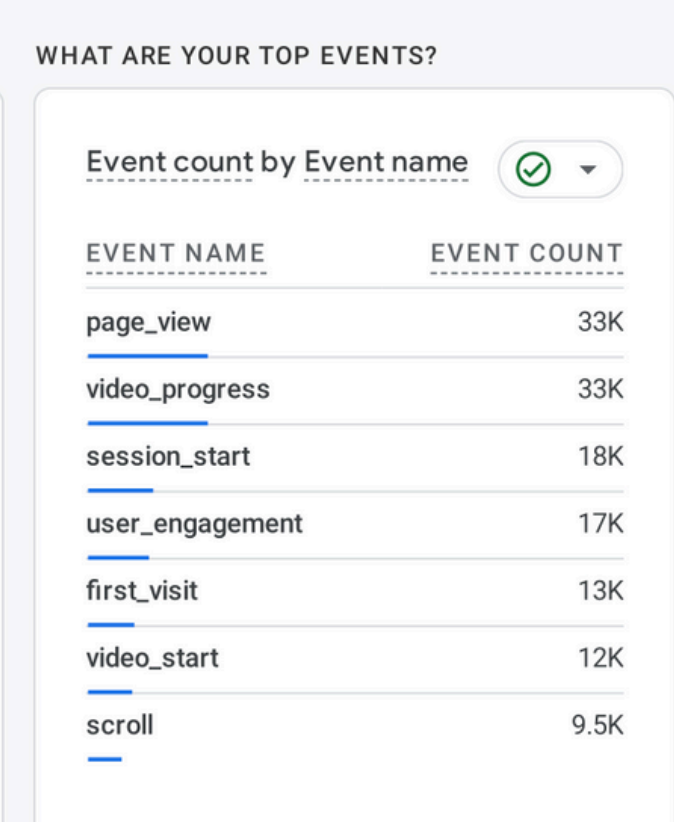
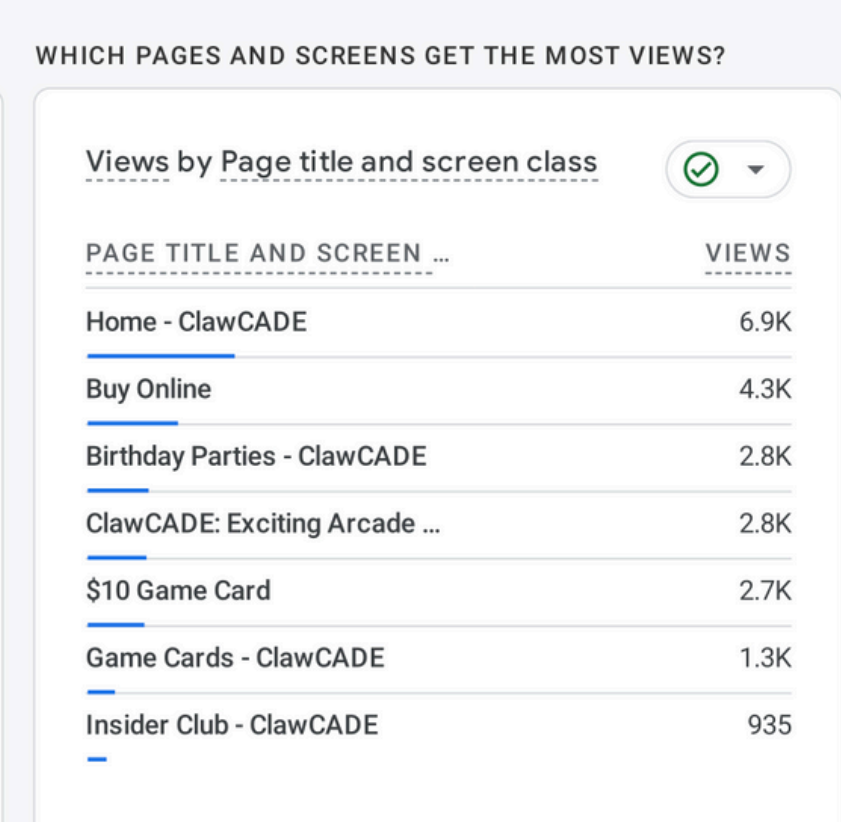
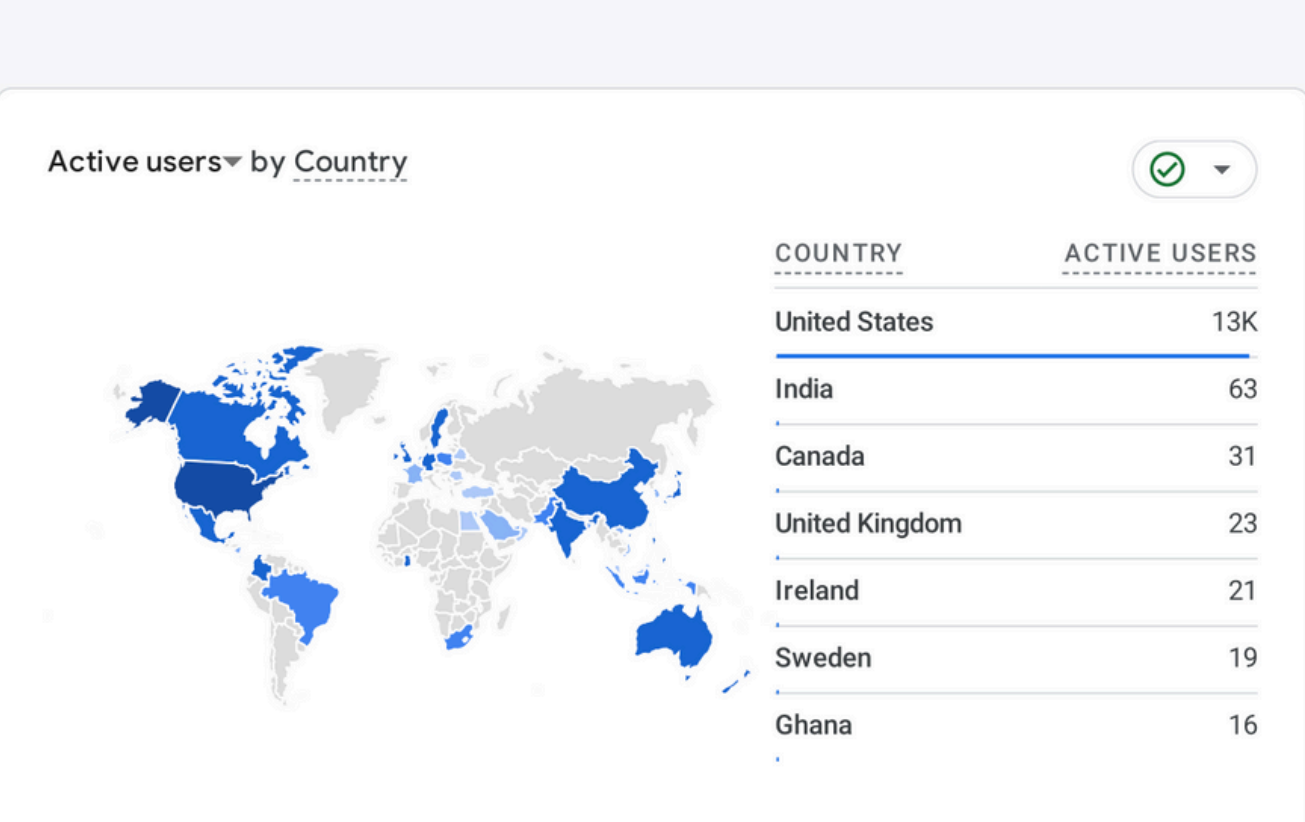
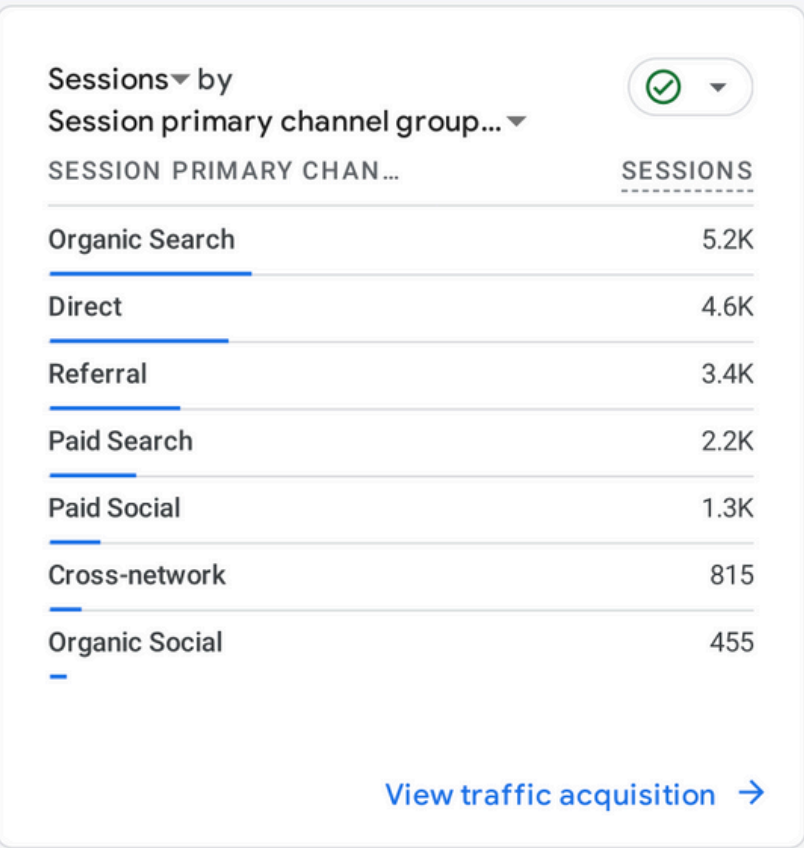
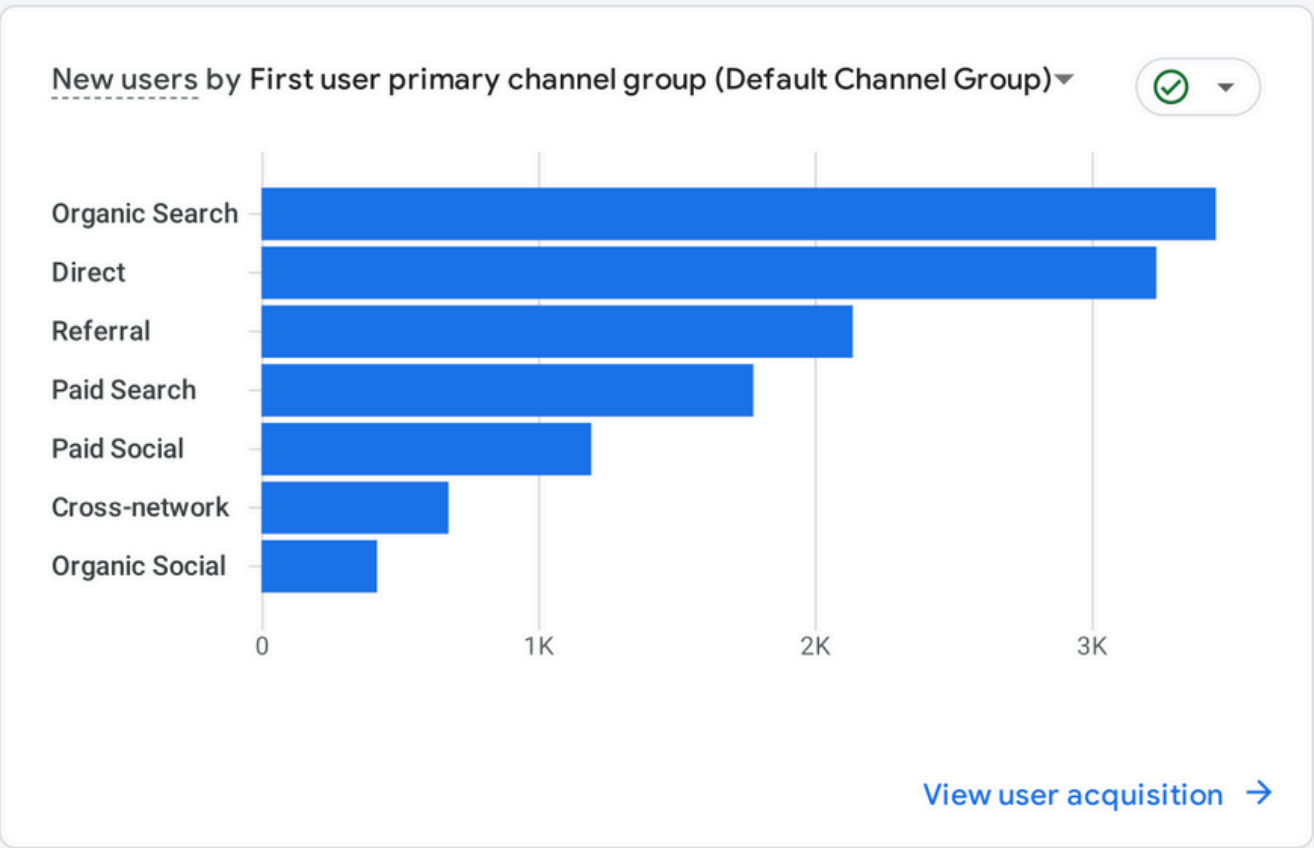
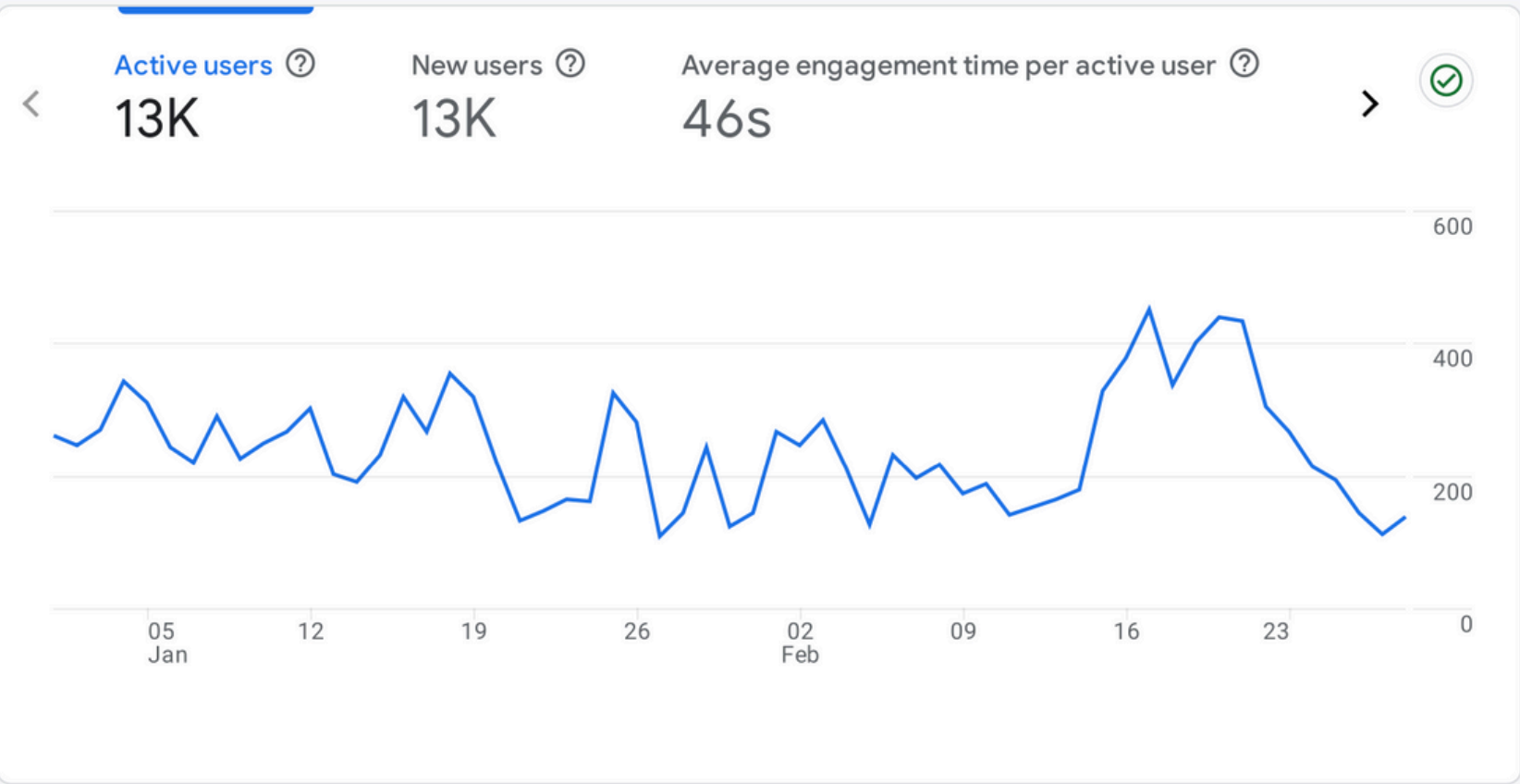
THE RESULTS: FROM ZERO TO HERO IN JUST 60 DAYS

The numbers speak for themselves – especially for a business that had just opened its doors in the NYC Metro area, the largest and most competitive populated metro area in the United States!

Most SEO companies show you vanity metrics...



.....We focus on what matters: **REAL BUSINESS RESULTS!**





..THAT'S GOOGLE DATA. LET'S TALK KEYWORD DOMINATION!

Keyword	Starting Rank	Current Rank	Improvement	Search Visibility
video arcade garden city	21.0	1.0	↑ 20.0	100%
video arcade	7.0	1.5	↑ 5.5	100%
arcade birthday party	12.5	2.0	↑ 10.4	96%
video arcade near me	21.0	2.0	↑ 19.0	100%
arcade near me	10.2	2.7	↑ 7.5	88%
family fun near roosevelt field mall	21.0	4.6	↑ 16.4	4%



LOOKING AT THE IMPRESSIVE METRICS CLAWCADE ACHIEVED

- **#1 position** for "video arcade garden city" (up from position 21)
- **#1.5 average position** for "video arcade" (improved by 5.5 positions)
- **#2 position** for both "arcade birthday party" and "video arcade near me"
- Significant improvements across all targeted keywords
- Up to **100% search visibility** for primary keywords
- **Outranking established competitors** despite being open for just 60 days



RANKINGS WITH REVENUE - NOT VANITY!

25%

Increase in Birthday Party Bookings

300%

Return on Investment

60 Days

Time to Achieve Results

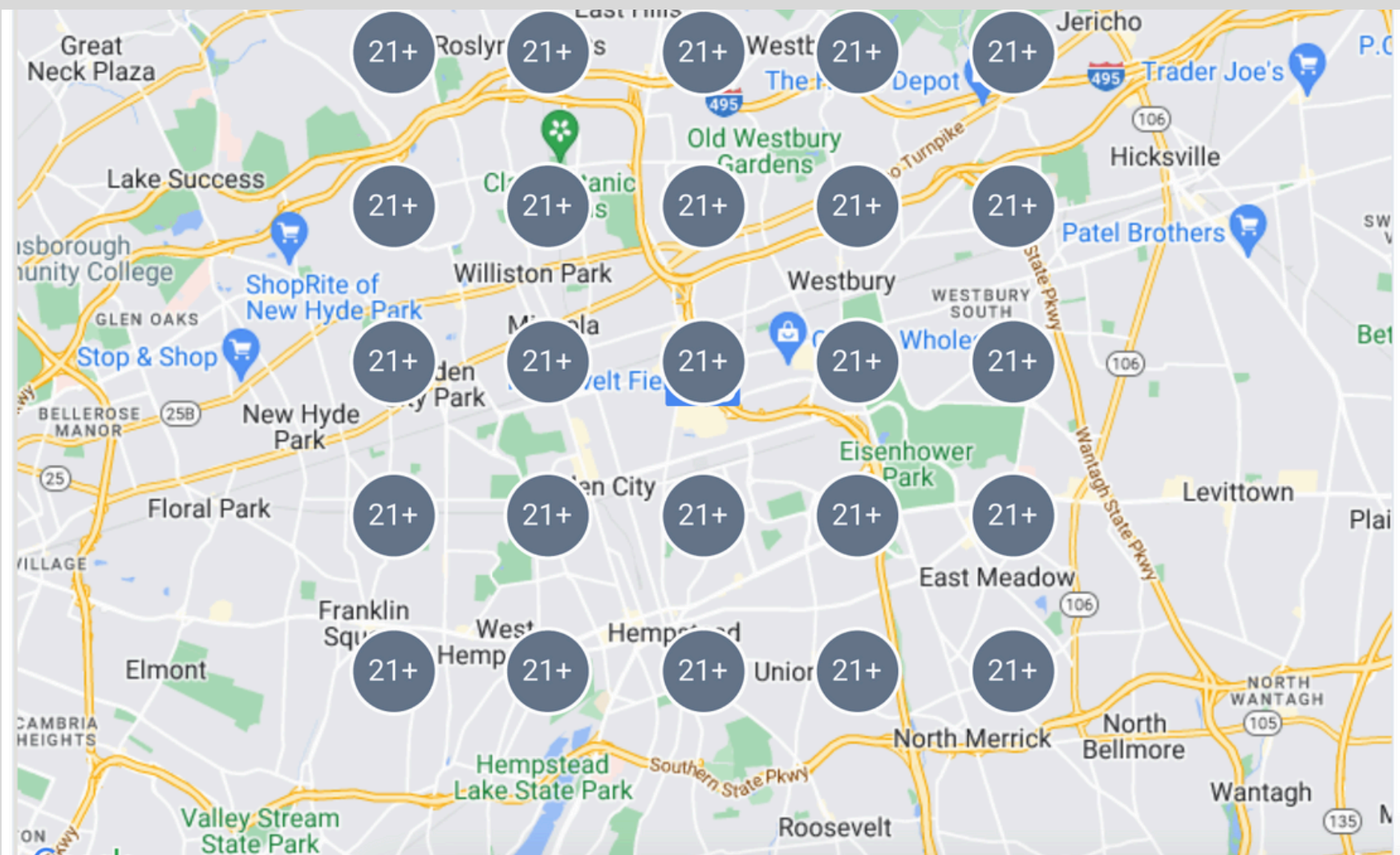


VISUAL PROOF: BEFORE & AFTER HEAT MAPS

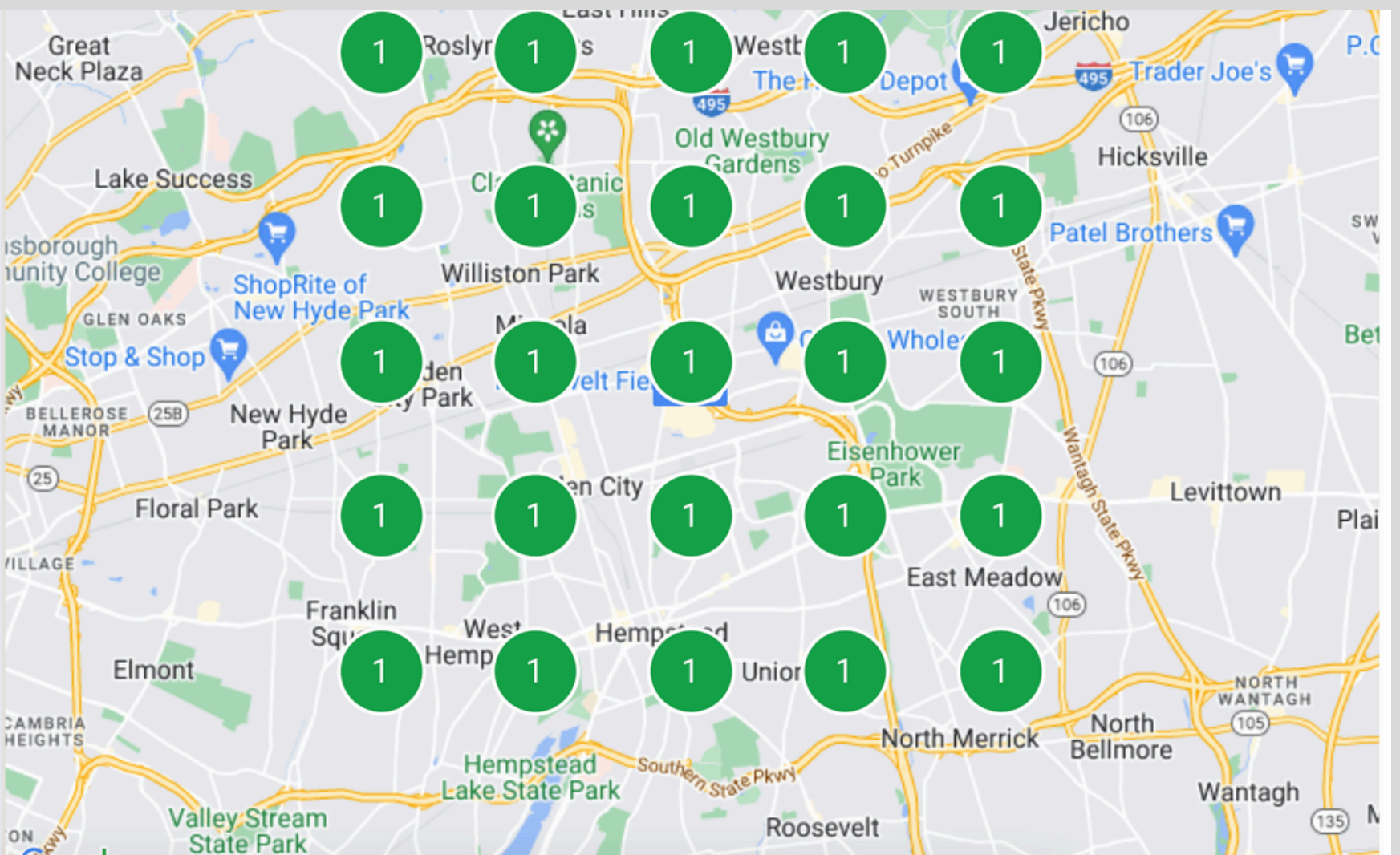
Look at the **geographic domination**. From INVISIBLE to UNAVOIDABLE:

Keyword: "video arcade garden city"

Before (December 2024)



After (February 2025)

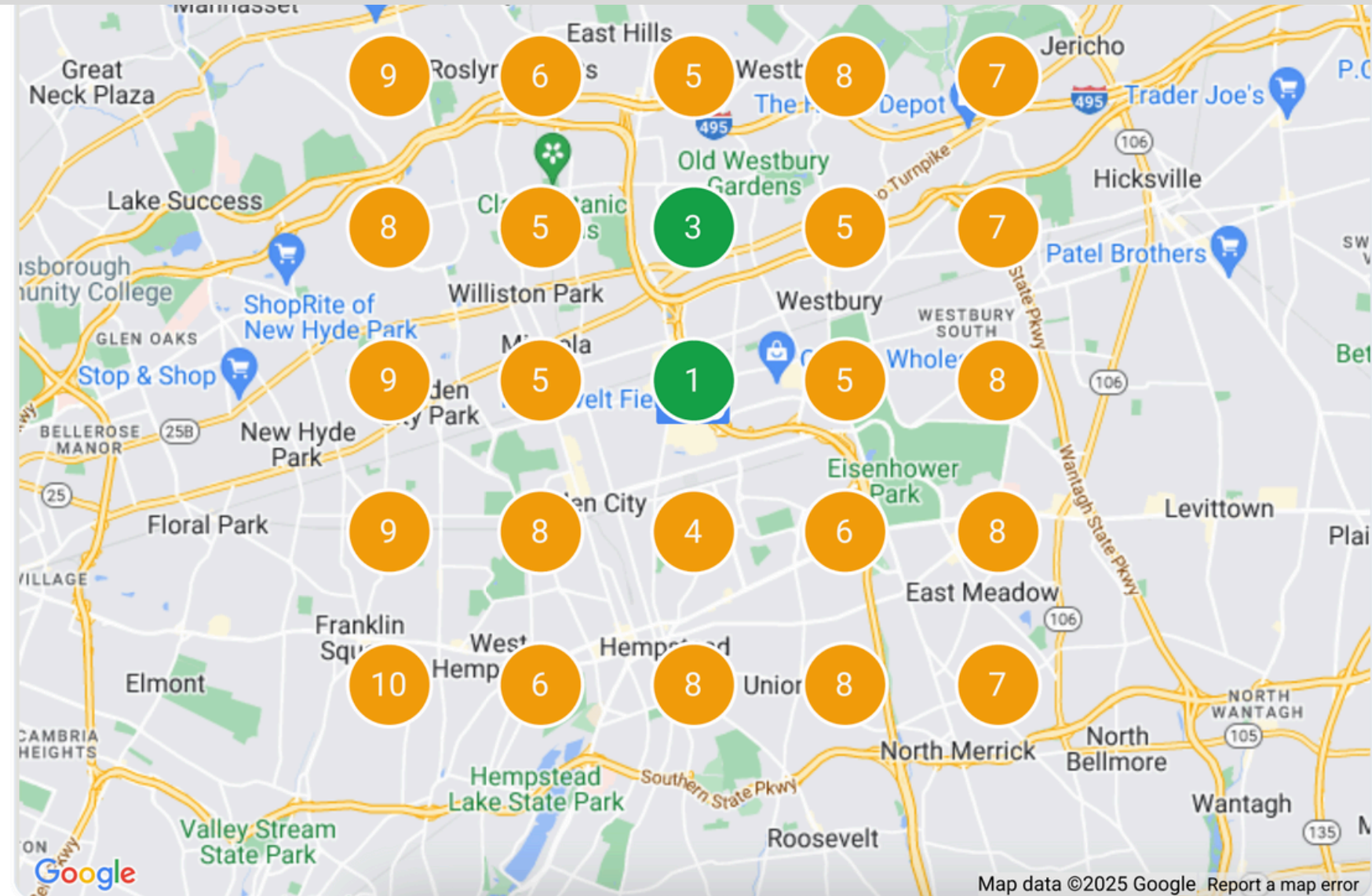




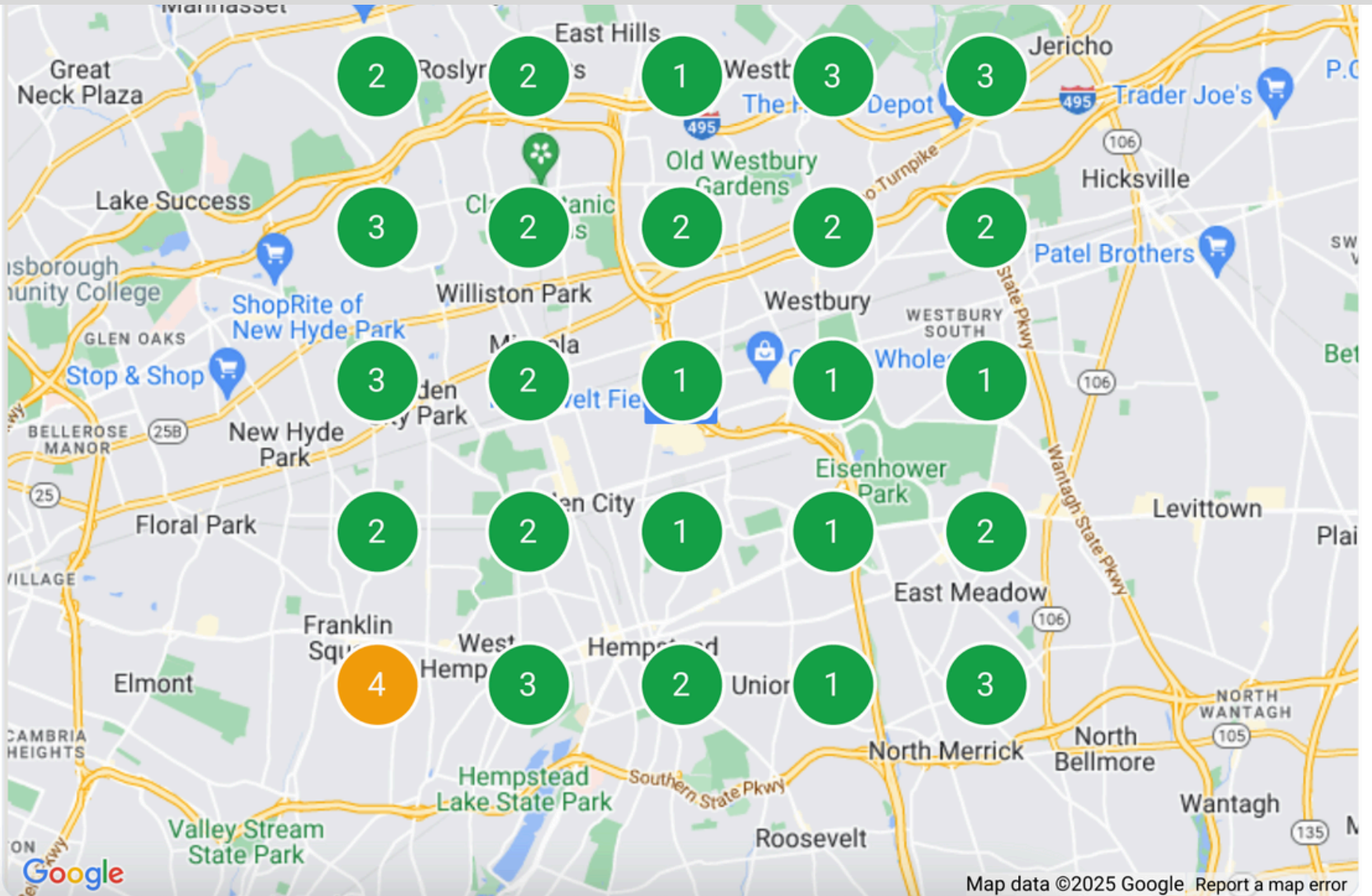
VISUAL PROOF: BEFORE & AFTER HEAT MAPS

Keyword: "arcade birthday party"

Before (December 2024)



After (February 2025)

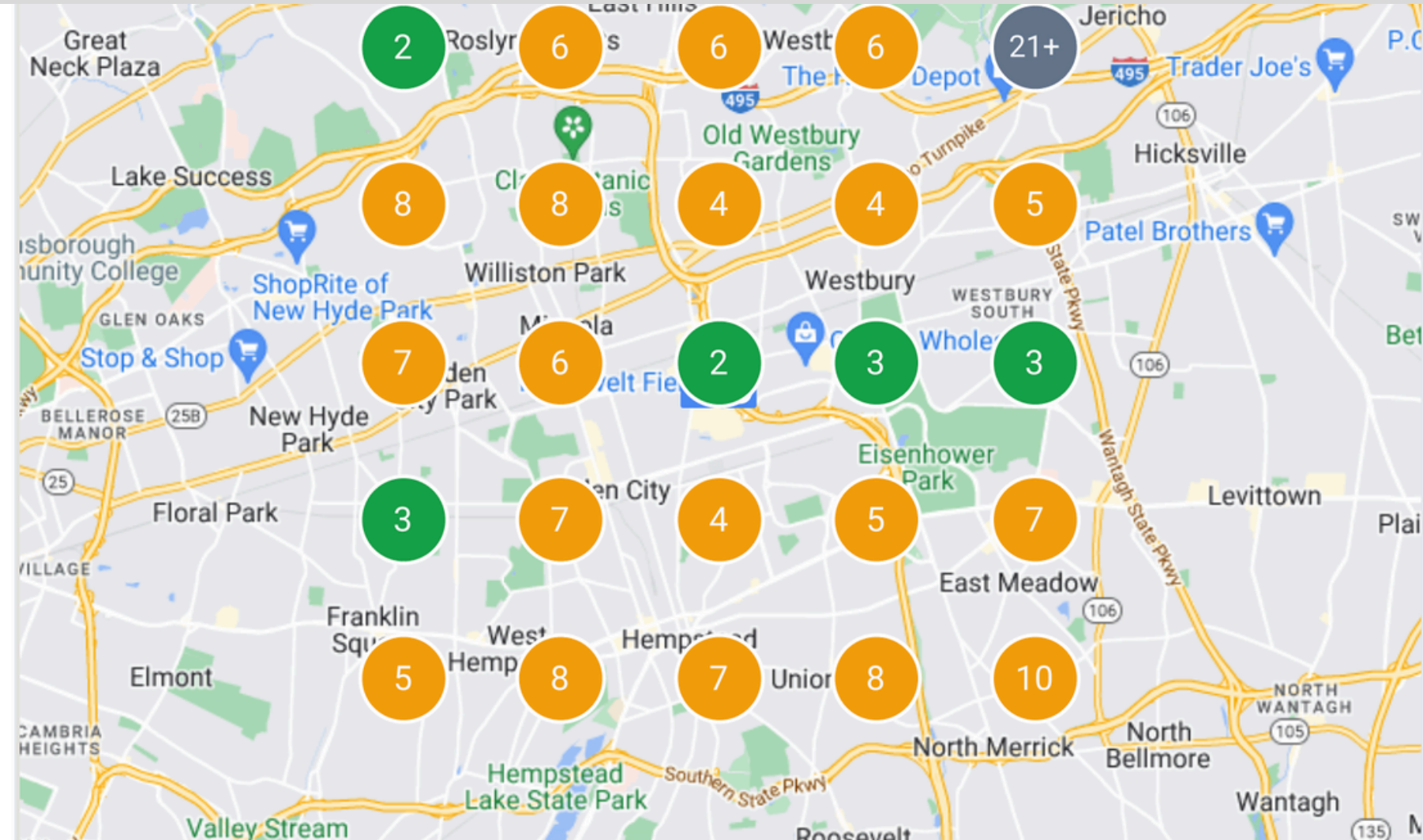




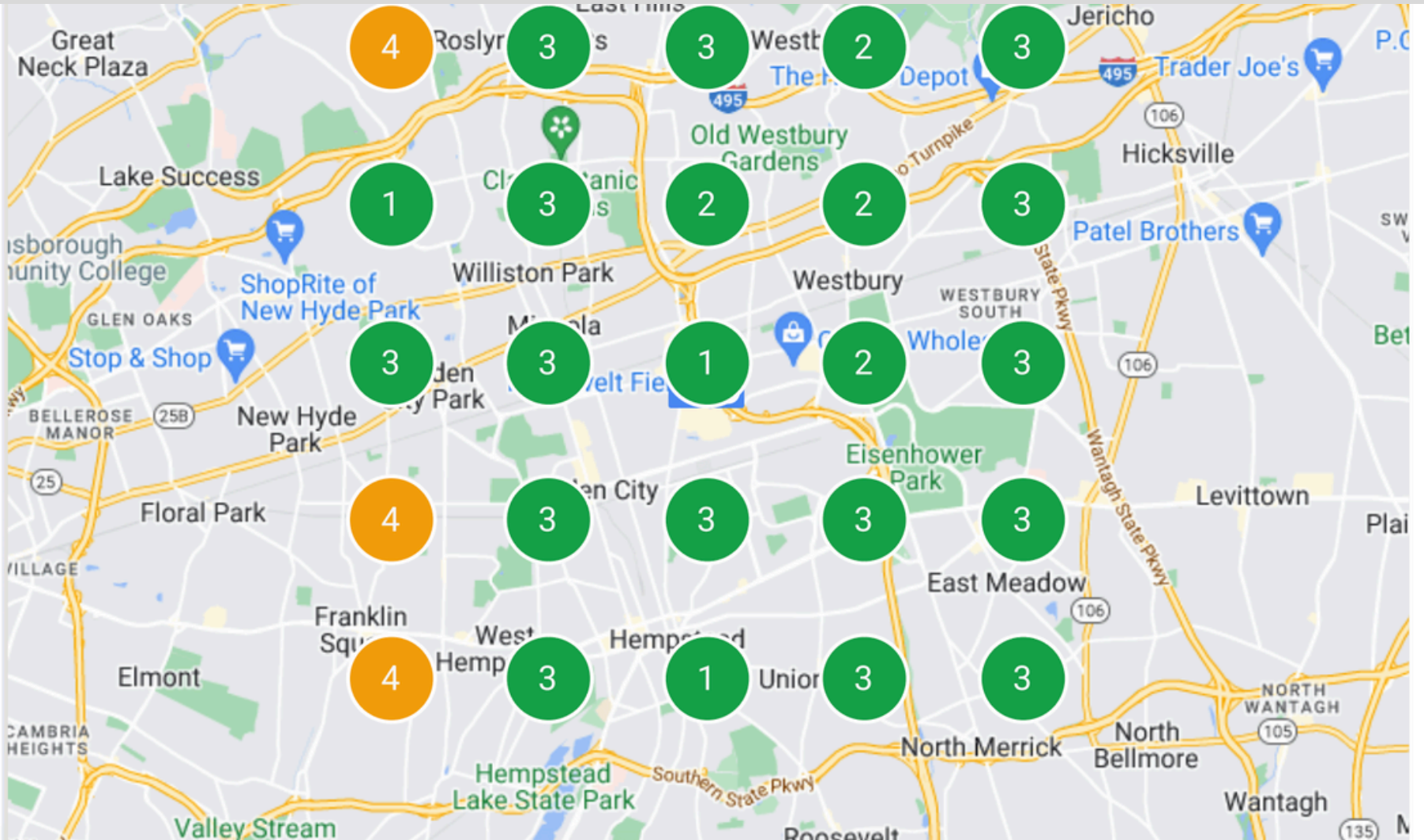
VISUAL PROOF: BEFORE & AFTER HEAT MAPS

Keyword: "arcade near me"

Before (December 2024)



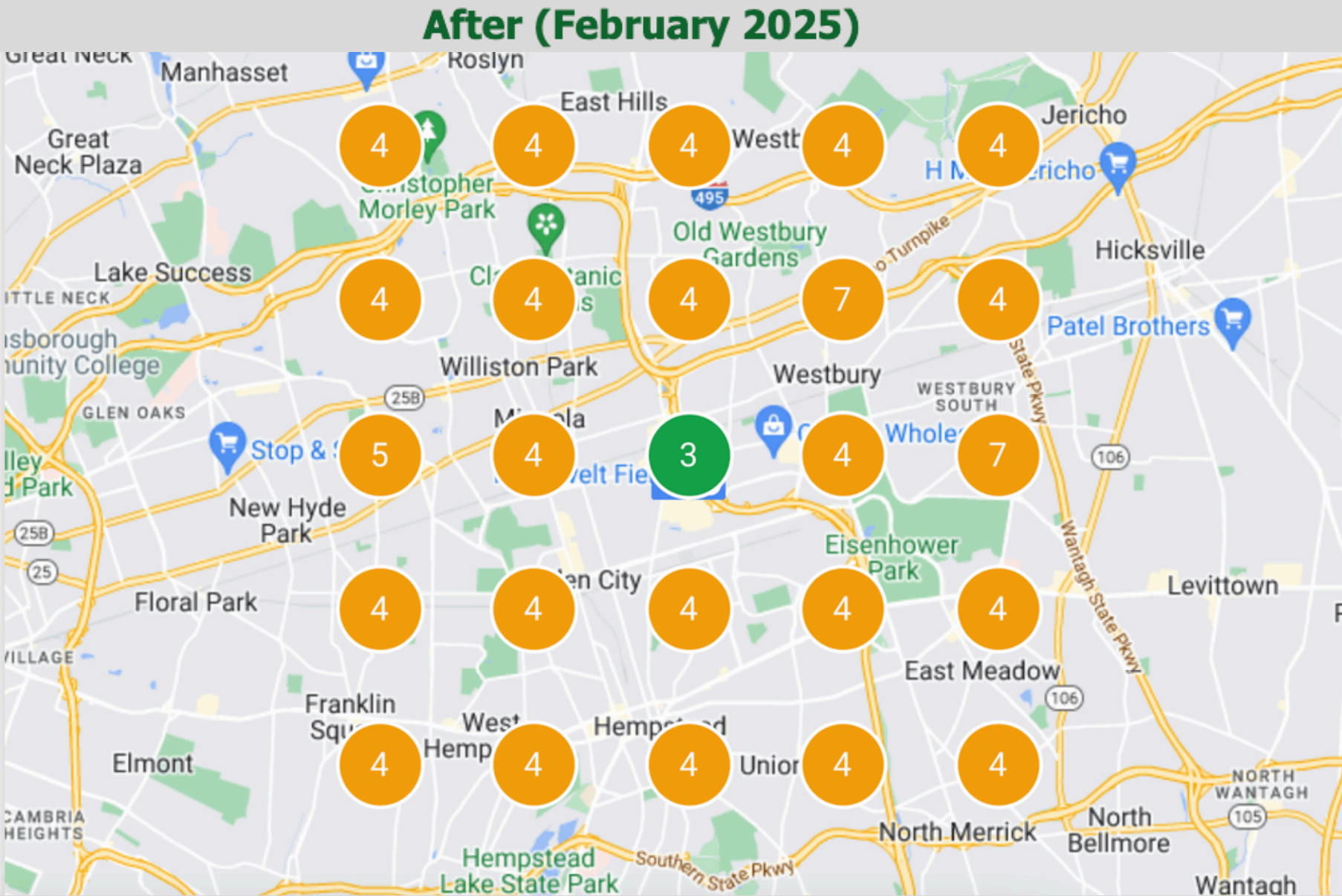
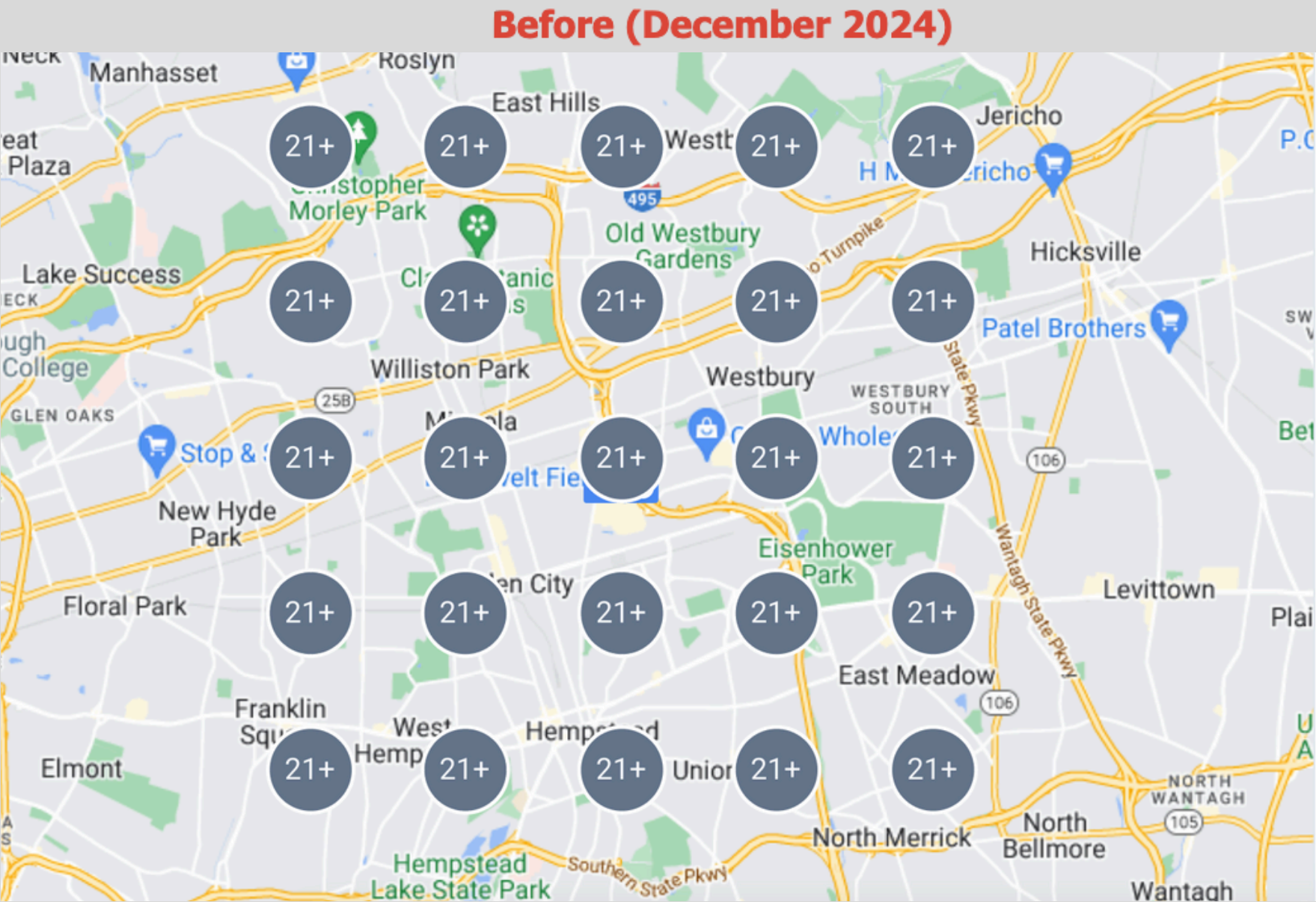
After (February 2025)





VISUAL PROOF: BEFORE & AFTER HEAT MAPS

Keyword: "family fun near roosevelt field mall"

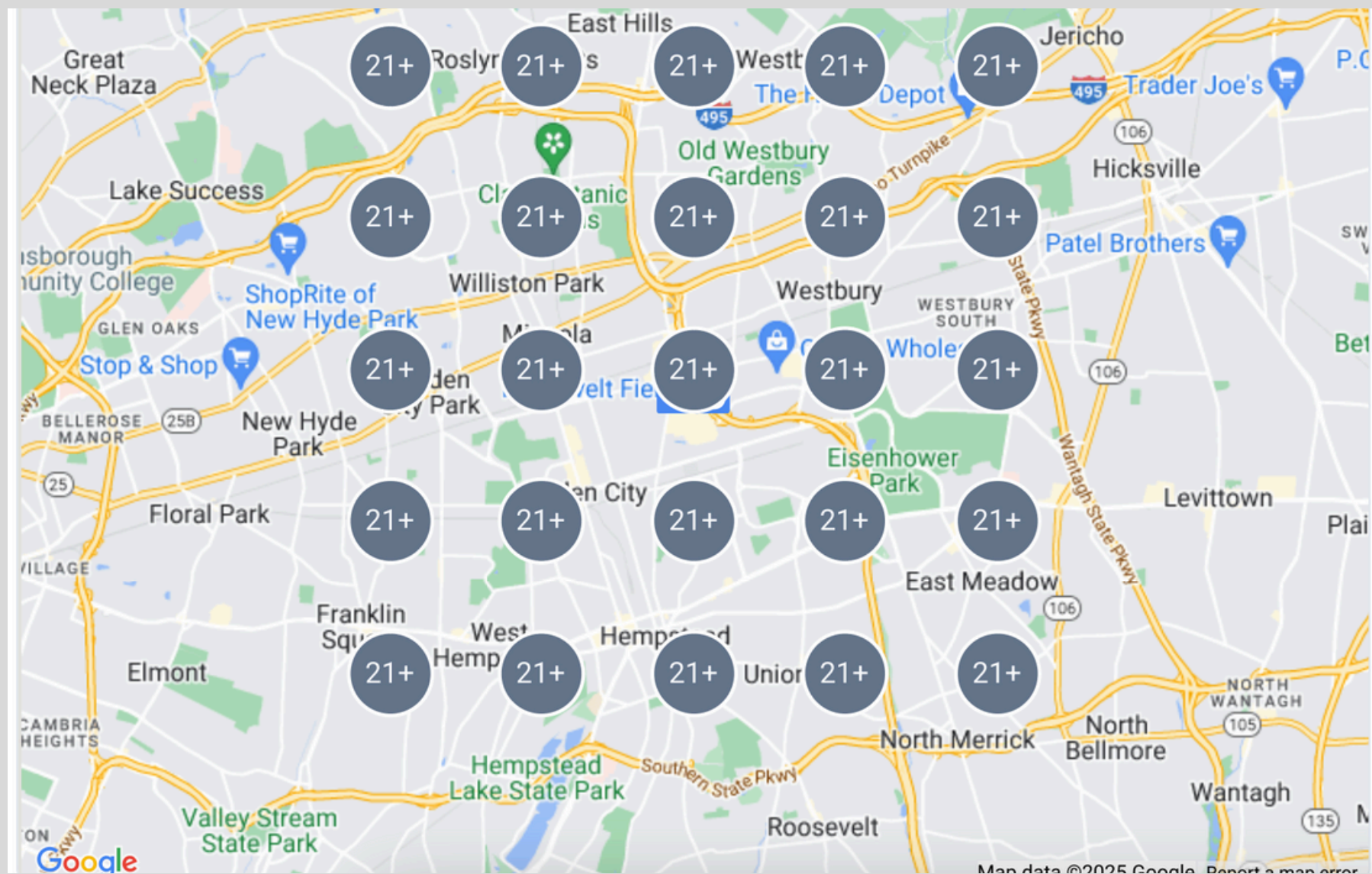




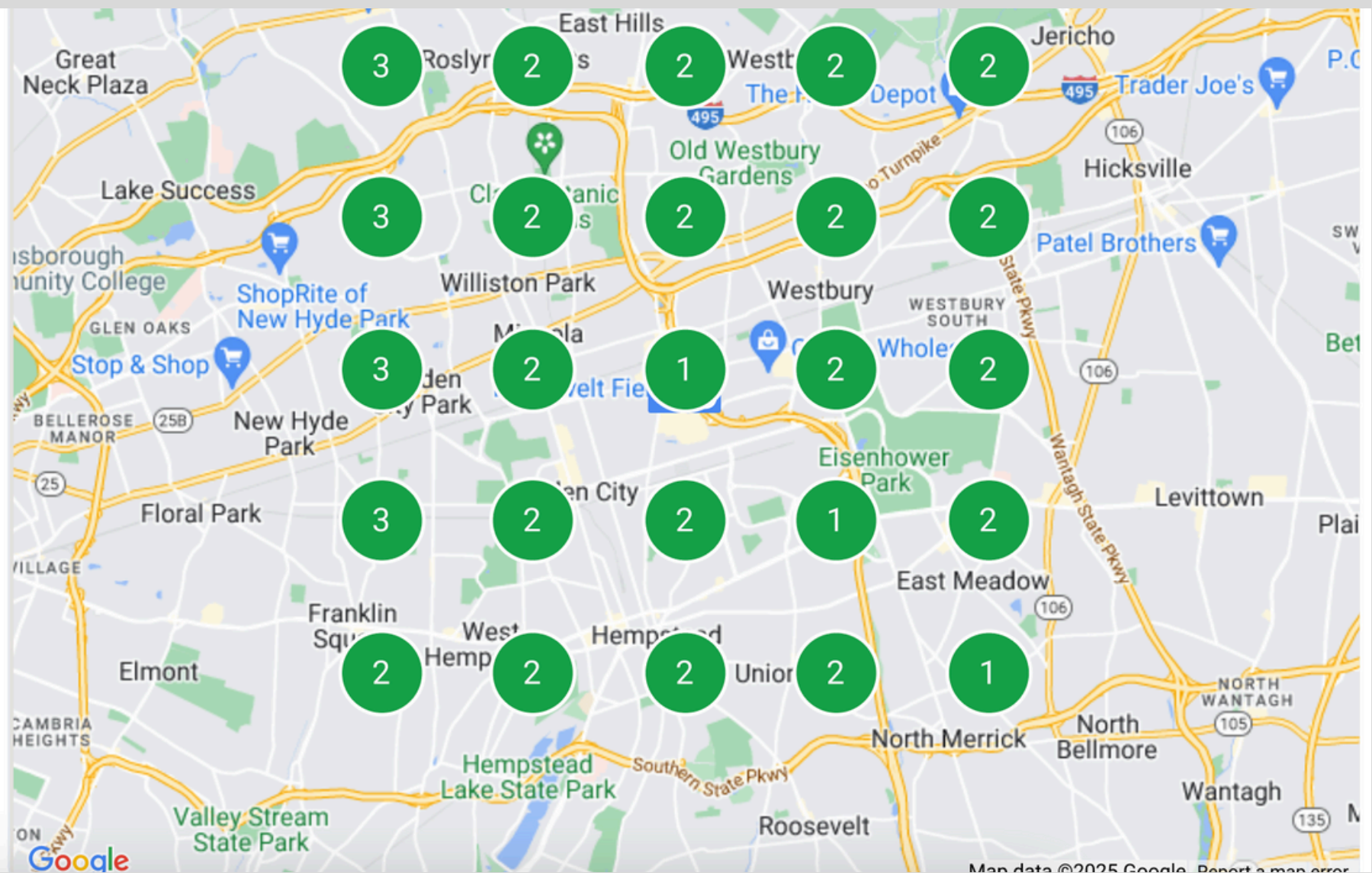
VISUAL PROOF: BEFORE & AFTER HEAT MAPS

Keyword: "video arcade near me"

Before (December 2024)



After (February 2025)

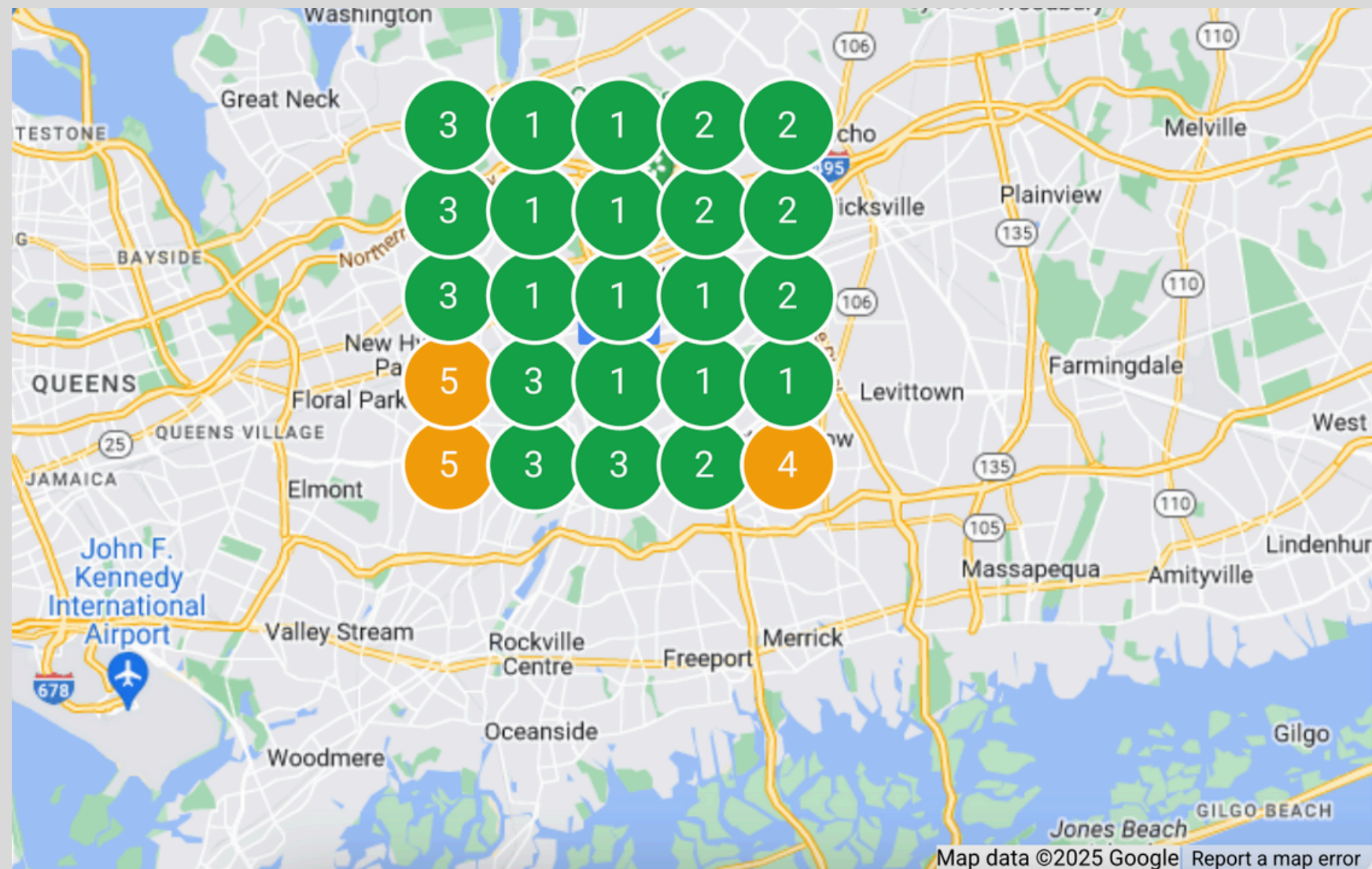




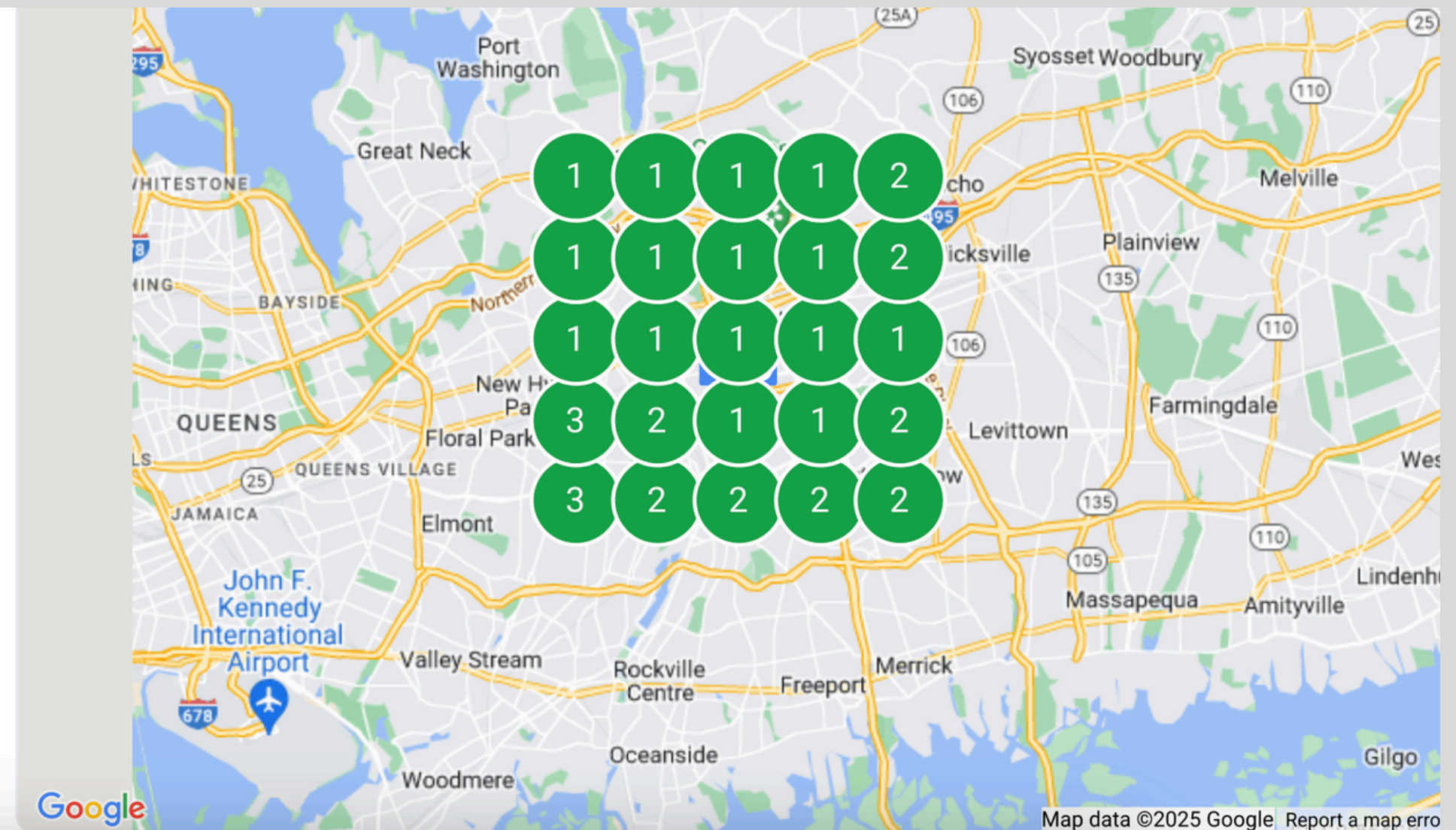
VISUAL PROOF: BEFORE & AFTER HEAT MAPS

Keyword: "video arcade"

Before (December 2024)



After (February 2025)





CLIENT'S REACTION



"Solon at Dr SEO is professional and really knows his stuff. In just a short time, I've already seen great results with him and his team crushing it and learned a lot from him. He makes SEO easy to understand and is great to work with! Highly recommend"

— **Ryan D'Amico, CEO ClawCADE**



Beyond SEO: Integrated Digital Marketing

Building on the foundation of improved search rankings, Dr. SEO implemented a comprehensive Facebook advertising strategy:

- **Facebook Ads Strategy:** Targeted local families with interest-based campaigns
- **Lead Generation:** Implemented conversion-optimized landing pages specifically for birthday parties
- **Measurable Results:** **25% increase in birthday party bookings** in just 60 days
- **Lower Ad Spend:** Higher organic visibility led to improved ad efficiency and reduced costs
- **Impressive ROI:** **300% return on investment** from combined SEO and Facebook ads



Paid Advertising Campaign Results

The Facebook advertising campaign delivered impressive metrics across multiple campaign objectives:

January 2025

Total Reach: 131,203
Total Clicks: 5,219
Click-Through Rate: 4.42%
Total Leads: 399
Birthday Party Cost Per Lead: \$2.42
Total Ad Spend: \$1,829.40

February 2025

Total Reach: 249,887 (+90.5%)
Total Clicks: 1,309
Click-Through Rate: 4.47%
Total Leads: 469 (+17.5%)
Birthday Party Cost Per Lead: \$2.18 (-9.9%)
Total Ad Spend: \$1,762.61 (-3.7%)

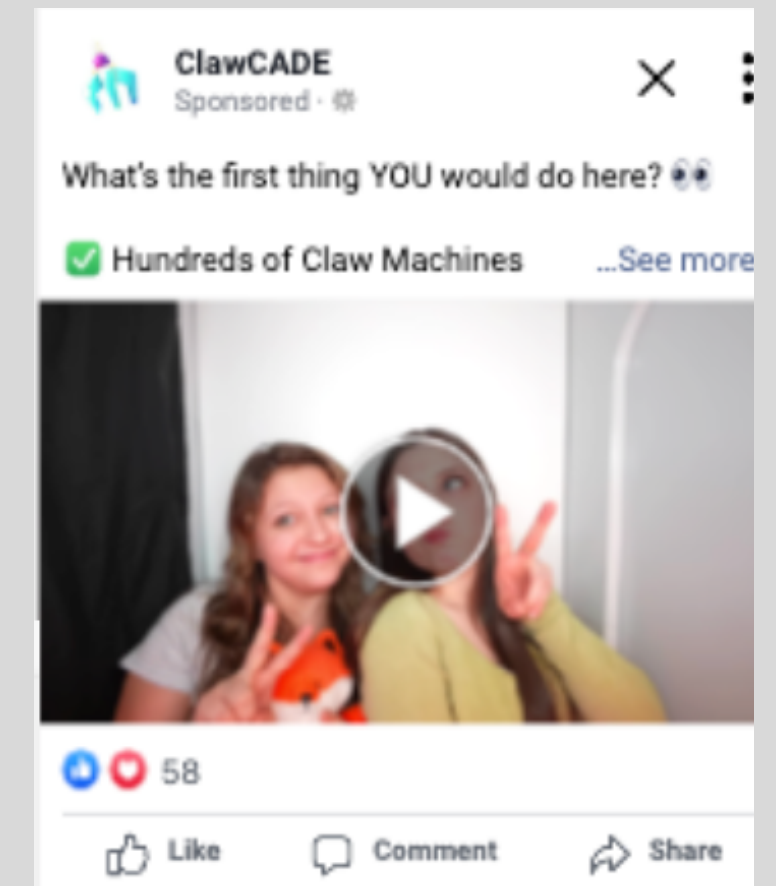


FACEBOOK AD CAMPAIGN BREAKDOWN

Brand Awareness Commercial

Commercial to create overall awareness of brand to local area and prospective new clientele

- Reach increased from 79,770 to 205,868 (+158%)
- Frequency improved from 1.23 to 1.52, ensuring better brand recall
- Used engaging video format to capture attention



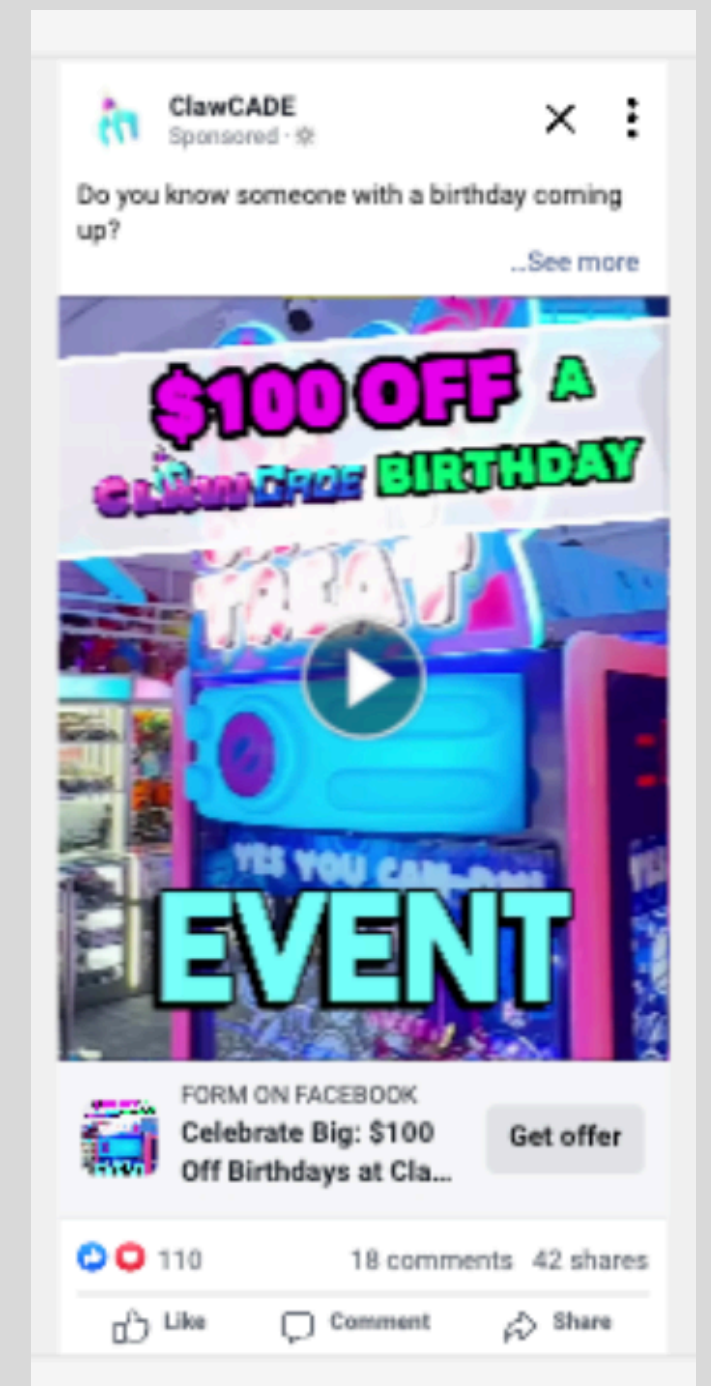


FACEBOOK AD CAMPAIGN BREAKDOWN

\$100 OFF Birthday Party Campaign

Lead generation campaign to aggregate interested future clientele regarding birthday parties

- Reach increased from 6,902 to 12,158 (+76%)
- Cost per birthday party lead reduced to \$2.18
- Frequency increased from 1.55 to 1.71, boosting conversion rates
- Clear call-to-action driving form completions



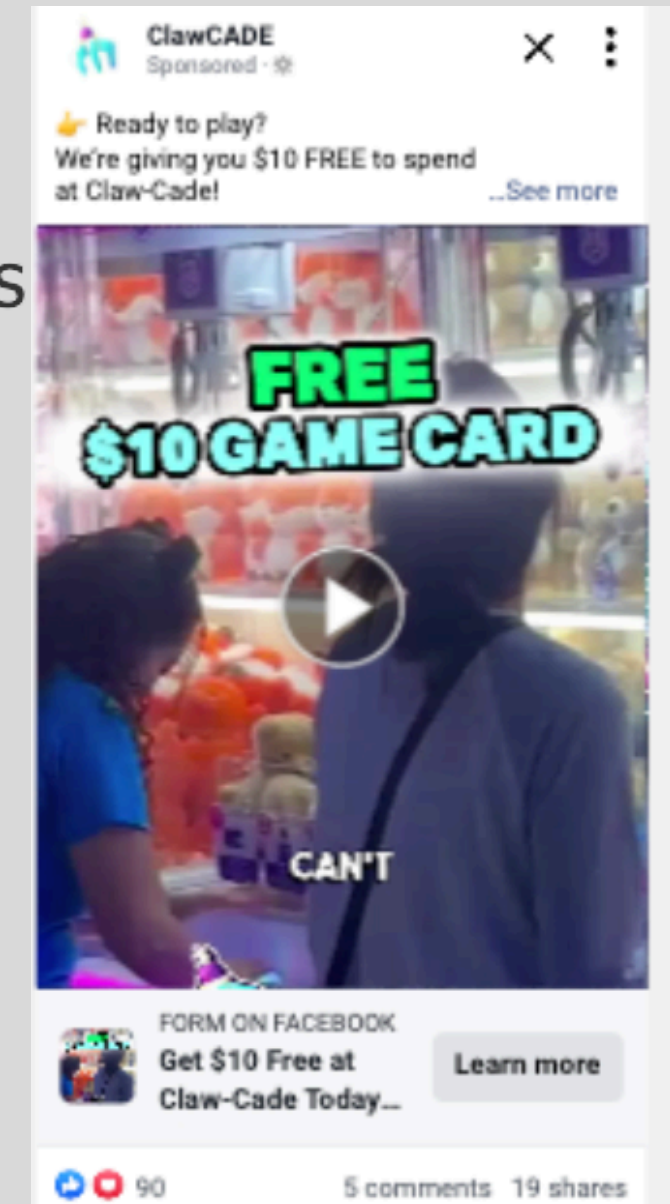


FACEBOOK AD CAMPAIGN BREAKDOWN

\$10 Free Game Card Campaign

Lead generation campaign to aggregate interested future clientele regarding game cards

- Reach increased from 21,880 to 31,151 (+42%)
- Generated additional foot traffic through free game card incentives
- High frequency of 2.12, ensuring message retention
- Low-barrier offer to attract new customers





Future Innovation: From Ranking #1 to 24/7 Revenue Machine

Our next phase takes ClawCADE's success to a whole new level:

- **24/7 AI Voice Bot:** Capture birthday party bookings **even when you're closed**
- **Revenue Impact:** Projected additional 15-20% booking increase
- **Competitive Edge:** Instant responses while competitors make customers wait
- **Customer Experience:** Parents can book at midnight when they remember their kid's birthday

When you combine our SEO dominance (13,000+ new users) with automated booking technology, you create a **true 24/7 revenue machine.**



The Dr. SEO Rule for FEC Marketing Success

Here's my simple formula for FEC marketing success:

SEO Dominance + Facebook Ads + AI Automation = 300%+ ROI

- **Top Rankings:** From zero to #1 positions in just 60 days
- **David Beat Goliath:** New business outranked established competitors
- **Total Market Coverage:** 100% search visibility for core terms
- **Rapid Deployment:** No waiting 6-12 months for results
- **Traffic Machine:** 13,000 new users in 60 days
- **Business Impact:** 25% increase in birthday party bookings
- **Cash Positive:** 300% return on investment



Want to dominate your market like ClawCADE? Listen up. Even brand new family entertainment centers can CRUSH established competitors in just 60 days - I've seen it happen.

The formula is dead simple: world-class SEO paired with laser-targeted Facebook ads creates an absolute monster of a customer acquisition machine. When ClawCADE implemented this exact strategy, they skyrocketed to the top rankings for critical keywords, dramatically improving both organic traffic AND ad efficiency.

The math doesn't lie - every dollar invested returns THREE DOLLARS back. That's a 300% ROI that your competition simply cannot match. And with AI voice bot integration on the horizon, ClawCADE isn't just winning today's battle - they're positioning to dominate the war.

This is how you build a business that absolutely thrives in cutthroat markets. The blueprint works for birthday party bookings, it works for FECs, and it can work for YOU. But remember: the formula is simple, execution is EVERYTHING.



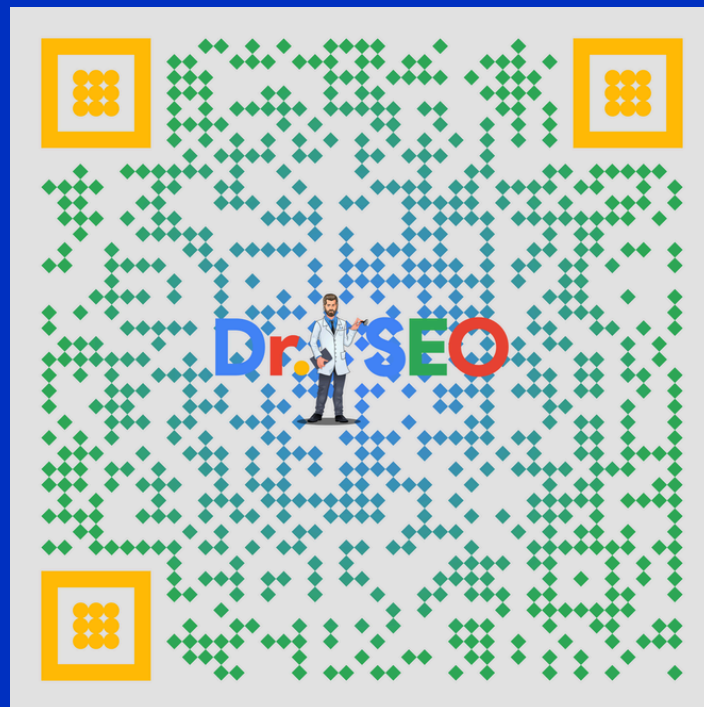
WILL THIS WORK FOR MY BUSINESS?

The question isn't "if" this will work for your business, but "how quickly" you want results

- **"But my market is different..."** We've applied this exact formula across 10 different FEC markets - from arcades to trampoline parks to bowling alleys
- **"But I've tried SEO before..."** Most agencies talk about "6-12 month" timelines because they lack competence, and they don't have our implementation system
- **"But I don't have a big budget..."** Our clients averaged 300% ROI across all campaign sizes - every dollar you invest returns three
- **"But I'm a new business..."** ClawCADE opened in December 2024 and dominated by February 2025 - being new is not an obstacle for us

THE CHOICE: KEEP WATCHING COMPETITORS TAKE YOUR CUSTOMERS, OR IMPLEMENT A PROVEN SYSTEM THAT DELIVERS RESULTS IN 60 DAYS

CONTACT US



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