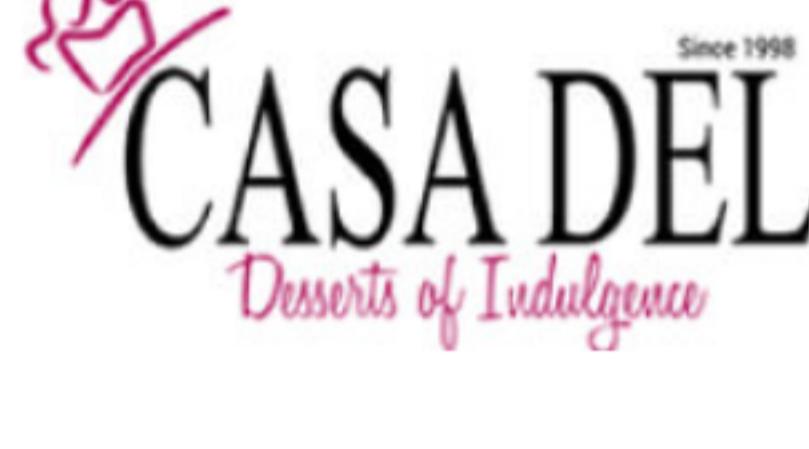


# Casa Del



In  
60 Days  
we increased Casa Del store visits by  
60%



Casa Del is a cake shop in Marrickville, Sydney. They offer all kinds of speciality desserts and cakes for every occasion, including wedding cakes and birthday cakes.

## Objectives

Casa Del wanted to drive more store visits to their Marrickville store, especially from new potential customers in the area.

## Our Approach

In 2 months, we optimised their rankings on Google Maps and niche directories to attract potential customer looking for cupcakes, cakes and sweets within 5km radius of their premise.

We followed the below process:

A Google My Business page was set up with business information, high quality images and content.

Started by cataloging all existing directory citations.

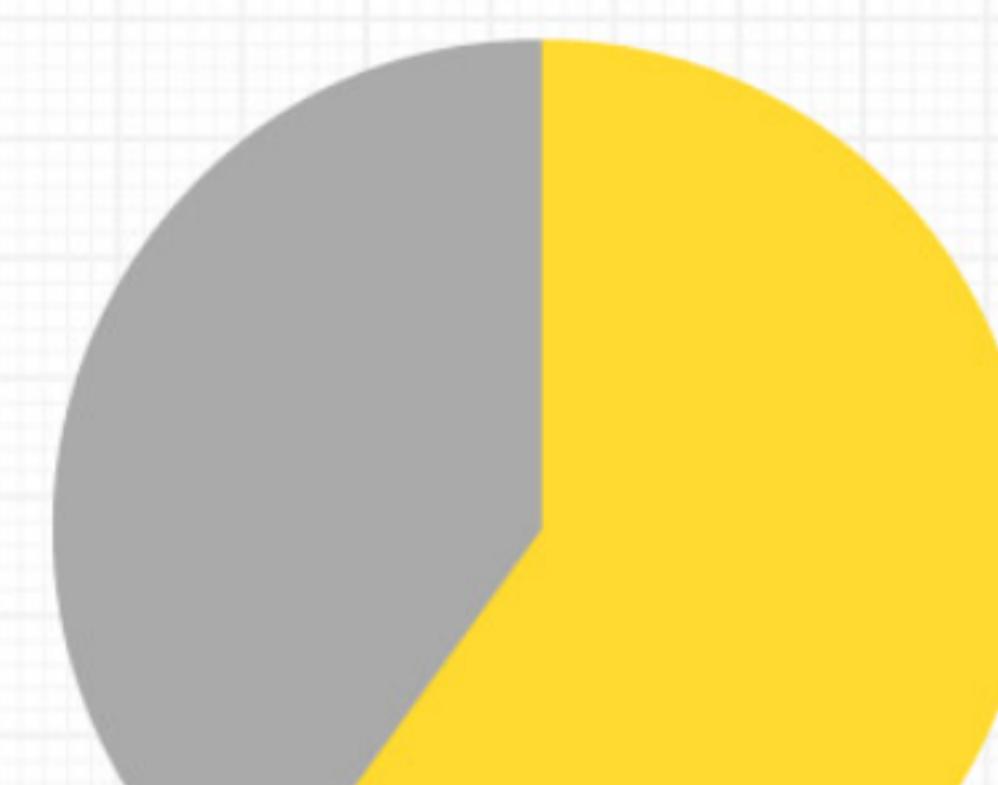
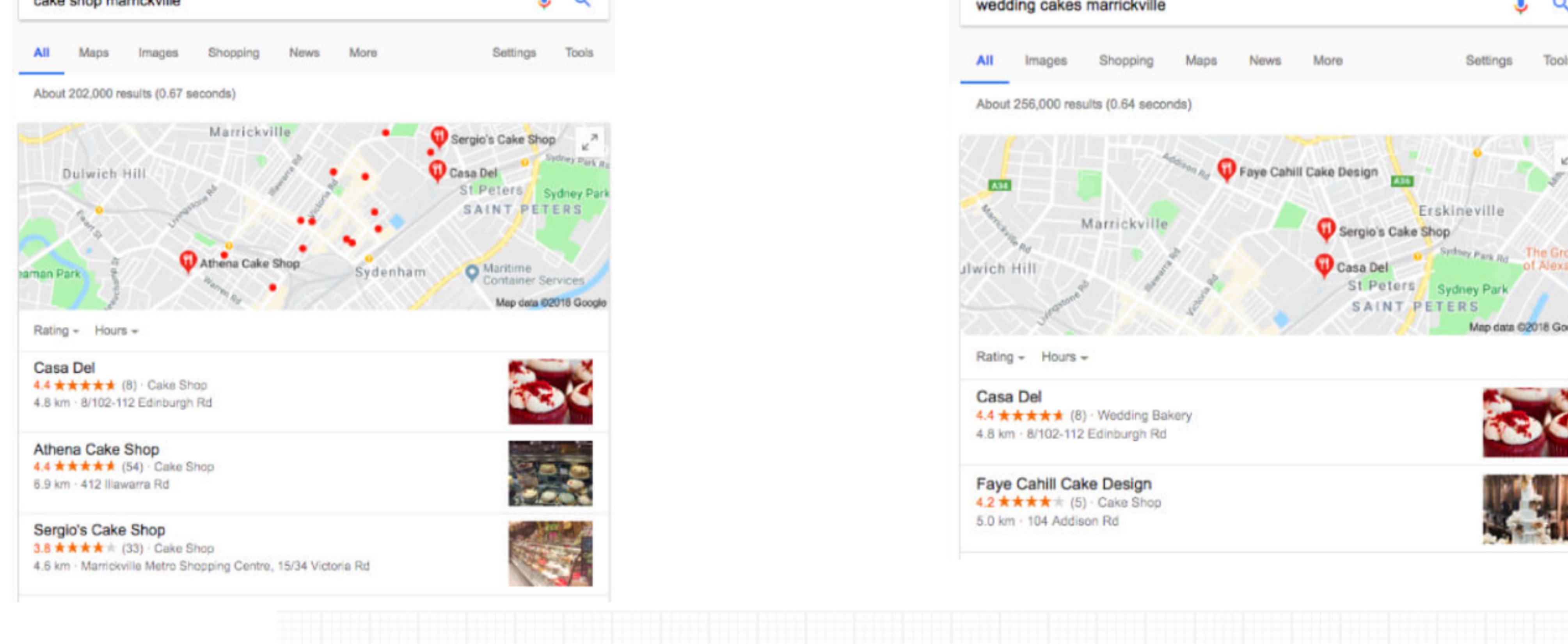
Casa Del was listed in a number of specific industry and Sydney directories.

Inconsistent and duplicate citations were removed.

Schema mark-up code was utilised, enabling search engines to clearly convey results to viewers



## Results



**60%**  
Increase in store visits



**“ Fabulous team to work with, very helpful and friendly.**

**ANNA MENDONCA**

Casa Del