

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

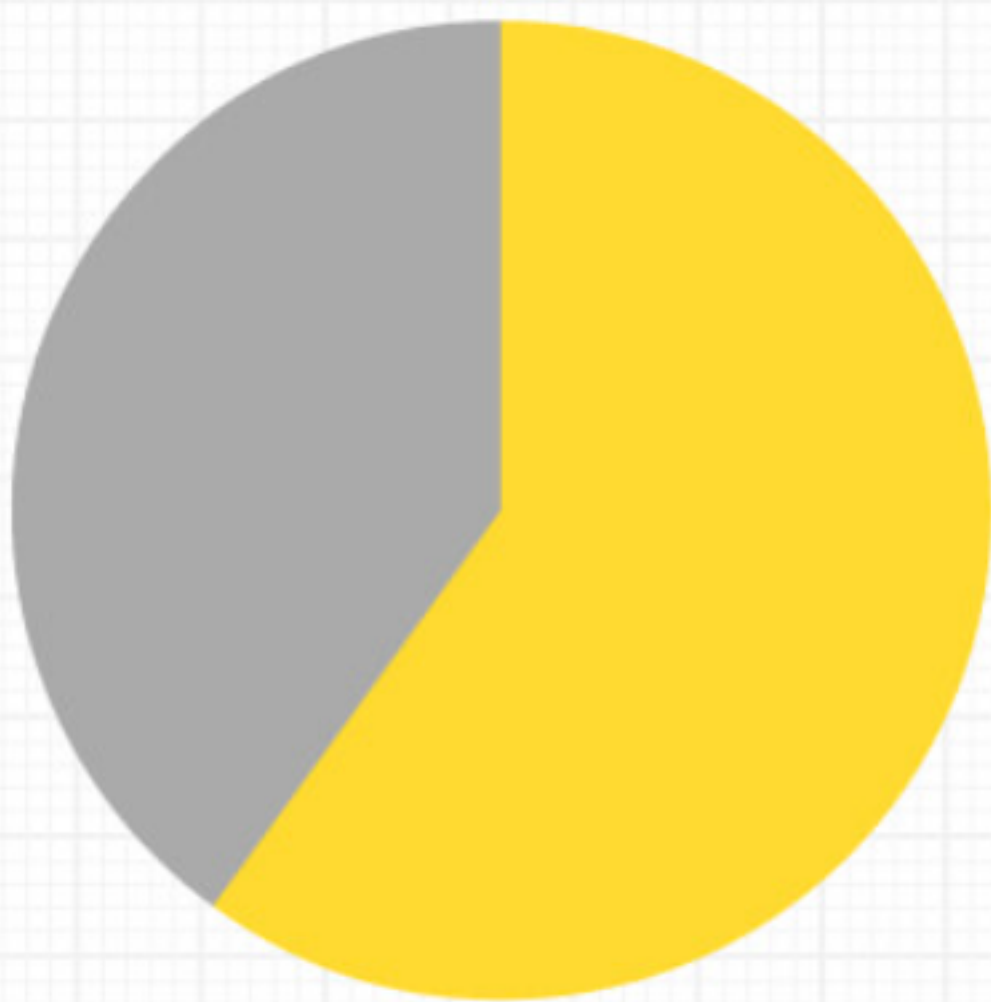
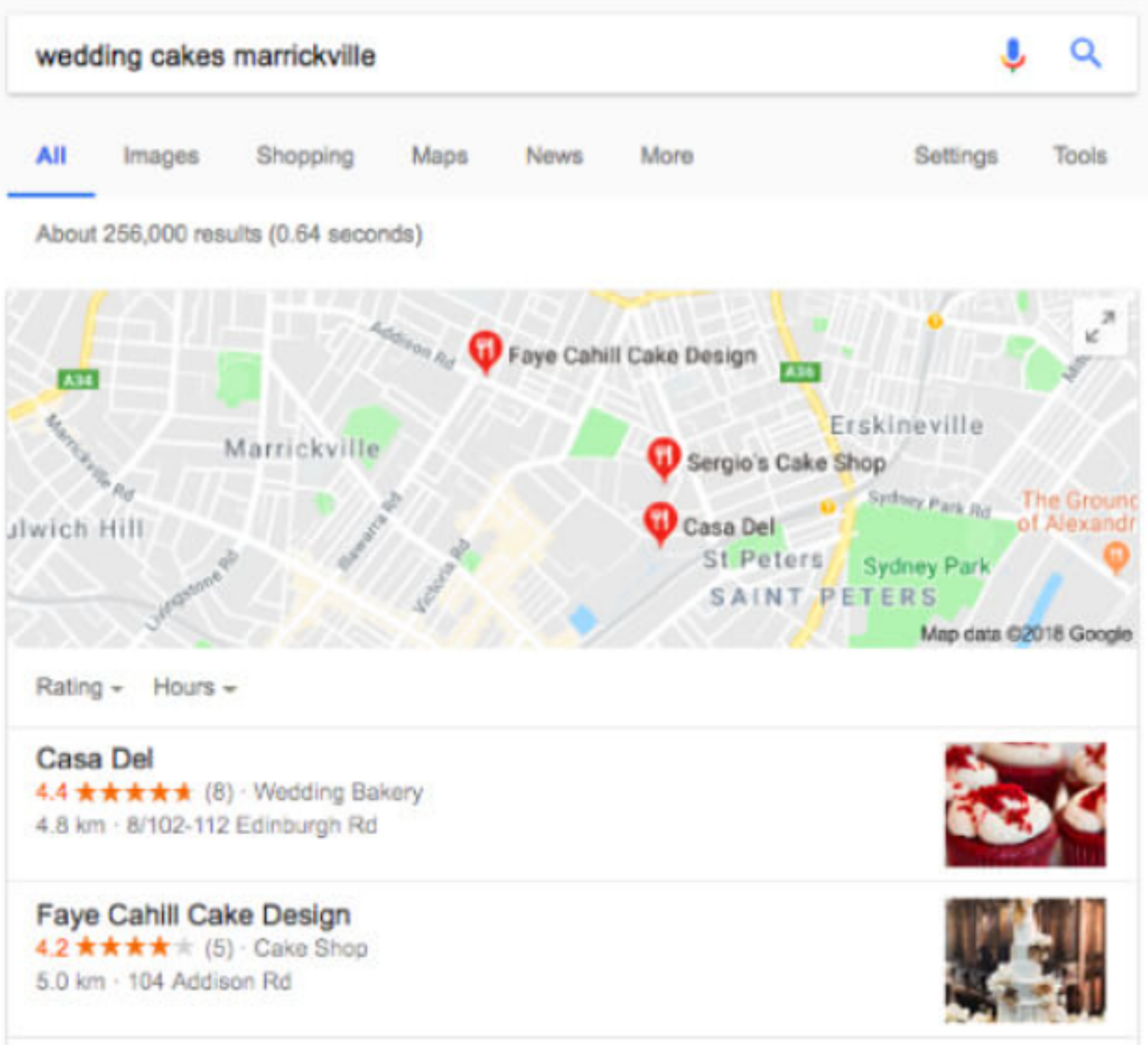
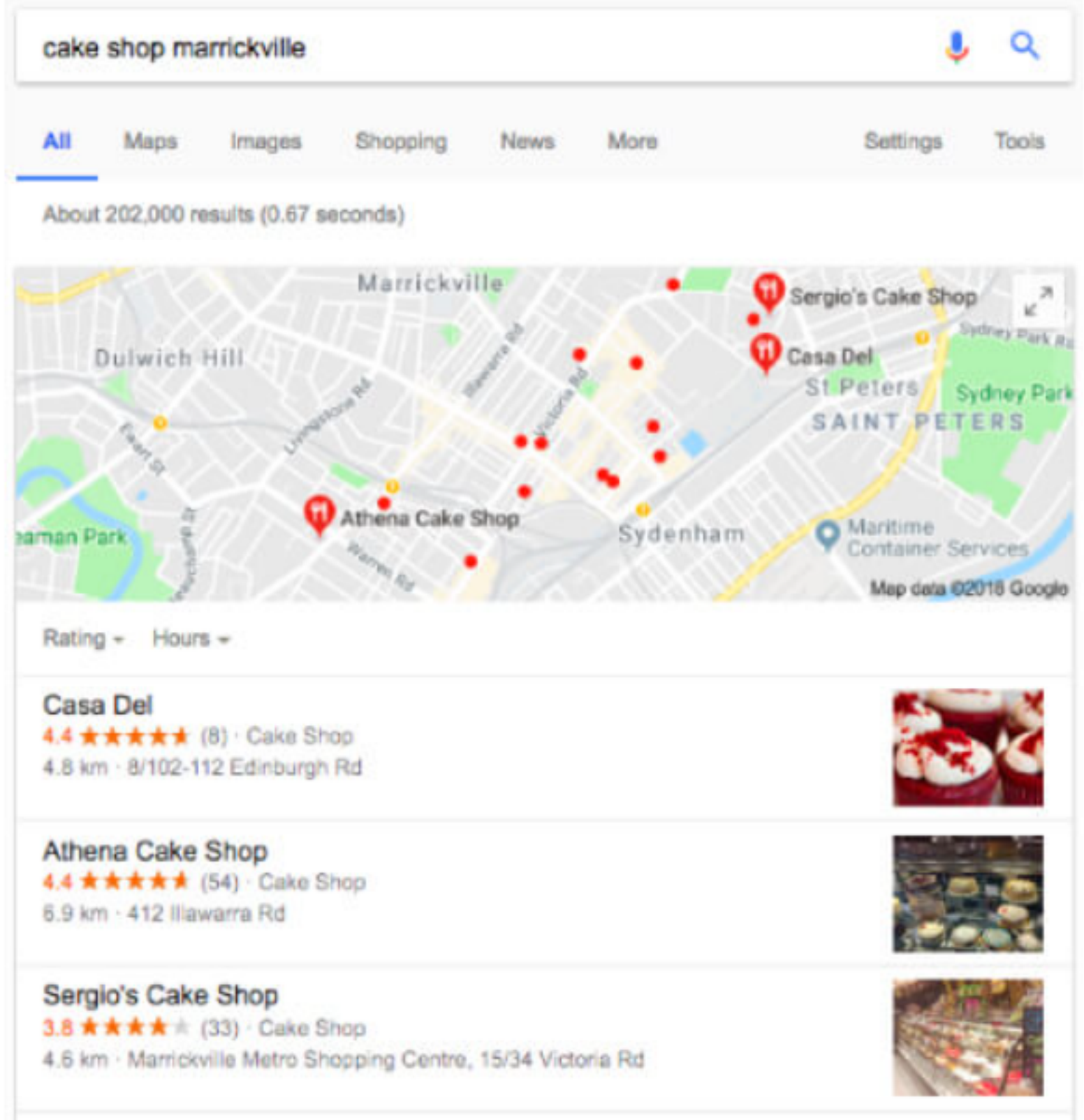
In 2 months, we optimised their rankings on Google Maps and niche directories to attract potential customer looking for cupcakes, cakes and sweets within 5km radius of their premise.

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