

Kazbah



In 60 Days we increased Kazbah's phone bookings by 138%



Kazbah has locations in Darling Harbour, Miranda and Balmain. It is an exotic fusion of Moroccan and Middle Eastern cuisines. They decided to team up with Mavlers to improve their digital presence.

Objectives

Kazbah wanted to drive more group bookings to their restaurants.

Our Approach

From September to October, we focused solely on a Google Maps optimization campaign to target potential customers within a 3 km radius of our restaurants.

We implemented the steps below:

Ensured their Google My Business pages had all the information needed: images, content, restaurant info, address and phone number.

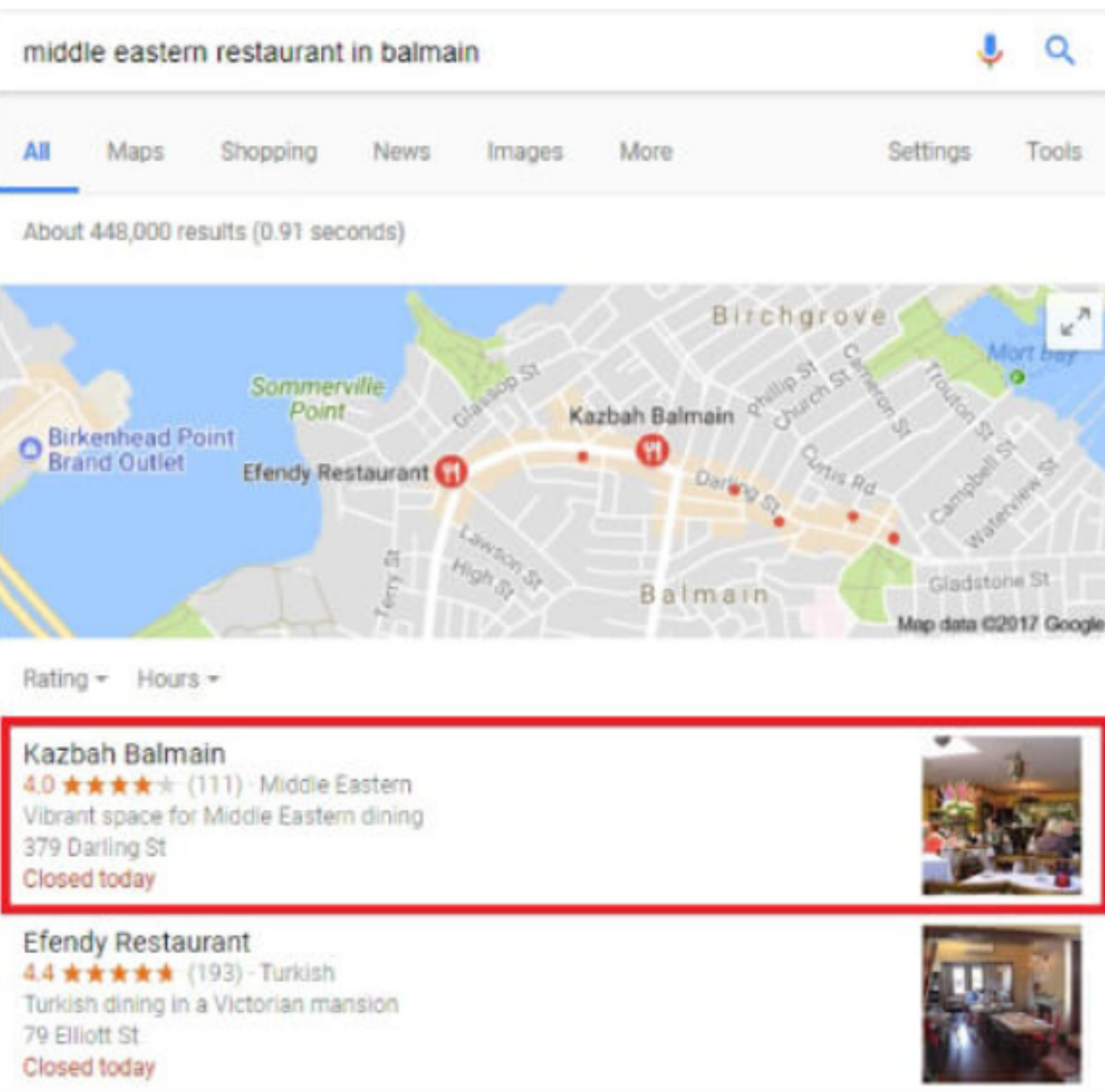
Kazbah was then listed in a number of specific industry and Australian directories.

Schema mark-up code was used to allow search engines to deliver results to viewers with the utmost clarity.

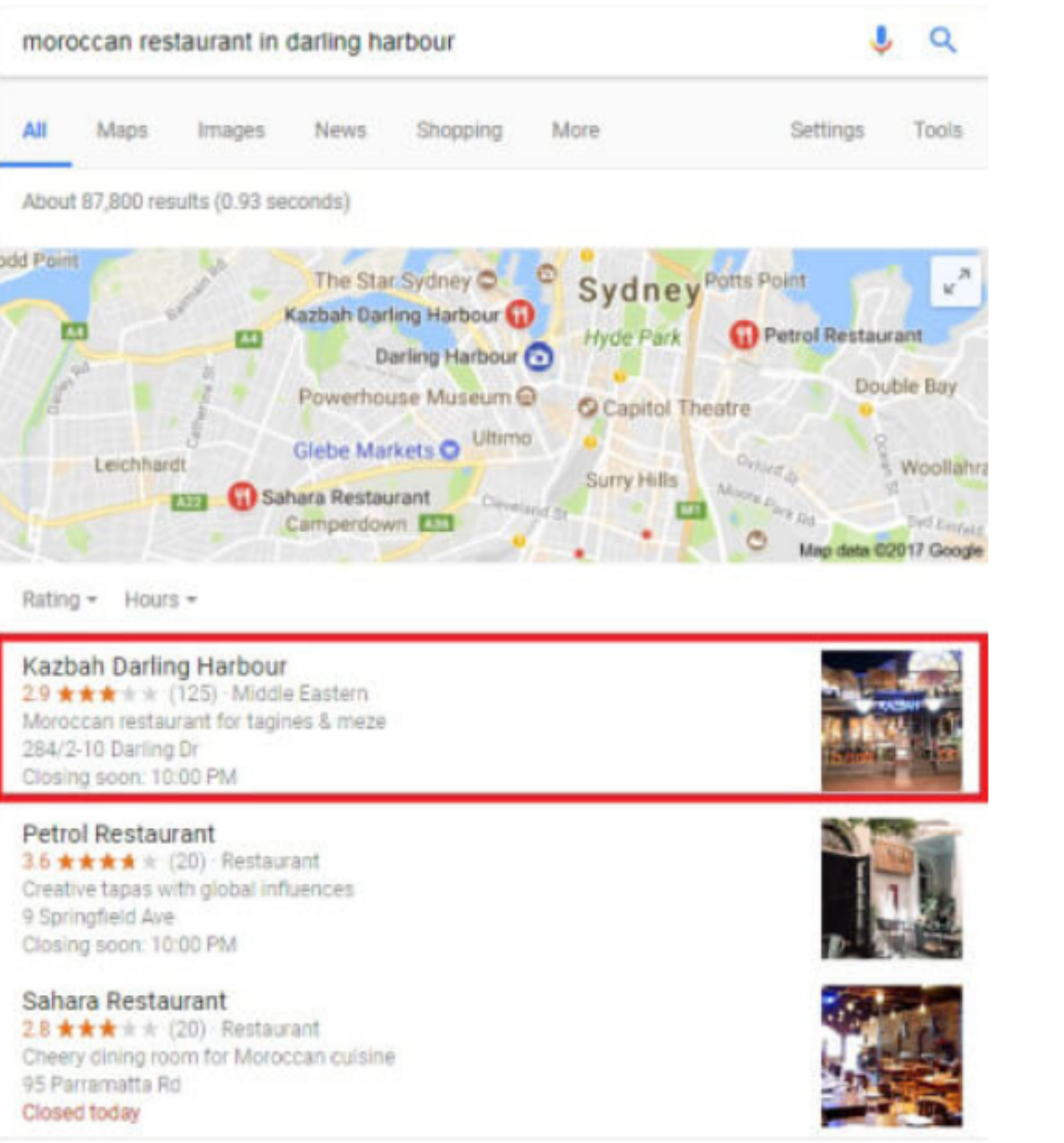
Tracking codes were implemented on the website, Google Maps and niche directories.



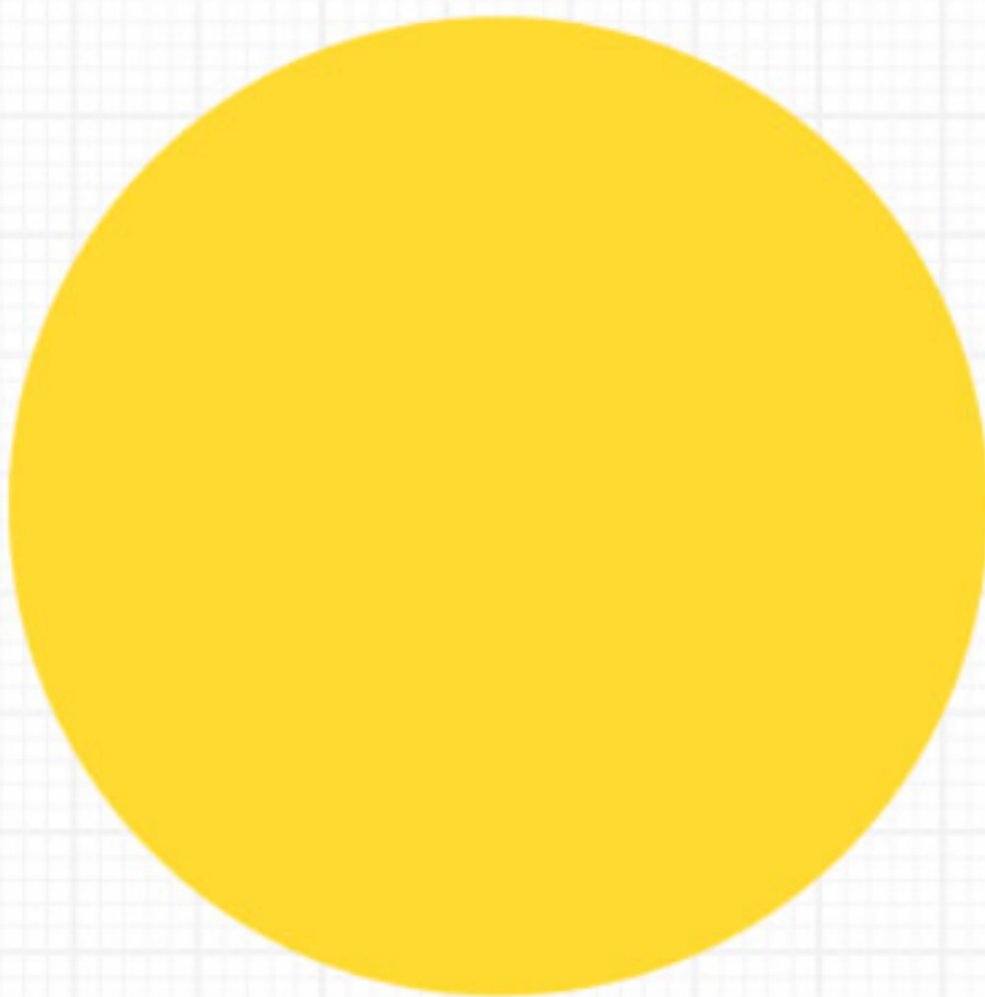
Results



Number One Ranking For "middle eastern restaurant in balmain"



Number One Ranking For "moroccan restaurant in darling harbour"



138%
Increase in phone bookings



“ This place is excellent, very professional and added value to our business. Thank you guys.

ZAHİ AZZI

Kazbah