

# OMG Brigadeiros



In  
90 Days  
we increased OMG Brigadeiros store visits by  
168%



OMG Brigadeiros is the first Brigadeiro boutique in Florida. Their intention is to bring an unique and innovative twist on a traditional Brigadeiro and cappuccinos – Brigadeiro is a Brazilian sweet made of condensed milk and chocolate.

## Objectives

OMG Brigadeiros came to us with the challenge of increasing store visits, catering orders and local awareness, as well as to spread the word of their newly-launched shop in Orlando, USA – both to local people and to tourists coming to Miami and Orlando.

## Our Approach

To enhance their visibility in Miami and Orlando, we focused on optimizing their listings in niche and local directories and improving their search rankings on Bing and Google Maps for cake shops.

In a short period of time we did the following:

Optimized Google Maps and Google Plus page.

Gathered all business details for each location.

OMG Brigadeiro was then listed in a number of local and industry-specific directories to boost the brand's search engine rankings and increase online reach.

Removed incorrect and duplicate citations.

Google Analytics was set up to track the number of visitors and clicks from other websites.



## Results

best dessert in miami

All Images Maps Shopping News More Settings Tools

About 3,670,000 results (0.91 seconds)

**OH MY GOSH! Brigadeiros**  
4.6 ★★★★★ (56) · Dessert Shop  
Miami, FL, USA  
Closed · Opens 11AM

**Fireman Derek's Bake Shop**  
4.7 ★★★★★ (202) · Dessert Shop  
Seasonal pies & a variety of desserts  
Miami, FL, USA  
Closed · Opens 8AM

**Cream Parlor**  
4.8 ★★★★★ (279) · Ice Cream Shop  
Miami, FL, USA  
Closed · Opens 9AM

dessert shops in miami

All Maps Images Shopping News More Settings Tools

About 1,260,000 results (0.79 seconds)

**OH MY GOSH! Brigadeiros**  
4.6 ★★★★★ (56) · Dessert Shop  
2205 SW 23rd Ave  
Closed · Opens 11AM

**Fireman Derek's Bake Shop**  
4.7 ★★★★★ (202) · Dessert Shop  
Seasonal pies & a variety of desserts  
2818 N Miami Ave  
Closed · Opens 8AM

**Cake Lounge Miami**  
4.5 ★★★★★ (26) · Wedding Bakery  
Miami, FL 33145, 1245 SW 22nd St  
Closed · Opens 10AM

294%

168%

Increase in store visits

Increase in phone orders



“ Thank you for helping OMG team to achieve the goals. Let's keep the dream :)

OMG BRIGADEIROS