

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:

Optimised Google Maps and Google Plus page.

Gathered all business details for each location.

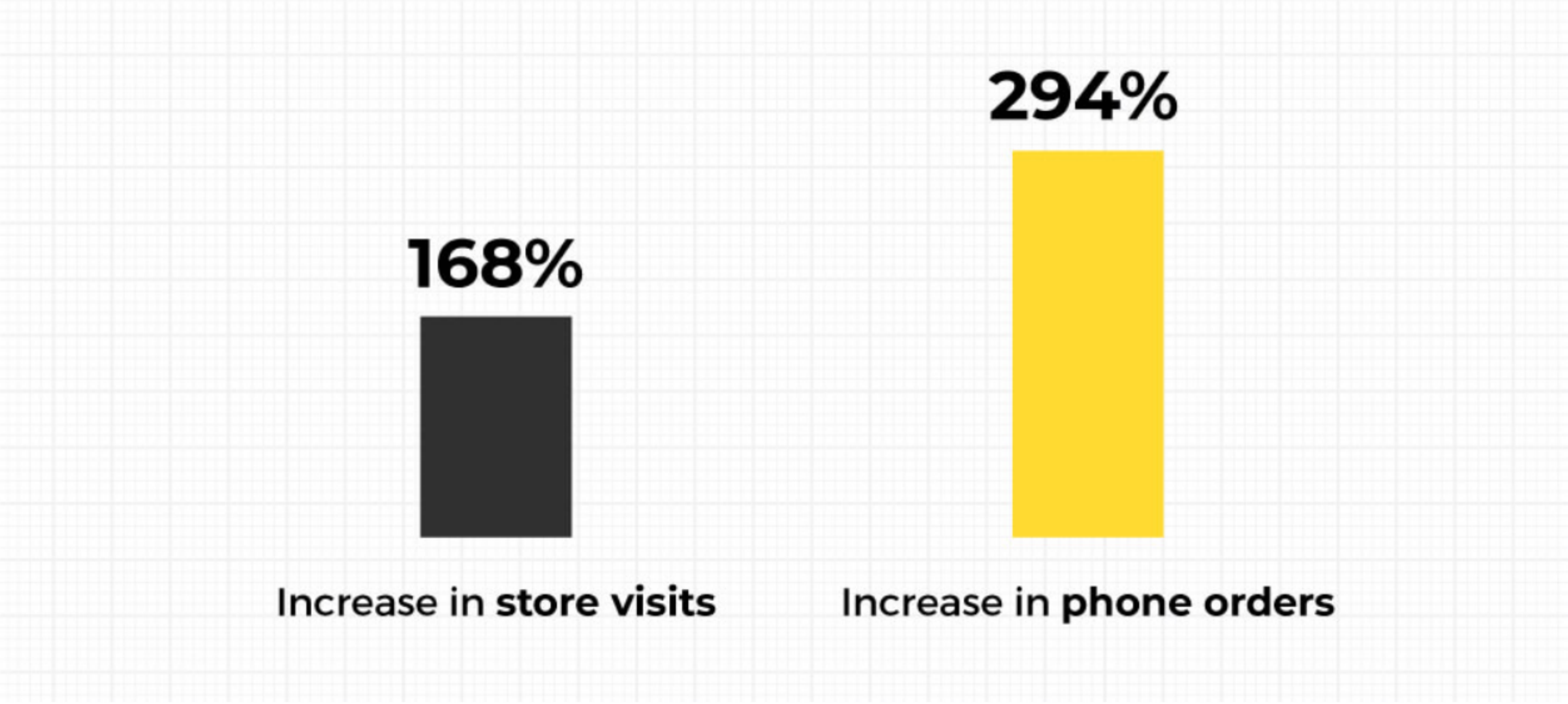
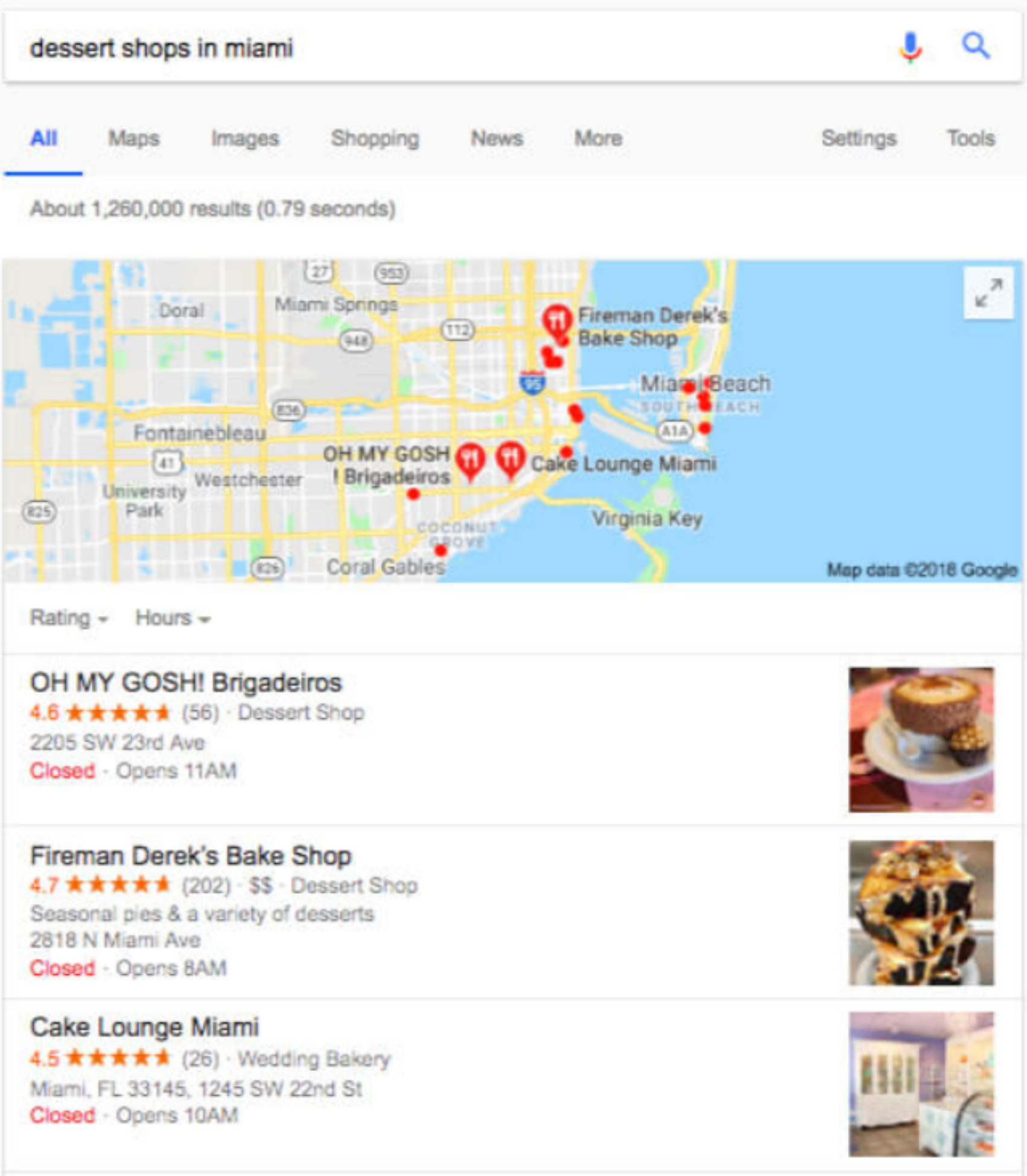
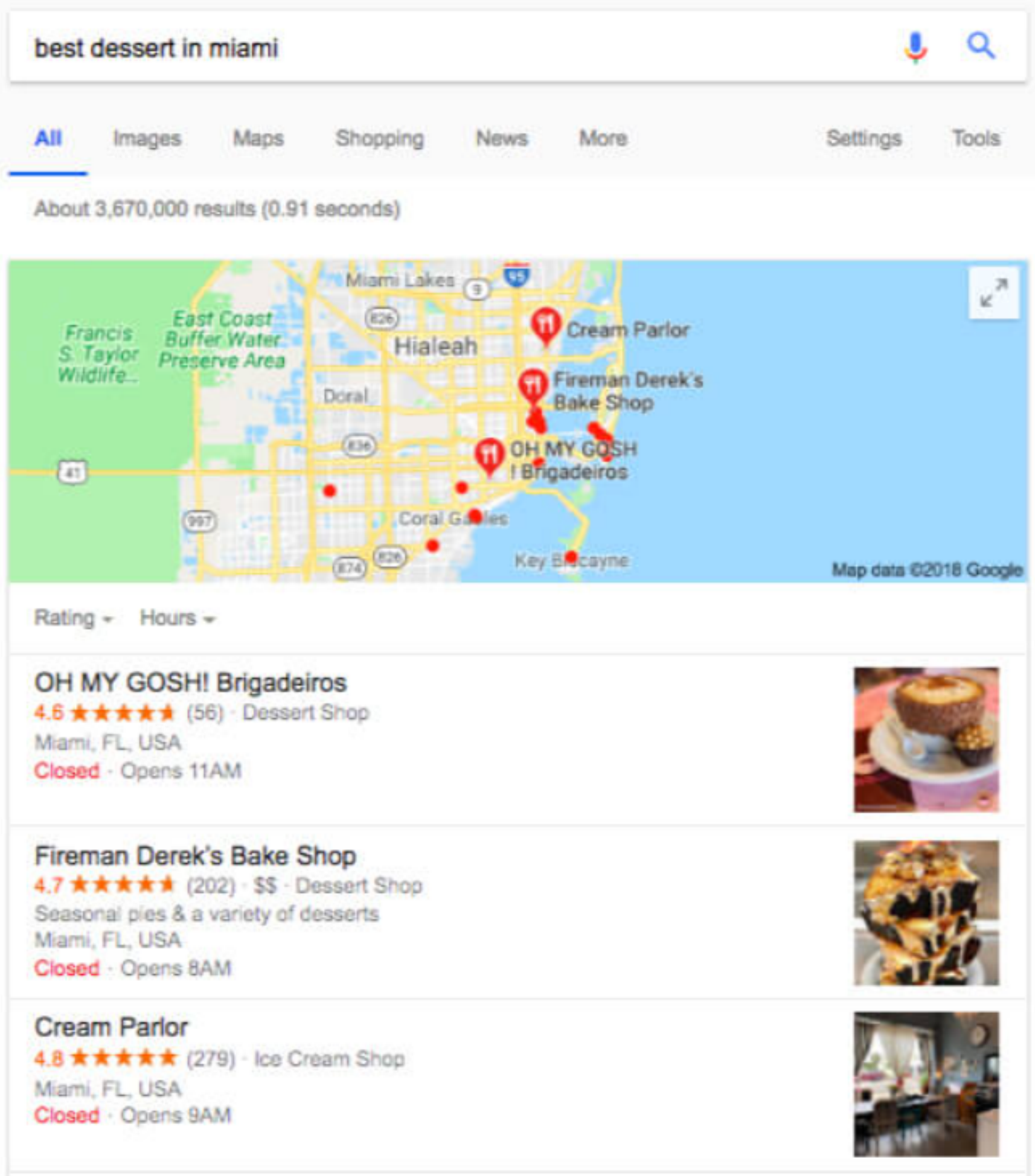
OMG Brigadeiro was then listed in a number of local and industry-specific directories to boost the brand's search engine rankings and increase online reach.

Removed incorrect and duplicate citations.

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



Results



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

OMG BRIGADEIROS