

# Rumi



## In 60 Days we increased Rumi’s phone bookings by 23%



RUMI is a Middle Eastern restaurant based in Melbourne. Rumi’s specialities include Eastern Mediterranean cuisine and a variety of Halal options. Mavlers job was to help them build a local online strategy.

### Objectives

Rumi’s objectives were to increase their online reach to target new potential customers within a 5 km radius of their restaurant.

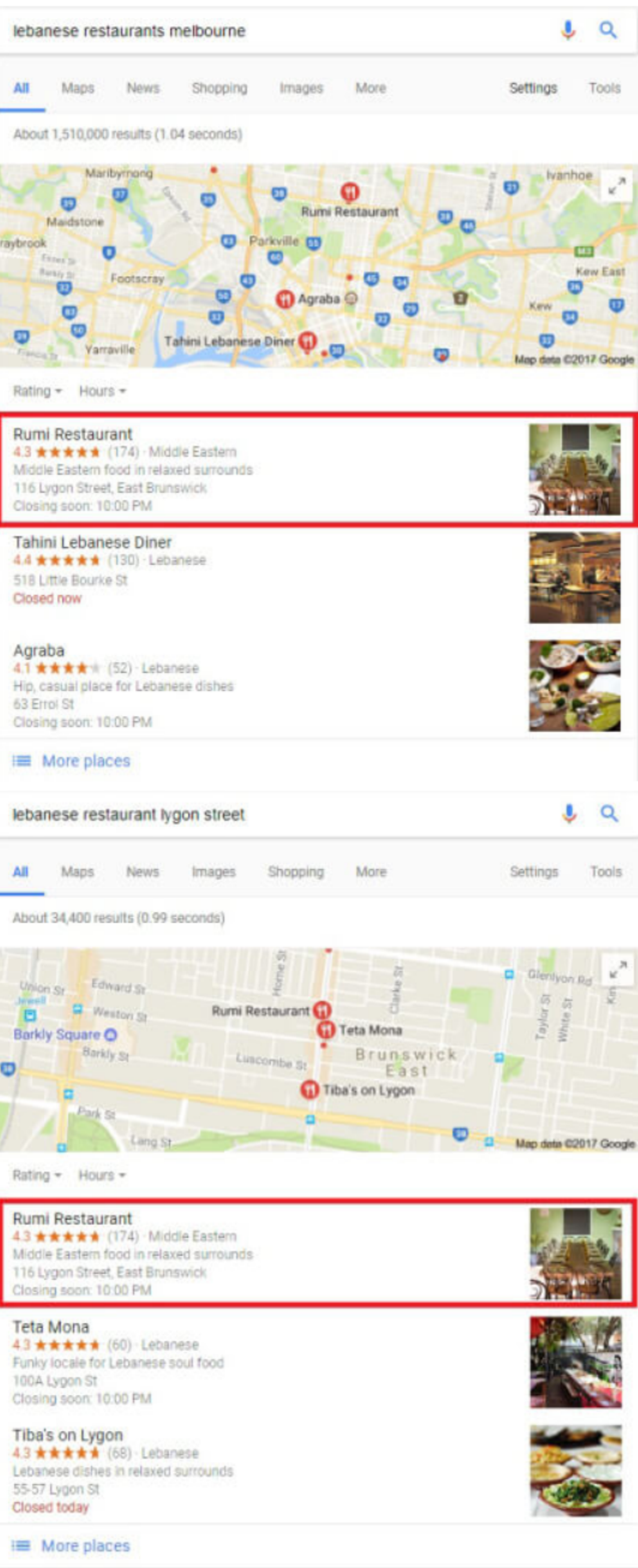
### Our Approach

Based on the client’s brief we decided to do a Local SEO campaign to attract potential customers searching for restaurants in Brunswick. Next, we implemented the below activities:

- Built a Google My Business and Google Plus page.
- Uploaded all possible information on both channels.
- We listed Rumi in a variety of local and restaurant directories, adding the same information into each of them.
- Removed inconsistent citations.
- Schema mark-up codes were implemented, so that search engines could clearly convey information to viewers.

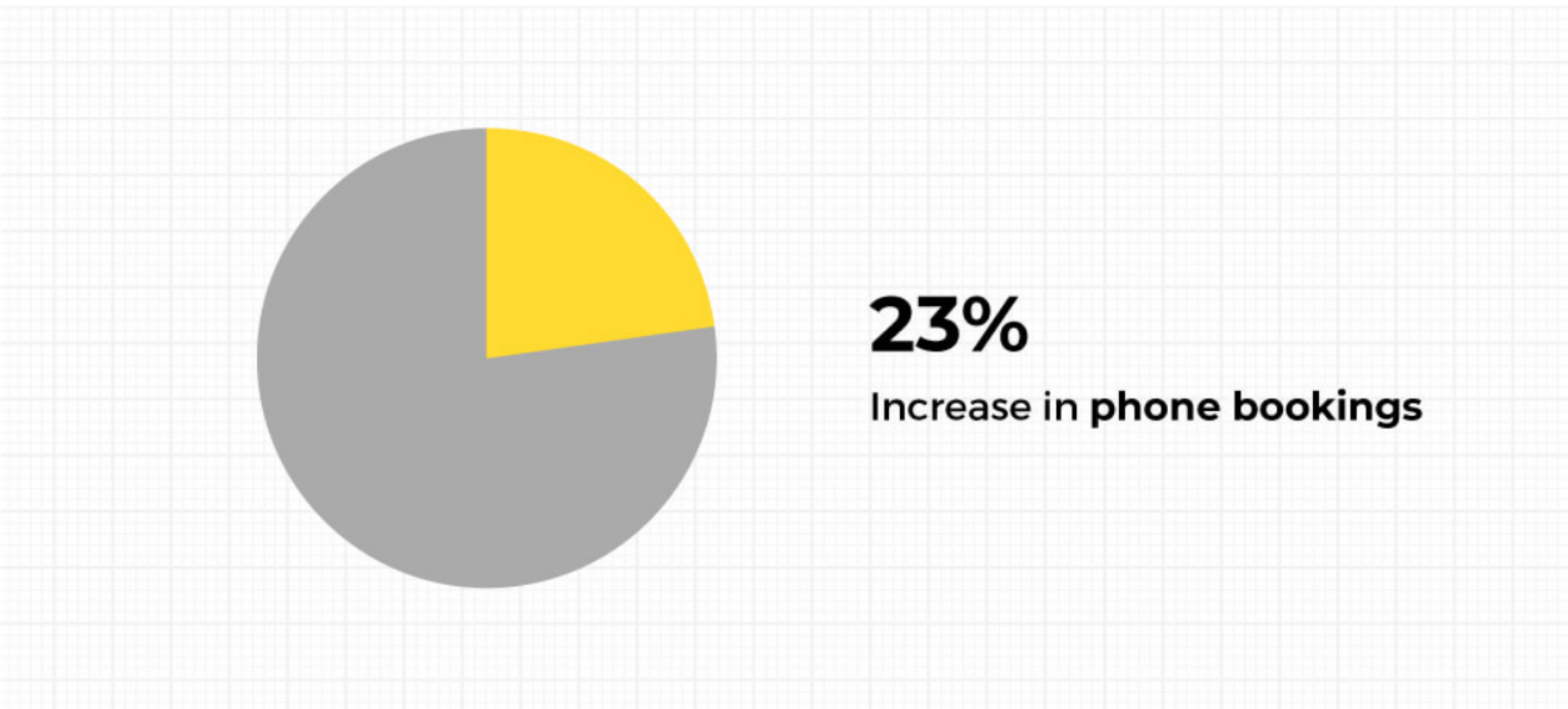


### Results



Number One Ranking For “lebanese restaurants melbourne”

Number One Ranking For “lebanese restaurant lygon street”



“ Despite my scepticism, I found the service and results from the Mavlers team to be really great.

JOSEPH ABBOUD

Rumi