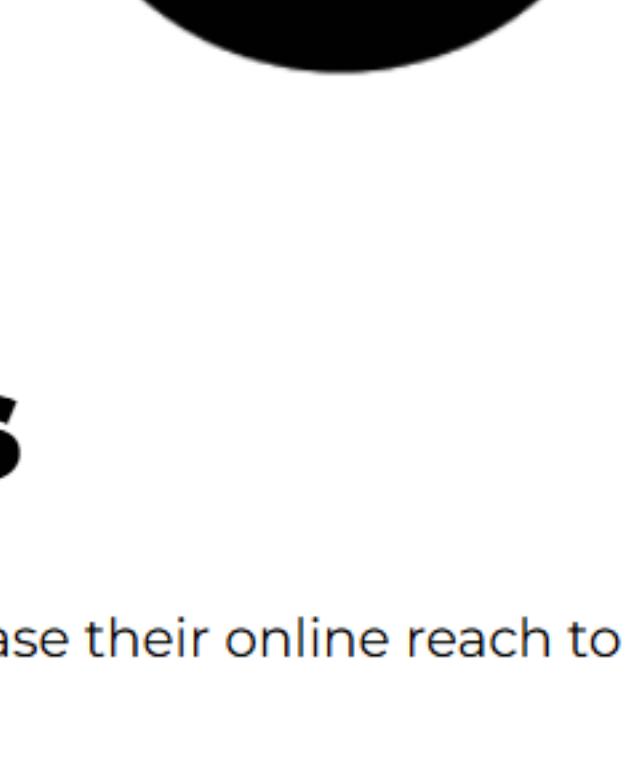


# Rumi



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:

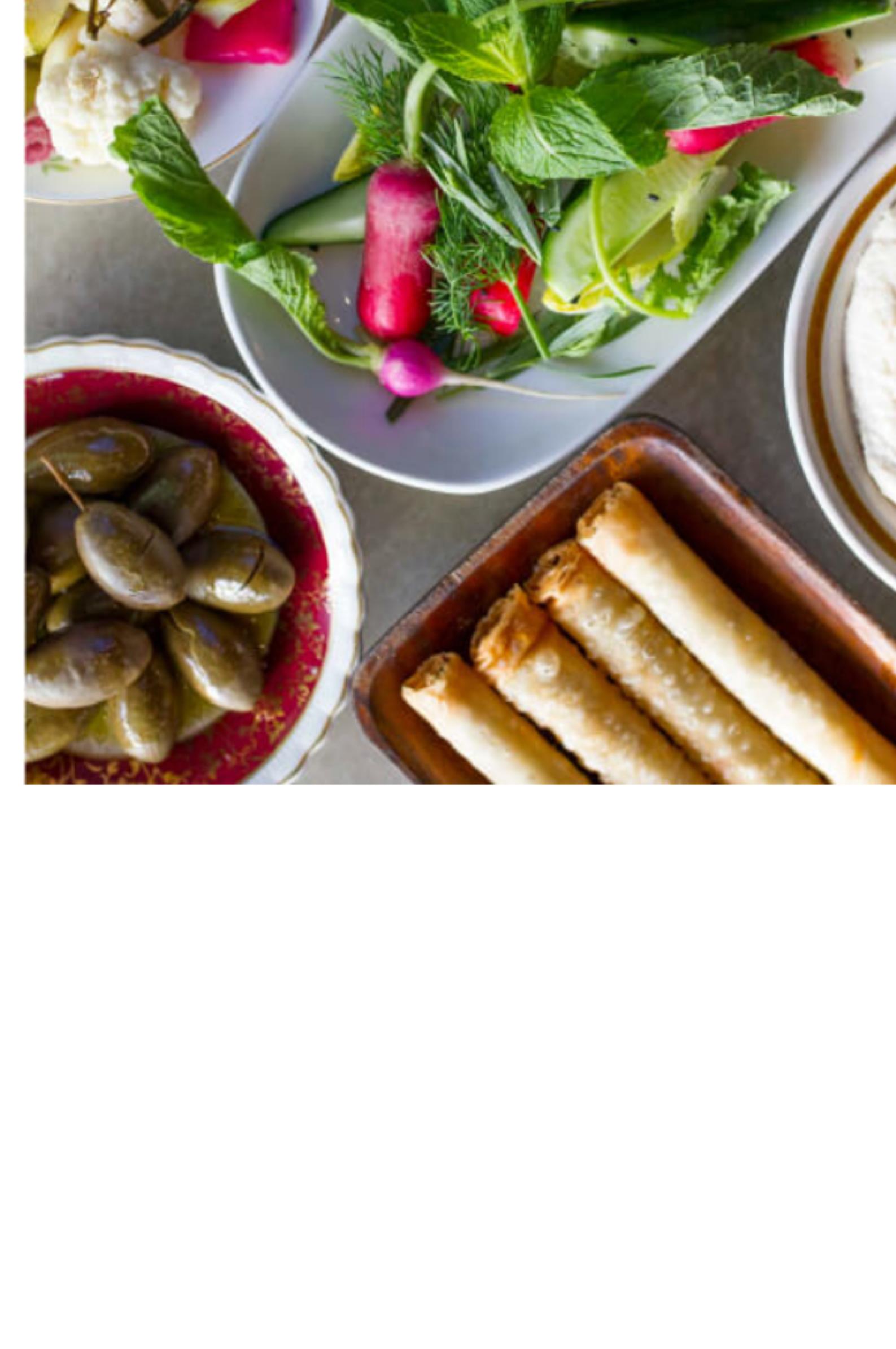
Built a Google My Business and Google Plus page.

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

lebanese restaurants melbourne

Rumi Restaurant

4.3 ★★★★★ (174) - Middle Eastern  
Middle Eastern food in relaxed surrounds  
116 Lygon Street, East Brunswick  
Closing soon: 10:00 PM

Tahini Lebanese Diner

4.4 ★★★★★ (130) - Lebanese  
Hip, casual place for Lebanese dishes  
518 Little Bourke St  
Closed now

Agraba

4.1 ★★★★★ (52) - Lebanese  
Hip, casual place for Lebanese dishes  
63 Errol St  
Closing soon: 10:00 PM

lebanese restaurant lygon street

Rumi Restaurant

4.3 ★★★★★ (174) - Middle Eastern  
Middle Eastern food in relaxed surrounds  
116 Lygon Street, East Brunswick  
Closing soon: 10:00 PM

Teta Mona

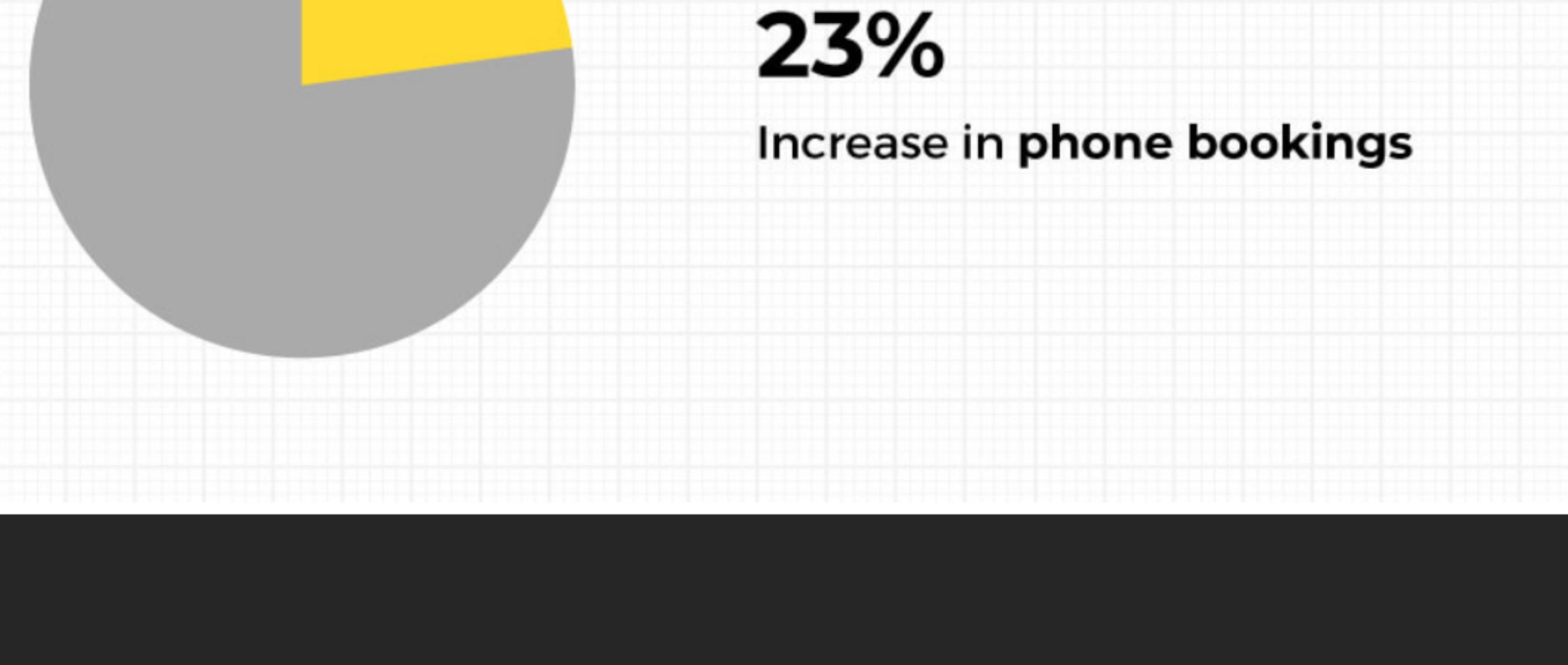
4.3 ★★★★★ (60) - Lebanese  
Fully licensed Lebanese soul food  
100A Lygon St  
Closed today

Tiba's on Lygon

4.3 ★★★★★ (68) - Lebanese  
Lebanese dishes in relaxed surrounds  
55-57 Lygon St  
Closed today

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 ABOUD

Rumi