

Zushi



In
90 Days
we increased Zushi’s phone bookings by
47%



Zushi is a Japanese restaurant that serves modern Japanese-style foods in Sydney, with restaurants in Darlinghurst, Surry Hills and Barangaroo. Mavlers got in touch with them to help boost their online presence.

Objectives

Zushi’s main goal was to increase bookings for all restaurants and increased online popularity.

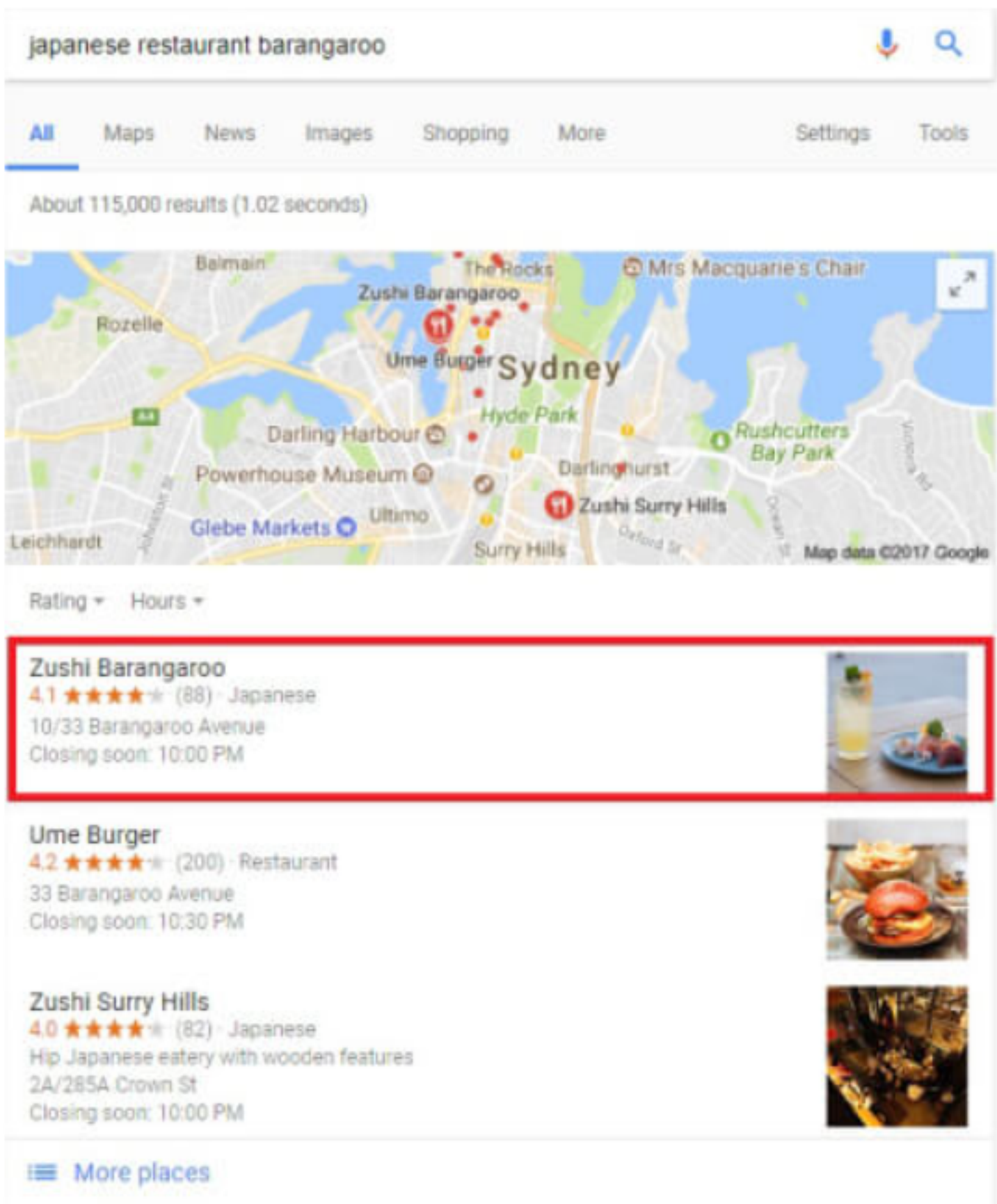
Our Approach

To improve their local visibility during June, July, and August, we optimized their Google Maps rankings for relevant keywords like Japanese Restaurants, sushi restaurants, and more within a 3 km radius. Our process included:

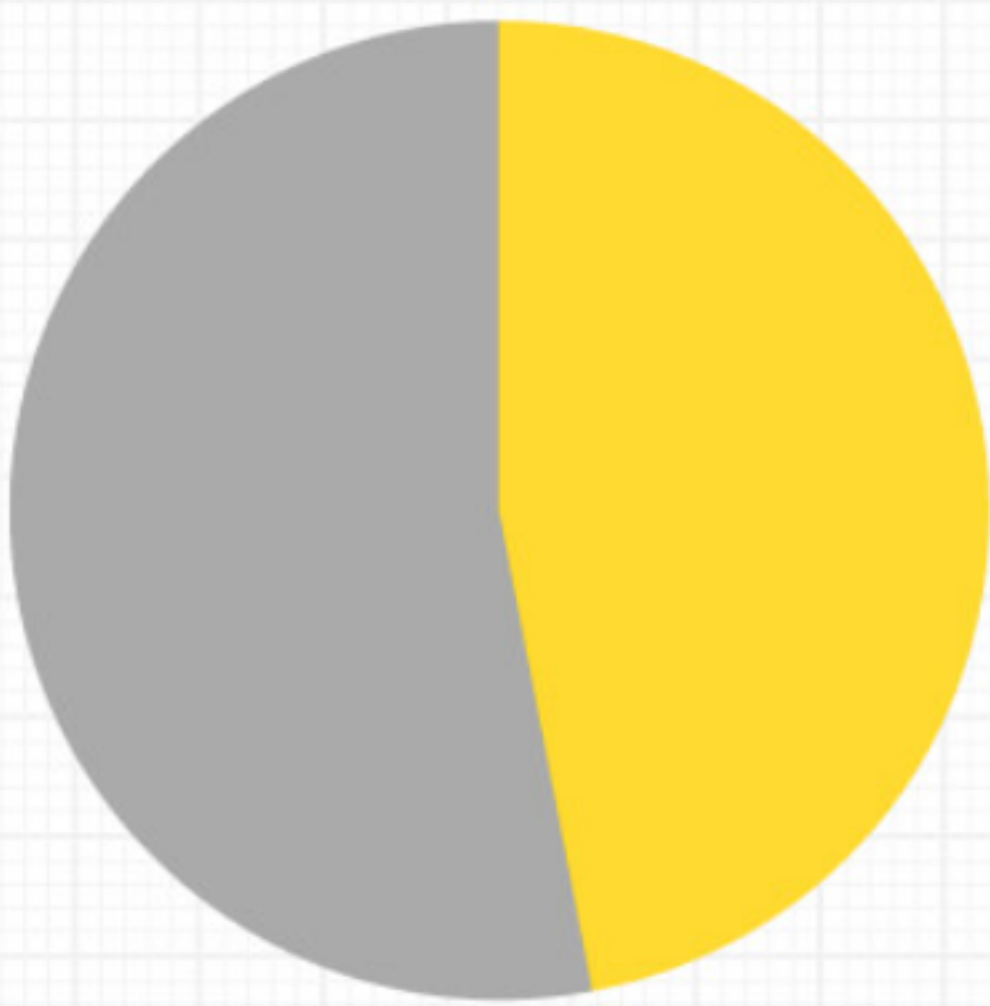
- A Google My Business page was built for each location.
- Google My Business page was set up with business information, good images and content.
- Started by cataloging all existing citations.
- Zushi was then listed in over 60 business directories.
- Schema mark-up code was utilised, enabling search engines to clearly convey results to viewers.



Results



Number One Ranking For “japanese restaurant barangaroo”



47%
Increase in phone bookings



“ Efficient and thorough in reports. Would recommend for SEO activations. Was a pleasure working with them.
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SERENA ANG

Zushi