

NATIONAL BRAND

## Drive Conversions with SweetIQ



CLIENT

## FAMILY RESTAURANT

550+ LOCATIONS—NATIONWIDE



Client needed to gain access to all of their Google My Business pages, so they could start increasing the number of conversions they were driving from them. They also wanted to improve their local listings, both regarding coverage and accuracy, and fix any listing errors.

CAMPAIGN PARAMETERS



Local Search Analytics: **Yes**

Listings Management: **Core 15**

Enhanced Listings: **Google My Business**

Content Updates: **Monthly**

Review Monitoring: **Weekly**

Reporting: **Monthly**

# 25%

INCREASE IN  
REVIEWS

41K NEW REVIEWS  
IN 5 MONTHS



SOLUTION

Thanks to our relationship with Google, we were able to recover all of this company's Google My Business pages in the first month. Once that was done, we cleaned the on-page data and harmonized the branding across all 550+ pages by adding photos and logos. This meant that Google My Business could start generating conversions and clicks for them right away.

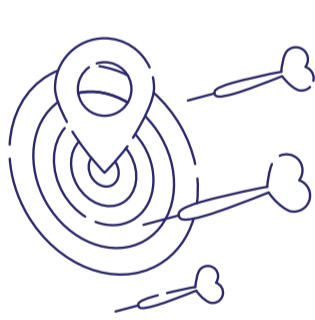
After auditing their current local eco-system, we created a local strategy with CEC to focus on their core challenges: listings accuracy and coverage, as well as listings errors.

That strategy was implemented, and began quickly reaping the benefits.



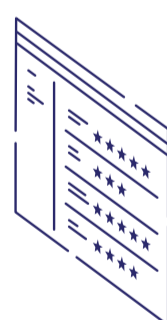
LISTING COVERAGE

# 26%



LISTING ACCURACY

# 154%



NEW REVIEWS

# 41k

RESULTS

Reclaiming, cleaning, and optimizing the company's Google My Business pages allowed us to grow the number of clicks-to-site, clicks-to-call, and clicks for directions dramatically. And by creating over 17,000 new listings, and increasing their listings coverage by 26% and accuracy by 154%, we made this company easier to find online. That all adds up to more customers and more sales.

## +230%

WEB CLICKS

## +50%

CALLS

## +253%

DIRECTIONS



sweet IQ

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