

## Casestudy for Blaack Forest

**Industry:** Food Industry

**Specialization:** Bakery

**Branding:** Blaack Forest

### Achieved Result: Increased 3X of ROI using Local SEO Strategies

#### About the Client

Blaack Forest is creating unique and unforgettable moments of your life with mouth-watering tasty cakes. They are **Best-in-Class Bakery in and around Madurai**, having franchises in and around Tamil Nadu. Their business listing is not optimised in Google Listing. Sometimes, their business lack number of walk-ins and online orders. Also, they lack their branding in Blaack forest. So, they approached SEO Business Company, the leading Digital Marketing Company, to work for their business conversions and branding.

#### The Challenge

Blaack Forest, their Google My Business page was created but not optimized well. As a result, their business listing loss maximum number of direct customers. For this reason, they approached us with the main objective of **improving branding and getting more direct customers**. So, we offered the best and result oriented strategies for creating a best branding and business conversions.

#### Our Strategy

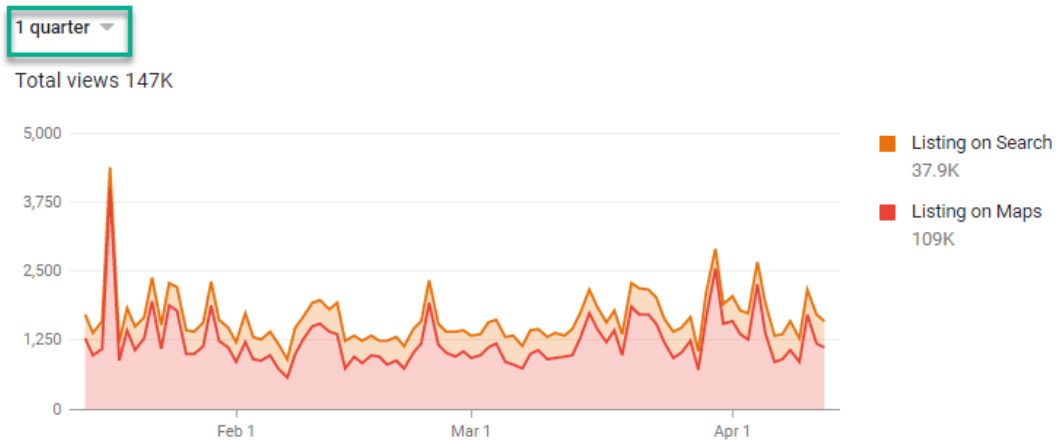
- From March 21, we have been optimizing Blaack forest Business listing in Google
- We started to work on their business and framed a local SEO strategy and planning which defines their purpose of approaching us.
- We first started to analyze their market and potential analysis in their industry.
- Along with, we done several research work on their branding and competitors to determine new keywords.
- Lastly, we tend to create a strong impression of their local presence by developing various profile creation and local citation in their respective regions.
- Also, we started to work on GEO-Target based locations to get keyword rankings higher for their primary keywords.

So, their Google business listings have the following views, call and photo views before implementing our result oriented strategies.

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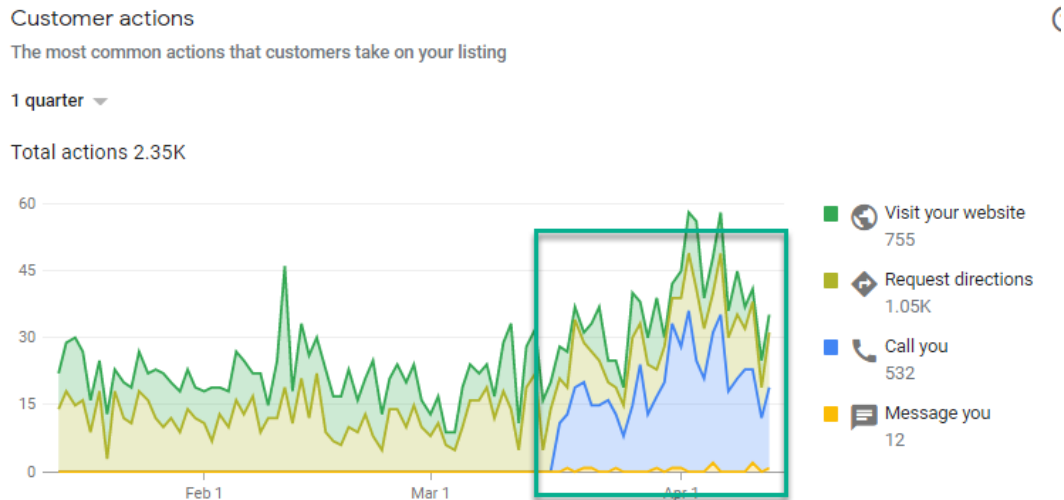
On Day 1 of their Business listing,

- **Google Search & Map views** – It can be seen that monthly they tend to get around 11k views.



### GMB Search views on Day 1

- **Customer Actions** – they tend to receive average calls of 500 per month and average of website visits.

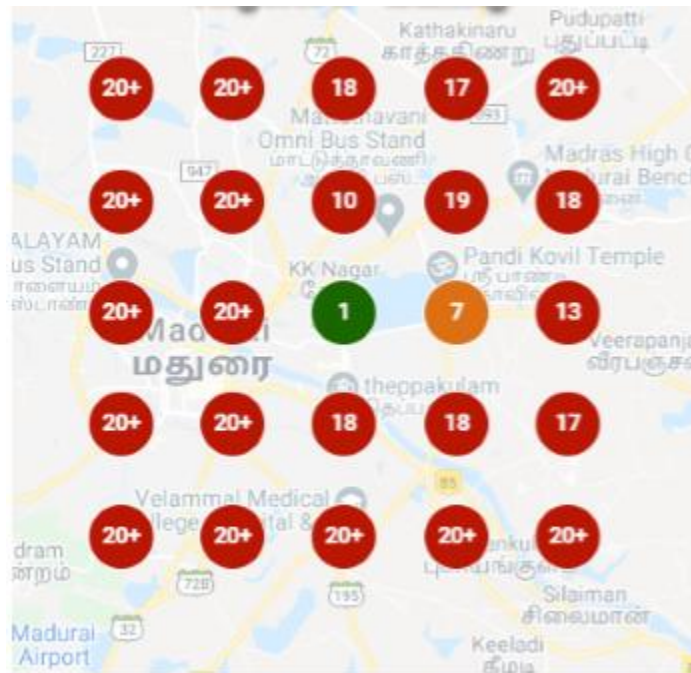


### GMB Customer Interactions on Day 1

- Keyword Rankings are also found to in middle and average ratings for them. Like, they get positioned in 20 -25 place in Google Listings.

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Thus, their **keyword ranking on Day 1**, before we started to work on their business listing, is shown below on grid view,



**Day 1 – Keyword position on Grid View**

Thus, as we have analysed our basic research on how their business profile is performing and what type of strategies to be implemented for them, we started to work for them.

### **Our Solution**

Basically, local SEO is a strategic process that focuses on emphasizing the optimization efforts of local brick-and-mortar businesses. It is believed that the location of a business in order to confirm its existence before going to visit by the customers. So, Local SEO plays a vital role in their business presence. So, we followed some **result oriented strategies** to increase their local presence and bring more revenue to their business.

### **Results**

So, based on the above strategies and workouts done by us, we come to see a **positive output** on their local presence and ranking in their region. Also, we tend to see an enormous increase

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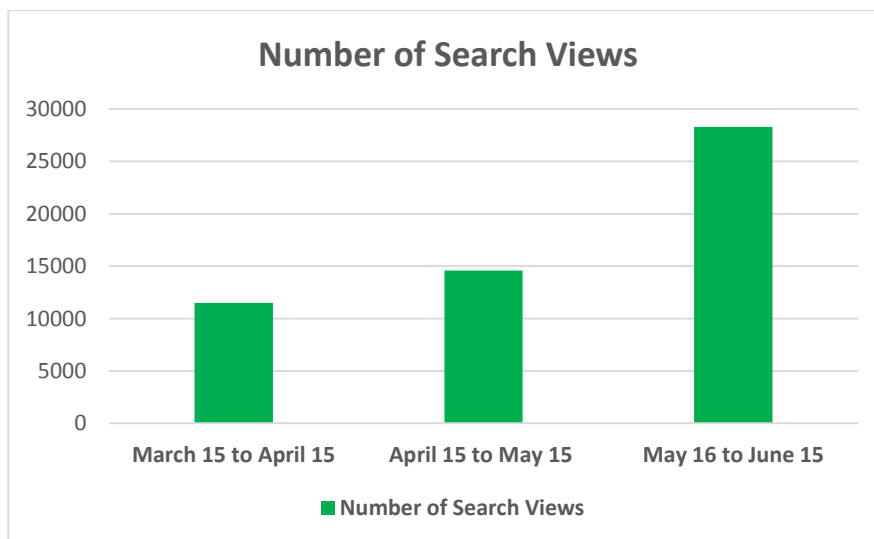
of search and map view, on their business listings and calls for their business. On continue this workouts, we tend to produce the best outcome to their business.

Thus, you can see **the gradual rise of their local business** listings in below graph for the **past 3 months**, (90 Days). Their initial stage of Business growth vs. present growth of their business listings.

**GMB Search Views** – It is found that, Blaack forest tend to get an **average search of 25 K** per month on Google search views of business listings.



### GMB Search views on Day 90



**Graphical representation – GMB Insights – Search Views**

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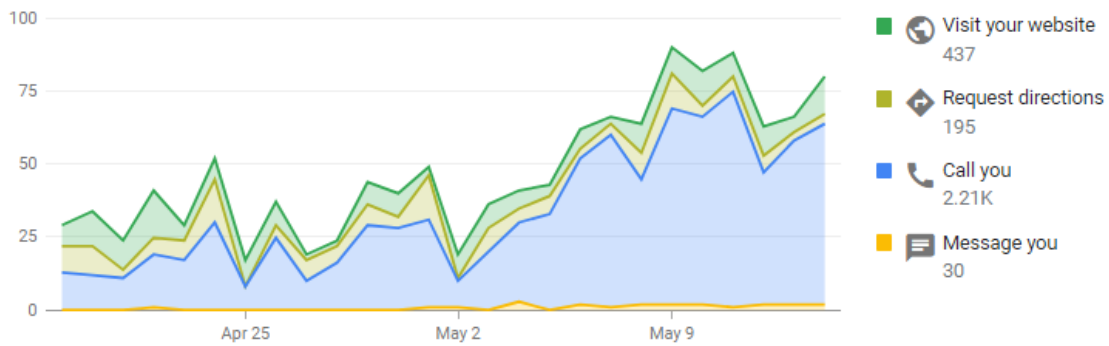
**Customer Interactions** – Also, they receive **upto 1k of average monthly interactions** that include phone calls, website visits and messaging.

### Customer actions

The most common actions that customers take on your listing

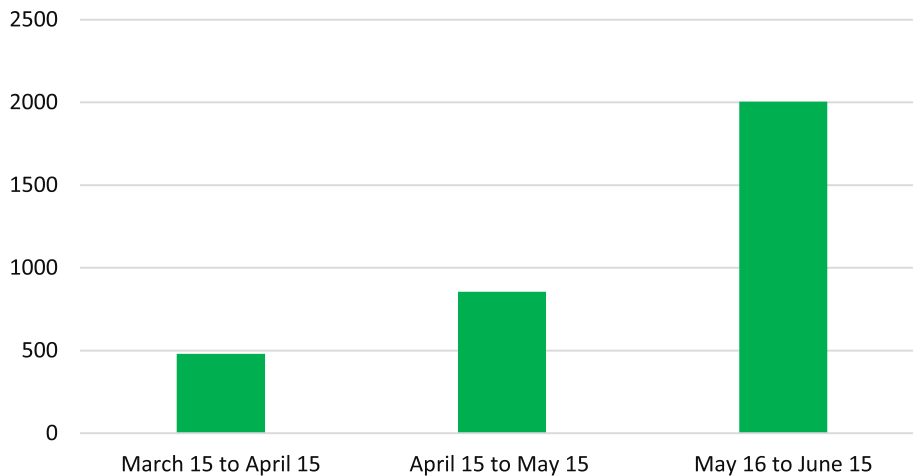
1 quarter ▾

Total actions 1.24K



### GMB Customer interactions on Day 90

#### Phone Calls

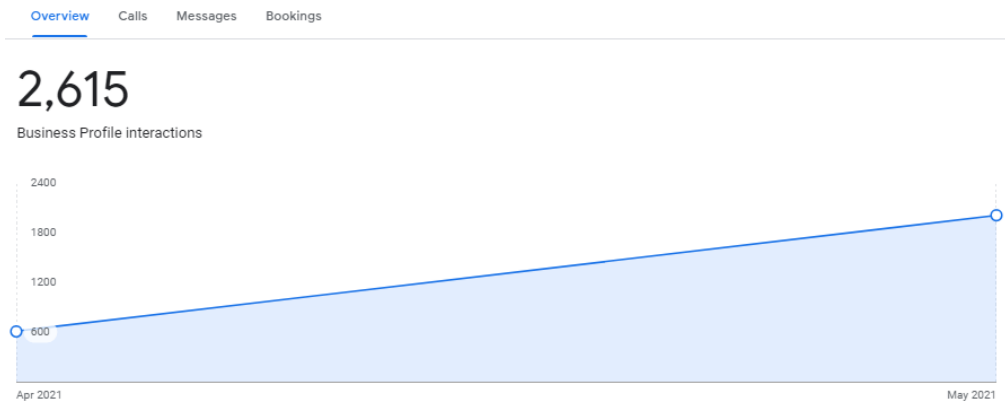


**Graphical representation – GMB Insights – Phone calls**

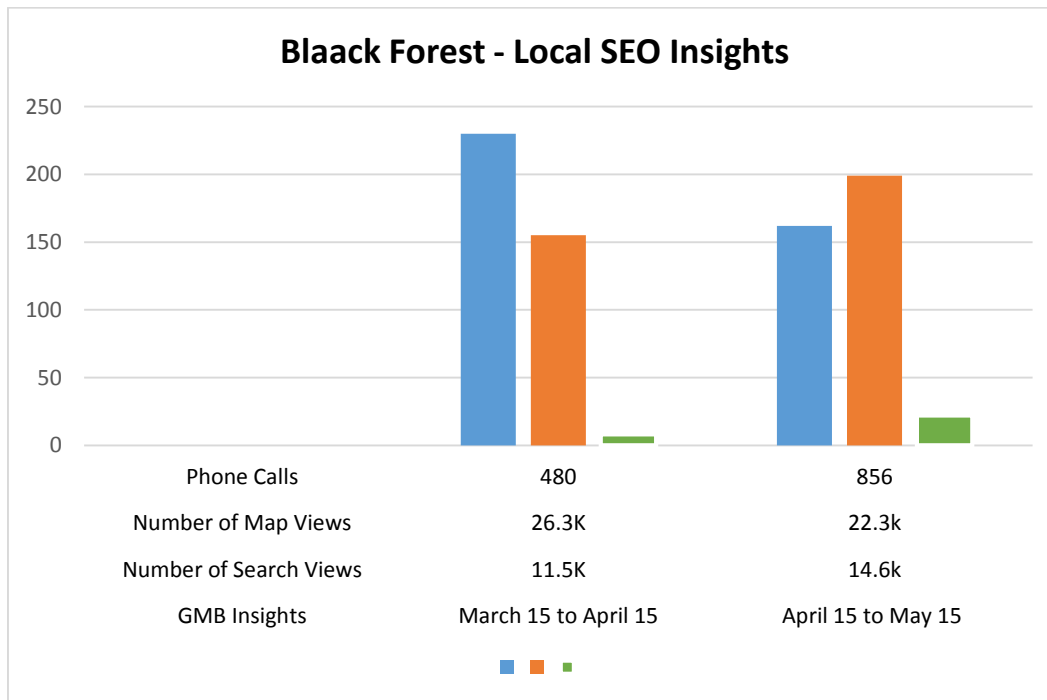
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### Overall Performance

Thus, their overall performance tends to get **increasing step by step**, by our result oriented strategies.



### GMB Performance for about 90 days

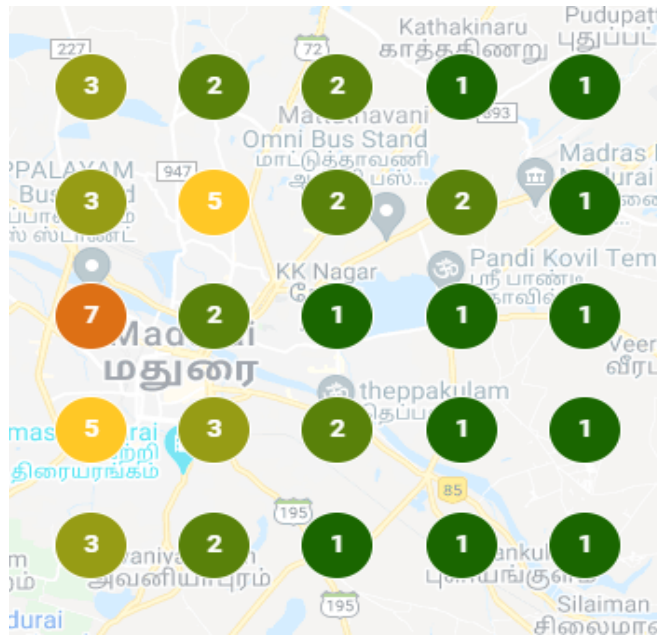


### Graphical representation of GMB Insights Comparison

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Also, their Keyword ranking also keep forwarding on their positions from their original rankings.

Thus, their keyword ranking tends to getting gradual rise in forward positions **on Day 90**, can be seen in the below image.



**Day 90 – Keyword position In Grid View**

**To be concluded that,**

It can be seen that, their business get positioned in top rankings for their keywords being searched for Google.

- As a result, When they tend to get **average calls of 50-80 per month**, After our result oriented strategies, we can see they **increase to average calls of 500 -800 per month**.
- Also, this increase reflects in **3X increasing of ROI** in their business.
- So, thus, we followed our best and result oriented strategies, which have resulted in the expected output of increasing their branding and business conversions for them.