

# Case Study

**Google Ads + Local SEO: Travel & Hospitality**

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**Google** Ads



**Google**  
Analytics



A blurred background image of a desk with a pair of headphones and a white mug. The right side of the image is covered by a teal gradient overlay containing text.

# Challenge

Discovered before starting the program:

- Popular restaurant website had a Google Maps listing but no paid search or local SEO exposure
- Restaurant needed more visibility locally and regionally for core keywords related to culinary tourism
- Restaurant had no tracking beyond website clicks and needed a deeper understanding of visitors

A blurred background image of a desk with a laptop and a cup of coffee. The image is partially obscured by a teal overlay on the right side.

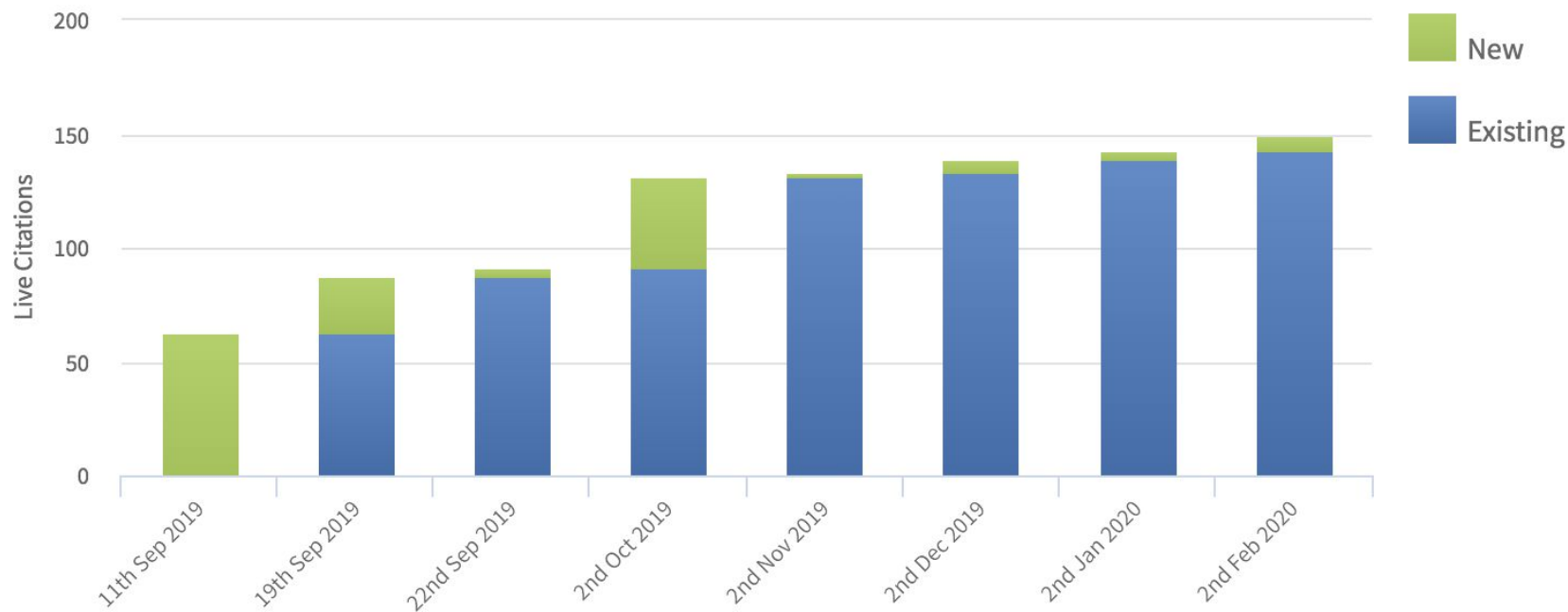
# Solution

## Goals of the new program:

- Non-brand match strategy to capture regional searches for “best restaurant” & “farm to table” type searches
- Grow regional brand awareness over time
- Capture more maps clicks from seasonal local searches
- Establish benchmark request activity from calls, forms & OpenTable
- Improve Google reviews and reputation management
- Grow local citations from roughly 20 to 100+

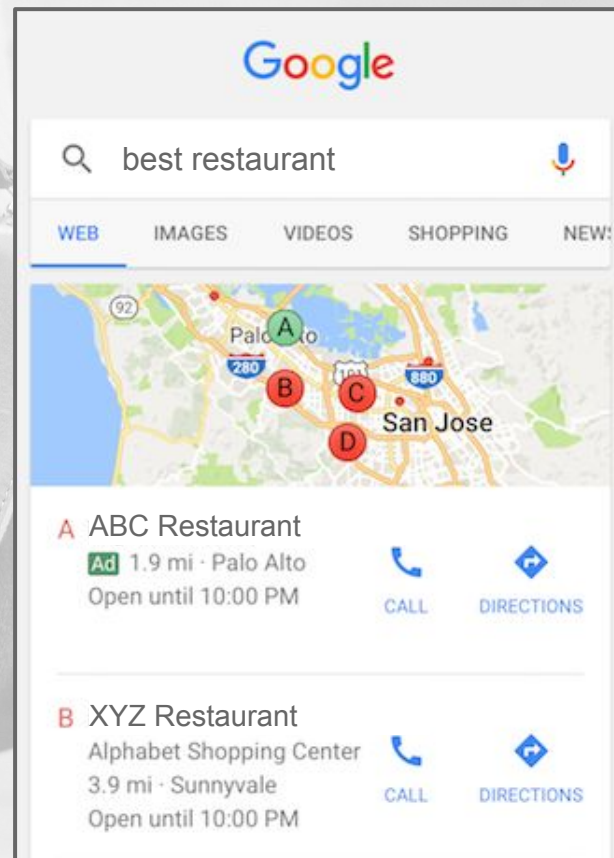
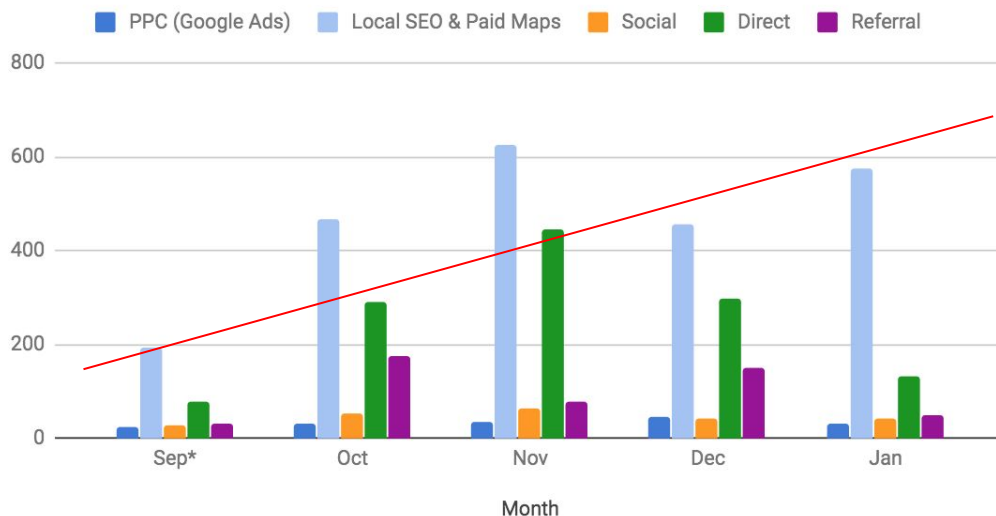
## Results: Travel & Hospitality

### Live Citations Growth



# Results: Travel & Hospitality

**Total Leads (Request/Call/Email)**



# Results

- 193% increase in paid maps & local SEO maps activity vs. benchmark month
- 38% average monthly increase in total calls and requests OCT 2019-JAN 2020

# Thank You

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