



LOCAL SEO CASE STUDY

From buried to the local top three

LOCAL SEO • GOOGLE BUSINESS PROFILE • HIGHER RANKINGS

We took an Italian restaurant from page-one obscurity to an average position inside the top three, improving its average ranking by up to 61.7% and converting 8.6% of everyone who saw it into a click. Its Google Business Profile recorded 3,983 customer actions over the period.



CLIENT

Gemelli RestaurantItalian restaurant
Bryanston,
Johannesburg

italian restaurant near me

LOCAL RESULTS • BRYANSTON

1

2

Gemelli Restaurant

4.8 ★★★★★ · Italian

▲ UP

3

Avg. rank · "Italian restaurant"

3.84 → 2.24

61.7%BETTER AVERAGE RANK
"ITALIAN FOOD"**41.7%**BETTER AVERAGE RANK
"ITALIAN RESTAURANT"**8.6%**CLICK-THROUGH RATE
FROM SEARCH**3,983**BUSINESS PROFILE
CUSTOMER ACTIONS

THE BRIEF

What did we set out to do?

Getting Gemelli found by nearby diners

Local SEO decides which businesses appear when someone nearby searches for what they sell. For a restaurant it is the difference between being discovered at the exact moment a table is being chosen and never being seen at all.

The benefits compound. Higher rankings bring more website traffic, more calls and more visits, and each of those reinforces the profile that earned them. By strengthening its local presence Gemelli could take share from stronger-ranked rivals, convert interest faster and keep growing without paying for every click.

The challenge Gemelli faced

Four barriers were holding back local growth.

1

Low visibility in Google

The restaurant struggled to rank for the local terms that matter most, "Italian restaurant" and "Italian food", where nearly all nearby demand sits.

2

Limited online engagement

Few searchers were clicking for directions, making calls or visiting the website, so visibility that did exist was not converting.

3

High competition

Nearby restaurants ranked higher across the whole Bryanston catchment in northern Johannesburg, making local traffic difficult to capture.

4

Underperforming Google profile

Inconsistent activity on the Google Business Profile was suppressing both ranking and conversion.

THE RESULTS

Visibility and engagement, by the numbers

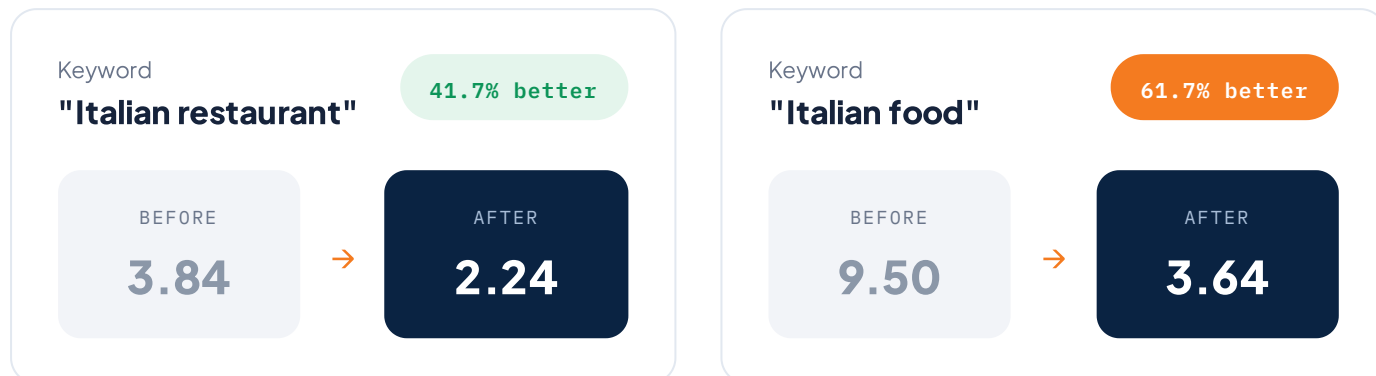
Two separate sources, reported separately. Google Search measures who saw and clicked the listing; the Google Business Profile measures the actions taken on the listing itself. The two do not overlap and should not be added together.

METRIC	RESULT	PERIOD ON PERIOD
GOOGLE SEARCH • VISIBILITY		
Impressions	28,107	+1.1%
Clicks	2,426	+2.5%
Click-through rate	8.6%	2,426 of 28,107
GOOGLE BUSINESS PROFILE • CUSTOMER ACTIONS		
Website clicks	1,560	+6.1%
Direction requests	1,557	39% of actions
Call clicks	866	+0.7%
Total actions	3,983	Website, calls, directions

Results are totals for the reporting period; changes are measured against the preceding period of equal length. An 8.6% click-through rate is a level most organic search campaigns never reach. Direction requests are shown as a share of total actions rather than a change, because period-on-period movement was flat. Local SEO compounds, so the same account measured over a longer window typically shows substantially larger percentage gains.

Local ranking, before and after

The two head terms the campaign targeted. The lower the average position, the higher Gemelli appears in local results.



WHY IT MATTERS

What these results mean for the restaurant

41.7%**Near the top for "Italian restaurant"**

The average ranking improved from 3.84 to 2.24, a 41.7% climb on the single most valuable term in the category. Position is the biggest driver of local clicks and calls, and second place captures a disproportionate share of them.

61.7%**Off page one's back half for "Italian food"**

A move from 9.50 to 3.64 lifted Gemelli out of the results almost nobody scrolls to and into the group diners actually choose between. This was the largest ranking gain of the campaign.

+6.1%**More visits to the website**

Website clicks reached 1,560, the strongest percentage gain of any metric measured. These are people opening the menu and moving decisively closer to a visit.

2,423**Calls and directions, straight from search**

866 call clicks and 1,557 direction requests over the period. No browsing, no comparison: these are people ready to book a table or walk through the door.

8.6%**Nearly one in eleven searchers clicked**

2,426 clicks from 28,107 impressions. Most organic search campaigns operate in the low single digits, so a rate this high means Gemelli was not merely appearing, it was being chosen from the results by the people who saw it.

3,983**Customer actions from search**

Website visits, phone calls and direction requests recorded on the Google Business Profile. Every one is a person moving toward the door rather than a passive impression, and it is the number that connects the ranking work to covers on a Friday night.

Why local SEO keeps paying off

The gains compound. Visibility feeds engagement, and engagement feeds bookings.



More visibility

28,107 impressions put Gemelli in front of nearby diners at the exact moment they were deciding where to eat, and an average position of 2.24 means it averaged inside the top three, the results Google shows above everything else. Below that threshold a restaurant is effectively invisible, however good it is.



Stronger engagement

Clicks, calls and direction requests turn passive searches into real intent to visit. Each one is a warm, high-value signal: someone checking the menu, tapping to call for a booking, or pulling up directions to the door. Across the period those signals totalled 3,983, of which 2,423 were calls and direction requests, the two actions that almost always precede a visit.



Long-term growth

A trusted local presence keeps attracting customers and builds Gemelli's reputation over time. Unlike paid ads that stop the moment the budget does, strong local SEO compounds. The rankings, reviews and authority earned today keep working month after month at no extra cost per click.



A 4.8 rating doing the closing

Ranking gets a restaurant seen; the star rating decides whether it is chosen. The 4.8 shown on Gemelli's profile sits directly beside the listing at the moment of comparison, and the review flow built into the profile keeps it there. Rating and rank compound: a strong rating lifts click-through from every position, and higher click-through reinforces the ranking that earned it.



A position competitors have to take back

Rankings are zero-sum. Every place Gemelli climbed was a place a nearby restaurant lost, and holding second position for the category's most valuable term means rivals now have to outspend or outwork the profile that earned it. That is a defensible advantage rather than a temporary spike.

The local SEO strategy we implemented

A focused programme built to lift rankings, convert the visibility into action and hold the position against strong local competition.

Google Business Profile optimisation

Business information, services and descriptions were rebuilt, and a review flow was put in place. A complete, accurate and active profile is the foundation of local ranking: it tells Google exactly what Gemelli offers and where, and gives diners the confidence to choose it over an unfamiliar competitor.

866 CALL CLICKS

Keyword ranking improvements

Website content and metadata were refined to compete for "Italian restaurant" and "Italian food", the two head terms tracked in this report, along with their Bryanston variants, with presence strengthened across relevant directories. Targeting the exact phrases nearby diners type means Gemelli appears for searches carrying genuine intent to book rather than vague, low-value traffic.

UP TO 61.7% BETTER RANK

Engagement boost tactics

Regular updates and posts were published to the Google profile, alongside user-generated content and interaction on social. Fresh activity signals to Google that the business is active and relevant, while real customer photos and reviews supply the social proof that turns a browser into a booking.

8.6% CLICK-THROUGH RATE

Local citations, scans and recommendations

High-quality local citations were built, comprehensive local scans run to find opportunities, and tailored recommendations implemented across key areas. Consistent listings on trusted directories reinforce Gemelli's legitimacy and location, helping it outrank rivals across the whole Bryanston catchment in northern Johannesburg.

28,107 IMPRESSIONS

THE LOCAL GROWTH STORY

Found faster. Chosen more often. Growing locally.

Local SEO moved Gemelli to an average position inside the top three, improving its average ranking by 41.7% on "Italian restaurant" and 61.7% on "Italian food". From there, 8.6% of everyone who saw it clicked, and its Business Profile recorded 3,983 customer actions. Ongoing work, holding those rankings, building reviews and expanding content, keeps the position compounding.

The result is a restaurant that no longer waits to be found. It shows up first, earns the click, and turns local searches into a steady flow of calls, directions and visits. 2,423 of those actions were calls and direction requests, the two behaviours that almost always end in a table, and the next phase of work attaches booking values to them.

Second place for "italian restaurant near me" is not a vanity position. It is the difference between a full Friday and an empty one.

WHAT WE MEASURE NEXT

From actions to covers

Search Console and the Business Profile prove that 3,983 people acted. Neither can tell you how many sat down to eat. The next phase closes that loop with call tracking on the profile number, reservation-source tracking on the website and offer codes on Google posts, so the report ends at covers and revenue rather than at clicks and every ranking gain can be priced.

WEBSHURE

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Client: Gemelli Restaurant. Figures measured across Google Search and the Google Business Profile, reported for a single period and compared with the preceding period of equal length. Ranking improvements are expressed as the percentage reduction in average position. Click-through rate and total Business Profile actions are calculated from the reported figures. Booking and revenue attribution is not captured by these tools and is not claimed here. No testimonial has been invented.