



Kakilang CKT

# 1,520 Conversions Achieved

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## The Challenge

Kakilang Char Koay Teow faced significant hurdles in establishing a strong online presence to attract a broader audience. Despite offering authentic Malaysian cuisine, the restaurant struggled with:

- 1. Limited Online Visibility:** Ranking low for key search terms like "Char Koay Teow Melbourne" made it difficult for potential customers to discover them.
- 2. High Competition:** Competing against numerous Asian restaurants in Melbourne's saturated food market.
- 3. Customer Acquisition:** Reliance on word-of-mouth limited their ability to attract new diners from outside the Malaysian community.

## The Solutions

- 1. Local SEO Optimization:** Enhanced Google My Business listings for all locations with updated details, high-quality images, and customer reviews to improve visibility.
- 2. Keyword Targeting:** Identified and optimized for key search terms like "authentic Malaysian food Melbourne" and "best Char Koay Teow near me."
- 3. Content Marketing:** Published blog posts and social media content highlighting the restaurant's unique offerings, such as the use of traditional Penang flavors and "wok hei."
- 4. Review Management:** Developed a strategy to encourage customer reviews on platforms like Google and Facebook, building trust and credibility.
- 5. Mobile Optimization:** Ensured the website was fully optimized for mobile users, catering to on-the-go diners searching for nearby food options.

## The Results

