



## CASE STUDY

# TCHOTCHKE

## LOCAL SEO, FLAVORFUL RESULTS DELIVERED

### A FRESH, BUT SWEET, START IN ST. PETE

When Tchotchke opened its doors, it wasn't starting from scratch—it was stepping into the legacy of a well-loved local restaurant. With big shoes to fill and a new brand to introduce, Tchotchke needed to make a splash fast. But starting with zero online presence is no small feat, especially in the highly competitive restaurant scene in St. Petersburg.

They turned to cyberlicious® to cook up a delectable local SEO strategy to make sure their name wasn't just remembered, it was craved.

### MAKING TCHOTCHKE A LOCAL TREAT

Tchotchke wanted more than just foot traffic; they wanted map rankings, organic clicks, and the kind of online presence that makes your brand the talk of the town. The goal was to go from zero to hero in local search rankings, attract diners eager to explore their updated menu, and fill the gap left by the previous restaurant, all while becoming a staple of St. Petersburg's dining scene.

### AT A GLANCE

#### CHALLENGES

- Lack of Initial Market Share
- Low Visibility on Google Maps
- No Review or Posting Strategy in Place

#### BENEFITS



11.1% AVG.

Click Through  
Rate from  
Organic Traffic



394.55%

Increase in  
Market Share  
(from 0.55% to  
2.72%)



## SCOPE

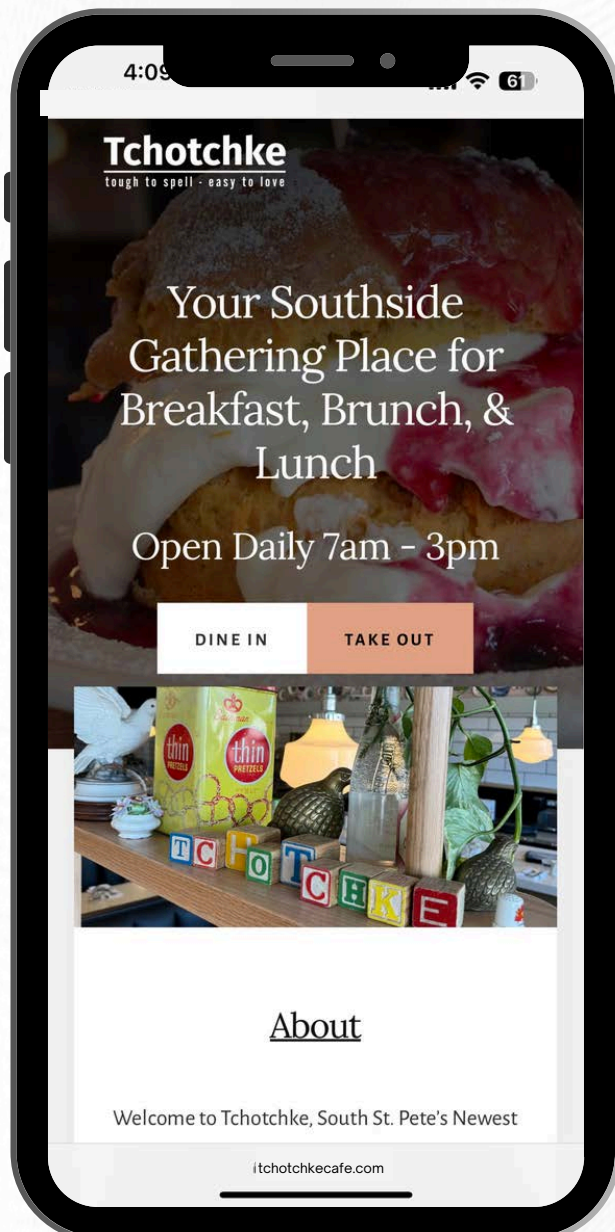
LOCAL SEO  
WEBSITE DESIGN &  
DEVELOPMENT  
GOOGLE ANALYTICS 4  
CONFIGURATION

## CRAFTING TCHOTCHKE'S SWEET SUCCESS RECIPE

Our cyberlicious® team mixed a batch of Local SEO goodness to sugar rush Tchotchke's online presence and turn heads (and appetites) in the St. Pete area:

- **Listing Management:** Ensured consistency and accuracy across platforms to help diners find Tchotchke.
- **SEO Copywriting:** Wrote mouthwatering descriptions to showcase Tchotchke's unique flavor.
- **Posting Strategy:** Created engaging, on-brand posts to keep followers hungry for more.
- **Review Strategy:** Encouraged and managed reviews to highlight the dining experience and build trust.
- **Web Design & Development:** Designed a responsive, visually stunning website paired with SEO-optimized content to deliver a seamless user experience.
- **Advanced SEO:** Implemented structured data/schema and tackled page speed improvements to rank higher and load faster.

By blending strategy, creativity, and a dash of cyberliciousness, Tchotchke's online presence went from sour to sweet.





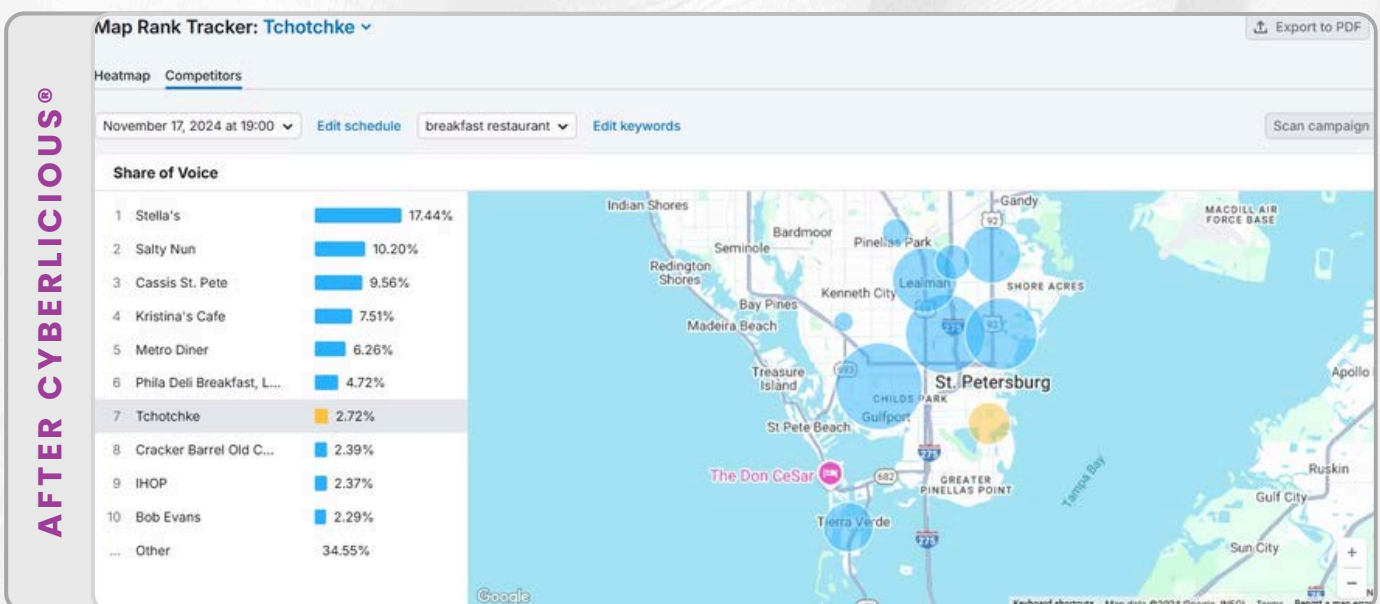
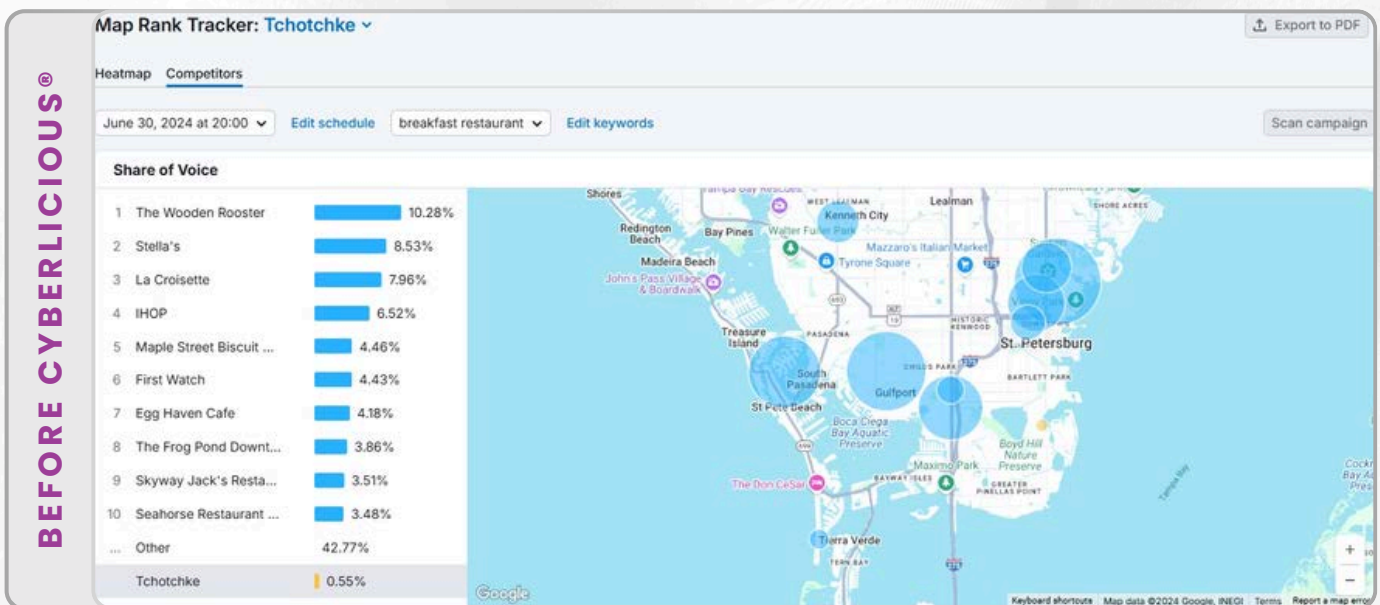
# BETTER VISIBILITY, BIGGER BITES

## TASTY SEO STATS THAT SPEAK FOR THEMSELVES

From invisible to irresistible, Tchotchke's Local SEO strategy delivered sweet results:







- **Market Share Gains:** Share of Voice jumped from **0.55%** to **2.72%** (Ranked #7 in St. Petersburg) in under 5 months.
- **Organic Traffic:** In 8 months, **3.51K clicks**, **31.6K impressions**, and an **11.1% CTR**—more than double the industry average.

Tchotchke became a treat for locals and visitors alike.



SOUR START

June 30, 2024 at 20:00 [Edit schedule](#) breakfast restaurant [Edit keywords](#)

Avg. Rank **20.59** +1.06  Share of Voice **0.55%** +0.23  Good **2%**  Average **0%**  Poor **0%**  Out of Top 20 **98%** 

Tchotchke **4.2** ★★★★★ (63) AR: 20.6 [Show 5 more](#)

The Wooden Rooster **4.3** ★★★★★ (1,005) AR: 6.4

Stella's **4.5** ★★★★★ (1,951) AR: 7.3

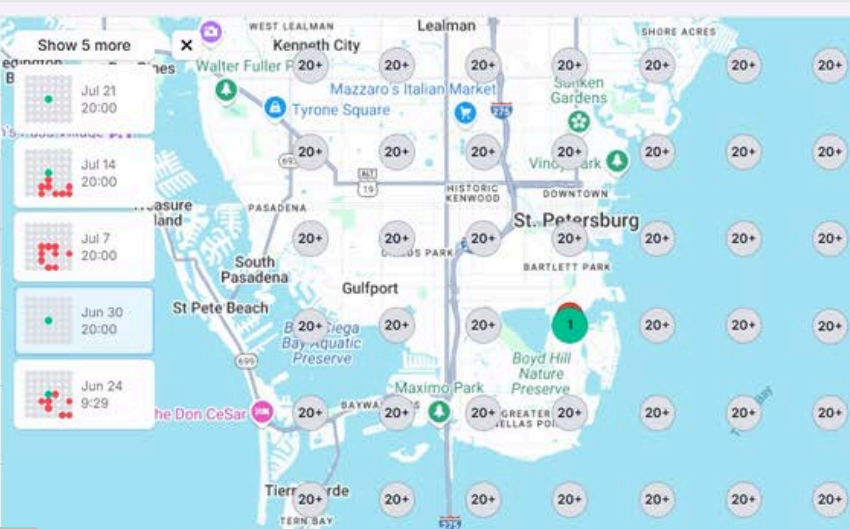
The Frog Pond Downtown St. Peter... **4.6** ★★★★★ (839) AR: 9.9

First Watch **4.4** ★★★★★ (963) AR: 11.4

Skyway Jack's Restaurant **4.5** ★★★★★ (3,574) AR: 11.4







Maple Street Biscuit **4.5** ★★★★★ (1,000) AR: 11.4

La Croisette **4.5** ★★★★★ (1,000) AR: 11.4



SWEET FINISH

November 17, 2024 at 19:00 [Edit schedule](#) breakfast restaurant [Edit keywords](#)

Avg. Rank **13.1** +1.8  Share of Voice **2.72%** +0.55  Good **2%**  Average **47%**  Poor **12%**  Out of Top 20 **39%** 

Tchotchke **4.4** ★★★★★ (97) AR: 13.1 [Show 5 more](#)

Stella's **4.5** ★★★★★ (1,997) AR: 3.9

Kristina's Cafe **4.5** ★★★★★ (4,629) AR: 5.3

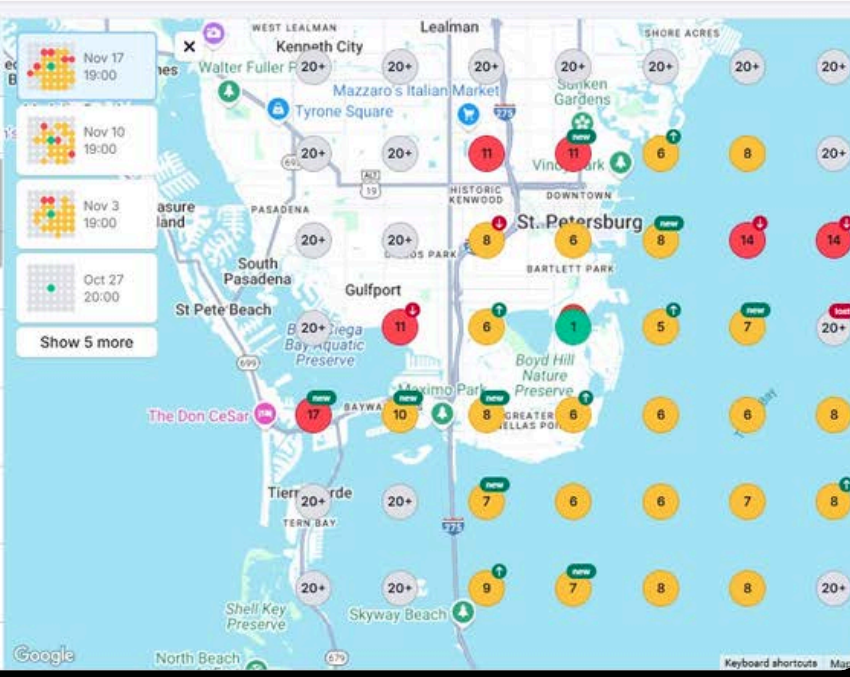
Cassis St. Pete **4.3** ★★★★★ (2,418) AR: 6.1

Metro Diner **4.5** ★★★★★ (3,867) AR: 6.4

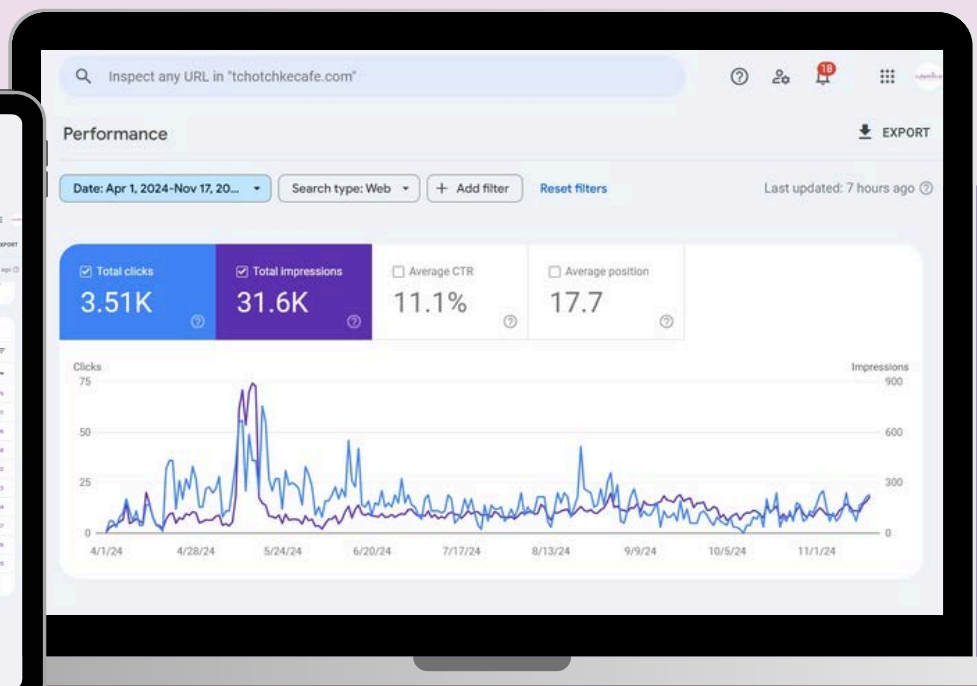
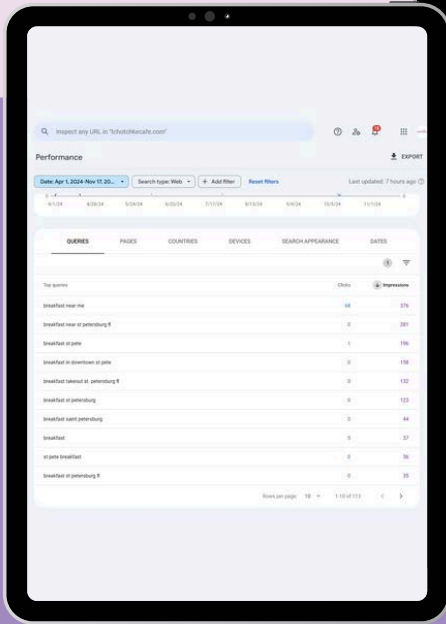
Phila Deli Breakfast, Lunch & Dinner **4.6** ★★★★★ (394) AR: 10.7

Salty Nun **4.3** ★★★★★ (443) AR: 11.1

Bob Evans **4.3** ★★★★★ (1,000) AR: 11.4



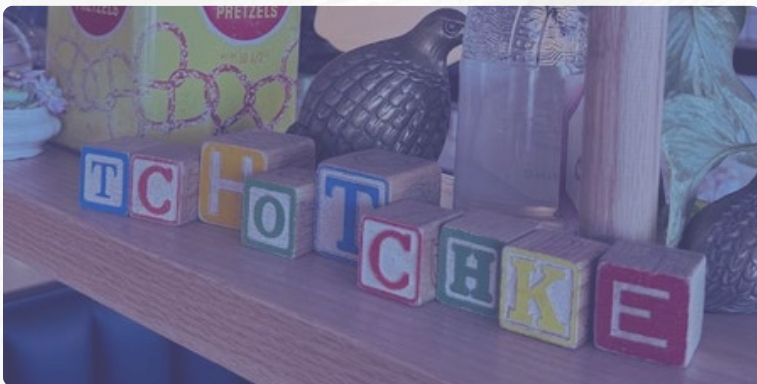




## THE SWEET REWARDS OF SMART STRATEGIES

Tchotchke's success story proves that even big shoes can be filled with the right mix of Local SEO ingredients. From zero to ranking high in just a few months, cyberlicious® helped Tchotchke whip up a standout online presence. With a flavorful strategy of optimized content, engaging posts, and lightning-fast page speeds, they turned up the heat in the local dining scene and became a buzzworthy favorite for St. Pete foodies.

Just imagine what your business could achieve by climbing the ranks in market share, maybe even leaving the big players in your dust.



## SPICE UP YOUR LOCAL SEO

MAKE LOCAL SEARCHES DELICIOUSLY SIMPLE & IRRESISTABLE

Your next local customer is out there searching, so make sure they find you. Start with a site audit to unwrap your sweet ranking opportunities, then let cyberlicious® Local SEO services sugar rush your business to the top of local search.

MAKE ME UNMISSABLE