



MARKETING CASE STUDY

Halal Munchies

Halal Restaurant Chain — Middletown, OH Location

Google Business Profile, Google Ads, YouTube & TikTok —
Summer 2026 results across every channel.

4.7 ★★★★★

143 Google Reviews



THE CLIENT

A chain location starting from a blank slate online

BUSINESS PROFILE



BUSINESS

Halal Munchies

LOCATION

711 S Breiel Blvd, Middletown, OH 45044

CATEGORY

Halal restaurant chain • \$10–20 per person

RATING

4.7 / 5.0 — 143 Google reviews

SERVICES

GBP mgmt, Google Ads, YouTube & TikTok content, review & reputation strategy

THE CHALLENGE

New to Google, nowhere to be found — at this location.

Halal Munchies is a growing chain, but this Middletown location had almost no organized presence on Google Search, Maps, or video platforms — meaning nearby diners searching for halal food had no real way to find this specific store.

THE APPROACH

- Full Google Business Profile build-out & optimization
- Google Ads campaign management
- YouTube & TikTok content and channel growth
- Review & reputation strategy

JULY 2026 vs JULY 2025

1,651

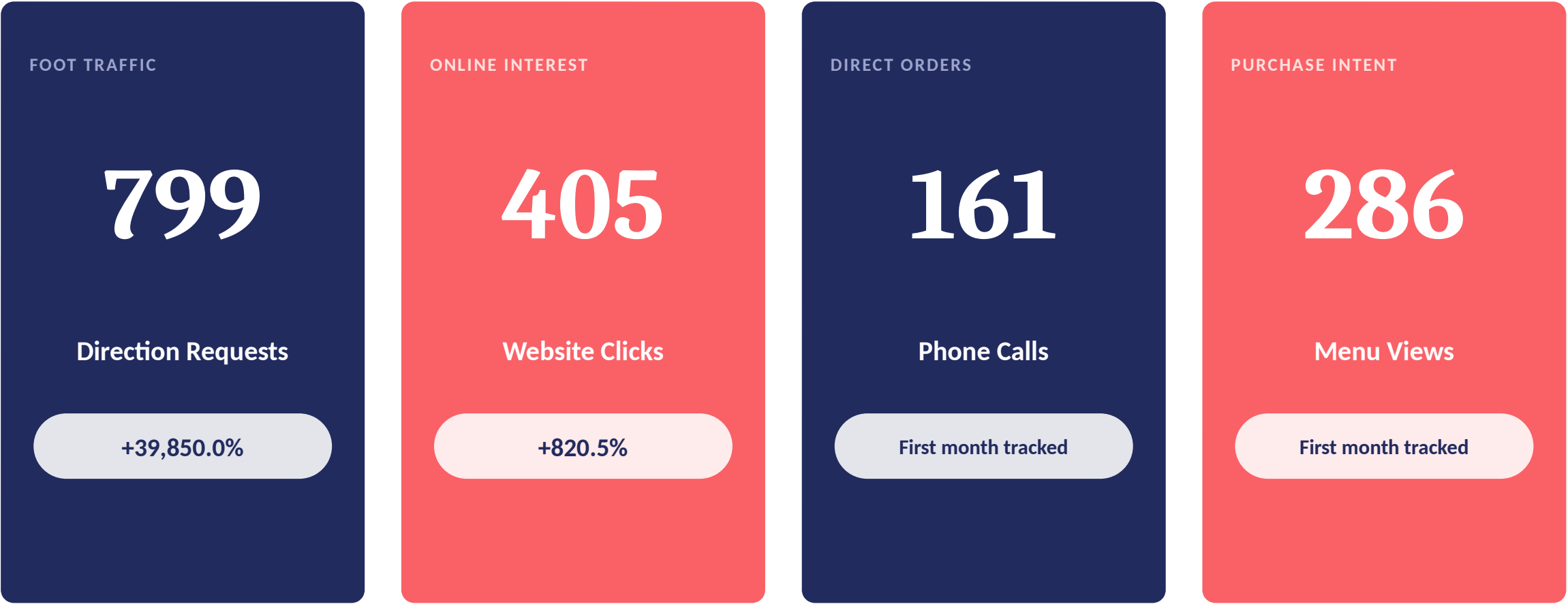
Total Business Profile Interactions

▲ +3,489.1% growth

From a nearly invisible Google profile to over 1,600 direct customer actions — calls, directions, clicks — in a single month.

WHERE THE GROWTH CAME FROM

Four ways customers took action



SEARCH & MAPS VISIBILITY

16,088 people saw the profile

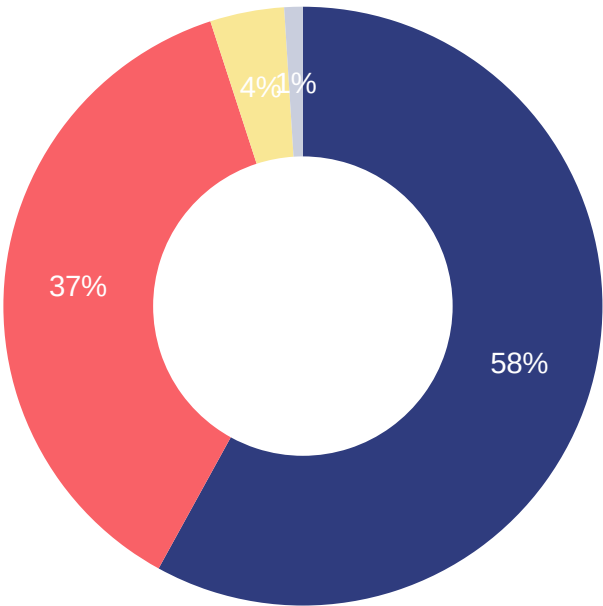
PROFILE VIEWS

16,088

▲ +21,640.5% YoY

From essentially zero visibility to over 16,000 people discovering Halal Munchies on Google in a single month.

HOW CUSTOMERS FOUND THE PROFILE



58% of discovery came through Google Search on mobile — people actively searching for halal food, not just browsing the map.

- Google Search - Mobile
- Google Maps - Mobile
- Google Search - Desktop
- Google Maps - Desktop

SEARCH DEMAND

8,420 searches surfaced the profile

SEARCHES THAT SHOWED PROFILE

8,420

▲ +28,934.5% YoY

Halal Munchies now shows up nearly 300 times a day in front of people actively searching for food nearby.

TOP SEARCH TERMS

1	food near me	1,635
2	restaurants	1,420
3	restaurants near me	645
4	halal food near me	352
5	food	300

Efficient clicks, right out of the gate

GOOGLE ADS ACCOUNT OVERVIEW — MAY 28 TO AUG 7, 2026



At \$0.13 per click and \$0.29 per conversion, Google Ads delivered 4,170 clicks on just \$553 in spend over ten weeks — a strong, low-cost start for a brand-new advertiser.

A channel just getting started

JUNE 2026 — vs MAY 2-31, 2026

16.4K

Views

▲ +489%

23.7

Watch Time (Hours)

▲ +688%

+11

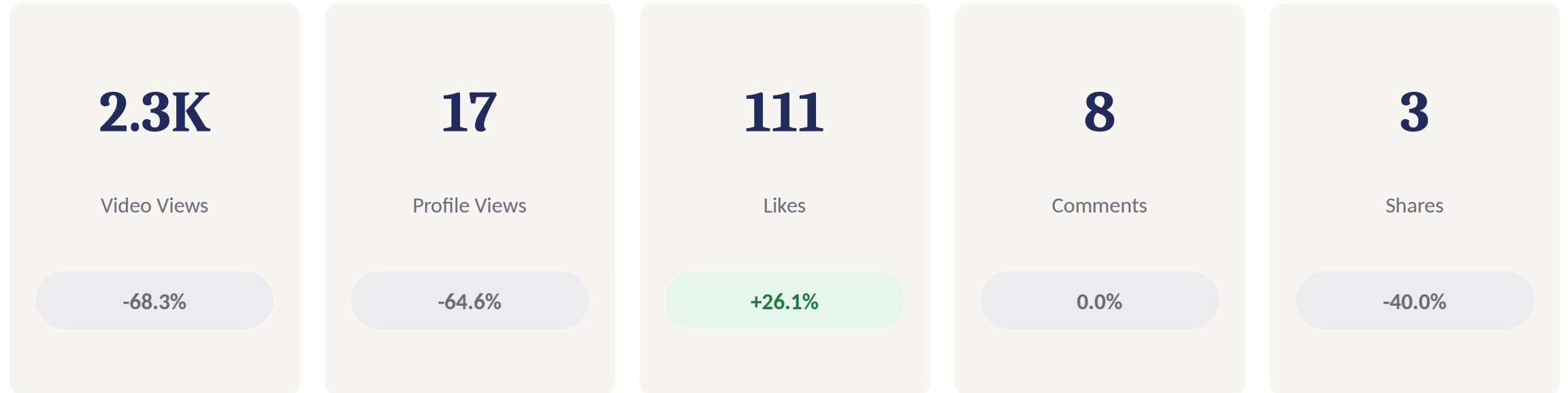
New Subscribers

▲ >+999%

In June, people watched Halal Munchies' videos 16,363 times. Views, watch time, and subscribers all grew multiple times over — early proof that video content is working.

Smaller reach, stronger engagement

LAST 60 DAYS



Reach cooled over the last two months, but engagement told a different story: likes grew 26% on fewer videos, and 34% of views came from people actively searching TikTok — a small but genuinely engaged audience to build from.

VERIFIED RESULTS

Straight from Google — no edits



Your business on Google

11, 7,705 customer interactions

Edit profile

Read reviews

Photos

Posts

Performance

Advertise

Edit menu

Food ordering

Waitlists

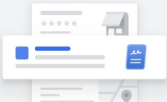
Bookings

Ask for review...

Profiles

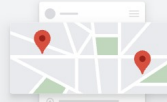
Add your menu

Add a menu with descriptions, prices and photos to help more...



Add a map to your website

Help customers find your nearest shop



Unlock insights at no cost

Set up Google Analytics to see how customers engage with your site/app



Halal Munchies

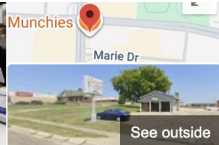
https://www.halalmunchiesus.com

Halal Munchies USA | Halal Restaurant & Takeout Near You

Halal Munchies serves fresh halal food, including chicken over rice, gyros, wings, and platters. Visit a



Add photos



See outside

Halal Munchies

4.7 ★★★★★ 143 Google reviews

\$10–20 · Halal restaurant

You manage this Business Profile

Website

Directions

+4

Order collection

Order delivery

Service options

Does not accept reservations · Vegetarian options

Address

711 S Breiel Blvd, Middletown, OH 45044, United States

Phone

+1 513-217-0013

Menu

halalmunchiesus.com

Hours

Closed · Opens 10 am

Edit your business information

Halal Munchies' actual Google Business Profile — 4.7★, 143 reviews, verified & manager-owned.

OverviewMenuCallsBookingsDirectionsWebsite clicks

1,651

Business Profile interactions

+3,489.1% (vs Jul 2025)



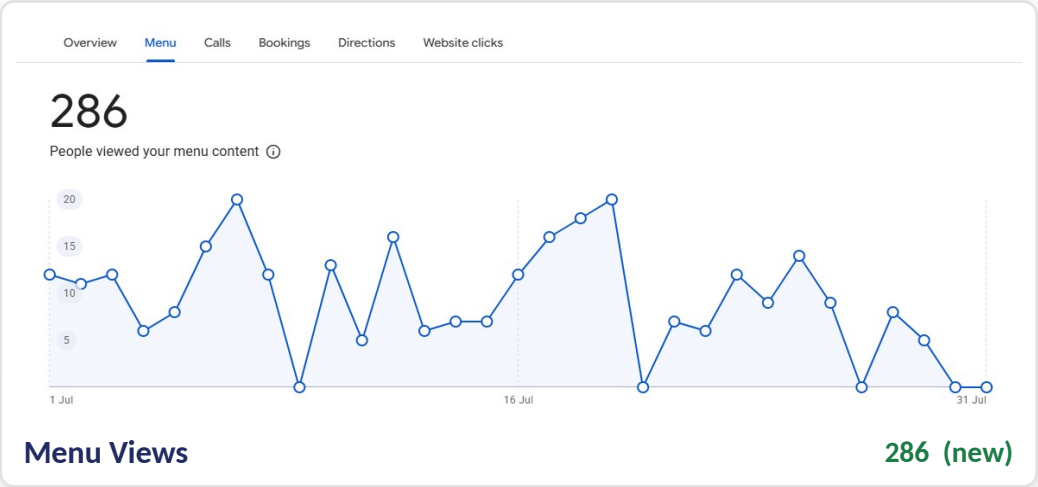
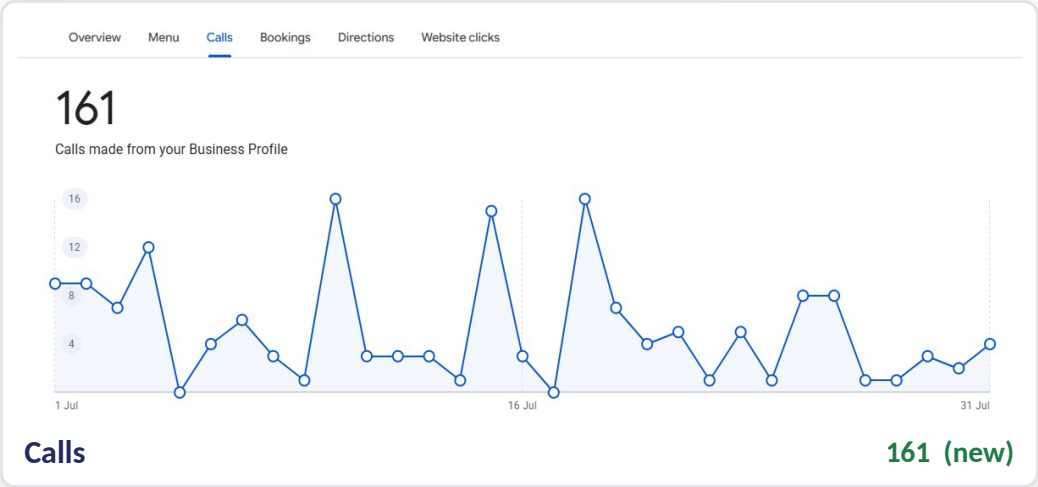
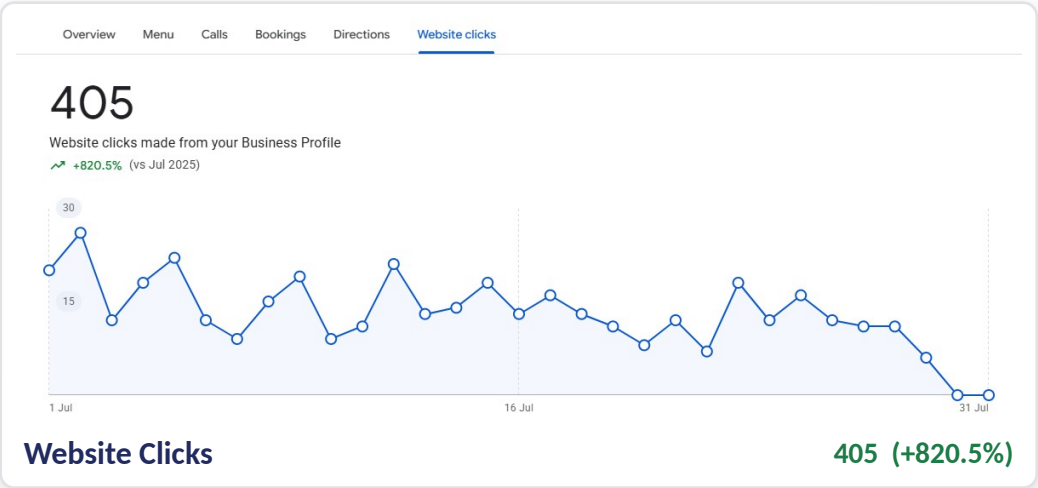
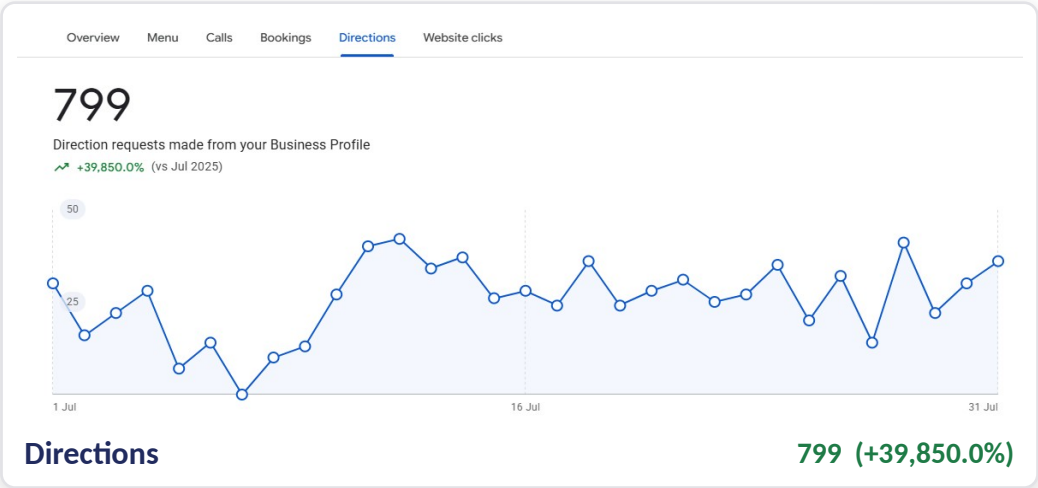
Google's own Performance dashboard: 1,651 total interactions, +3,489.1% year-over-year.

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amanchetri.com

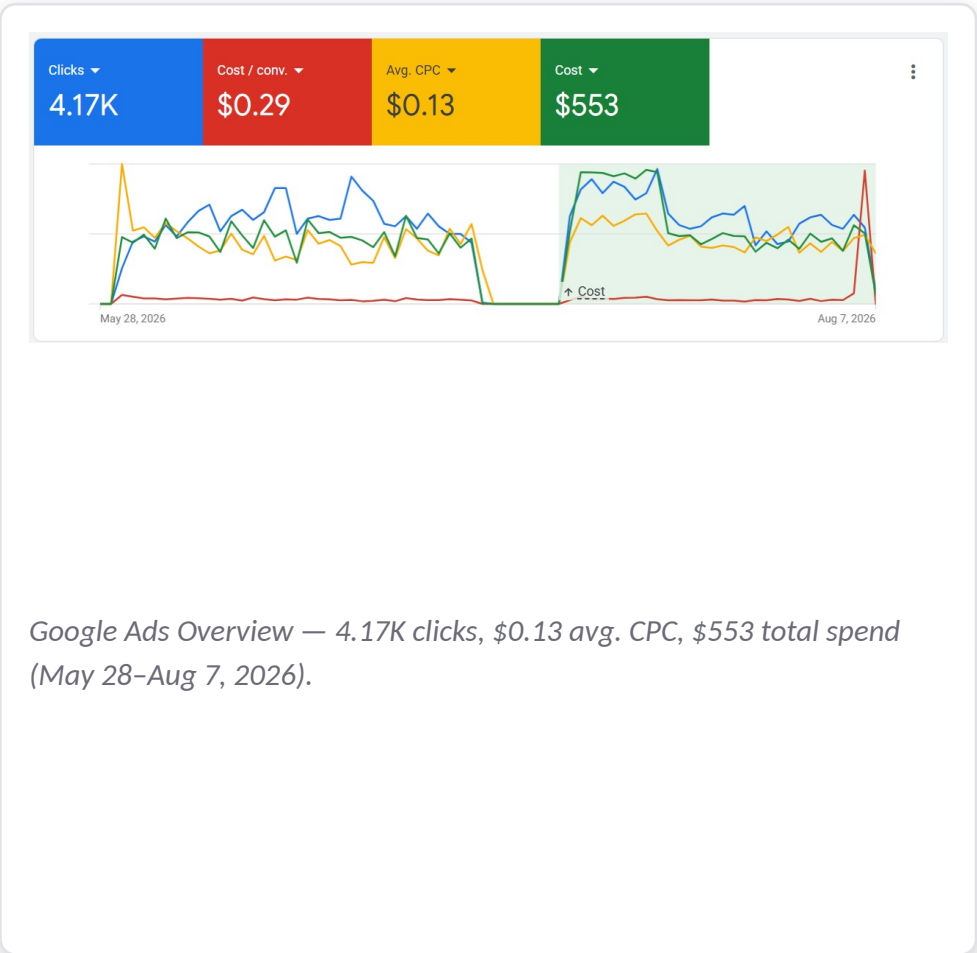
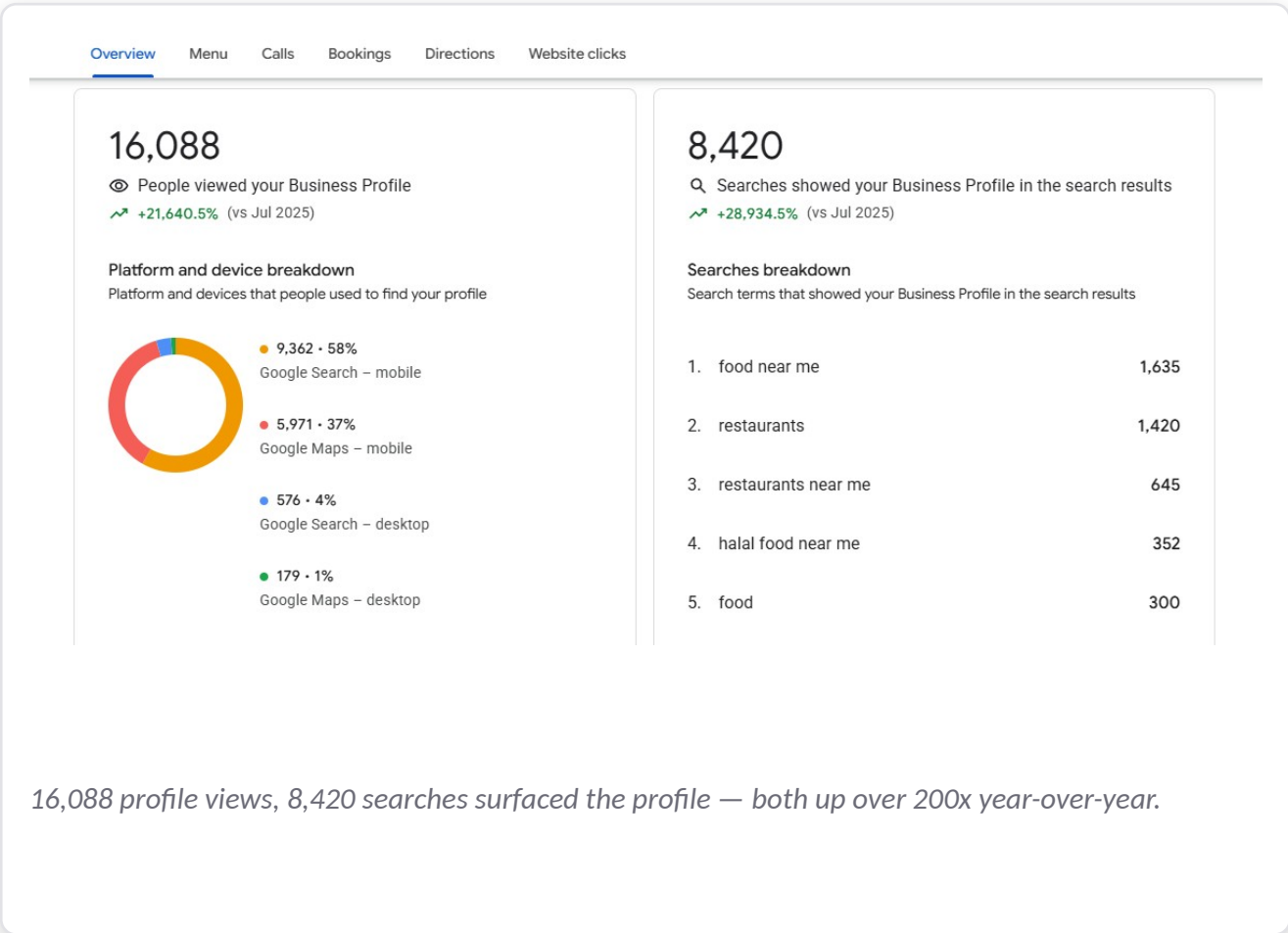
VERIFIED RESULTS

Every metric, screenshotted from Google



VERIFIED RESULTS

Visibility and ad spend, unedited



VERIFIED RESULTS

Video performance, unedited

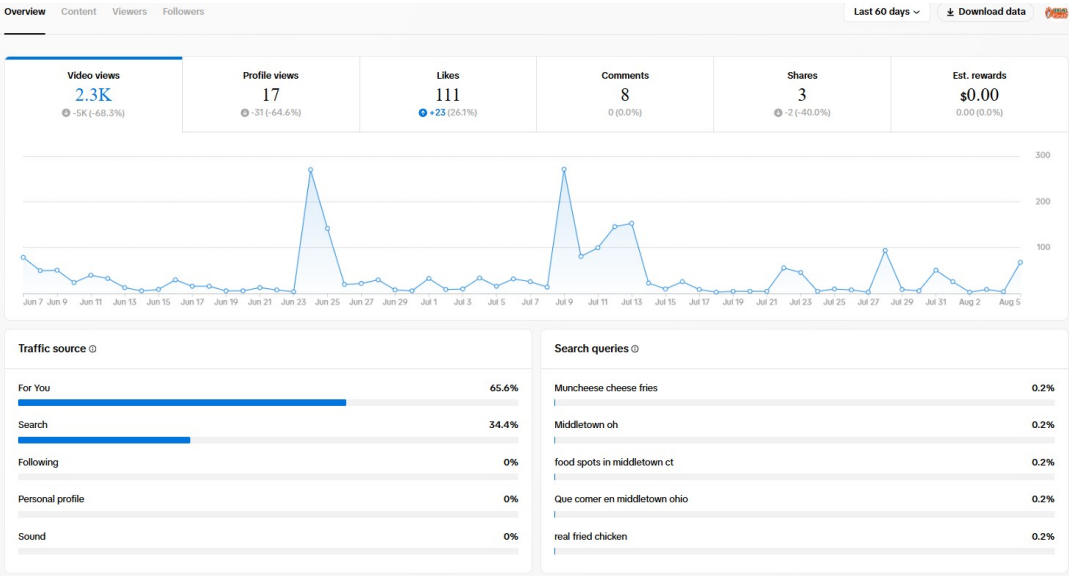
Channel analytics

Overview Content Audience Trends

In June, people watched your videos 16,363 times



YouTube — 16.4K views, +489% vs the prior period.



TikTok — 111 likes, +26.1% engagement even as reach cooled.

THE TAKEAWAY

What this means for a restaurant owner

1

From invisible to unmissable.

Business Profile interactions rocketed from a nearly blank slate to 1,651 in one month — up 3,489%.

2

Foot traffic exploded.

Direction requests jumped to 799 — up 39,850% year over year, from a near-zero starting point.

3

Video is starting to work.

YouTube views grew 489% with 11 new subscribers; TikTok likes grew 26% even as reach cooled — an early, engaged audience.

4

Ads stayed efficient.

4,170 clicks at a \$0.13 average cost per click and \$0.29 per conversion — an efficient start for a brand-new advertiser.

Real restaurant. Real results.

Let's get your restaurant these kinds of numbers.

+3,489% profile interactions • +39,850% direction requests • \$0.13 avg. CPC

GET STARTED TODAY



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