



MARKETING CASE STUDY

Jersey Gourmet

Multi-Concept Eatery & Takeout — East Orange, NJ

One month of Google Business Profile management + Google Ads —
August 2026 results, measured against August 2025.

4.2 ★★★★★

119 Google Reviews



THE CLIENT

A multi-concept menu competing for local search visibility

BUSINESS PROFILE



BUSINESS

Jersey Gourmet

LOCATION

560 Main St, East Orange, NJ 07018

CATEGORY

Restaurant • \$10–20 per person

RATING

4.2 / 5.0 — 119 Google reviews

SERVICES

Google Business Profile mgmt, Google Ads, social media & review strategy

THE CHALLENGE

Big menu, low visibility.

Jersey Gourmet's multi-concept menu — seafood, wings, comfort food, artisan coffee — wasn't showing up when nearby diners searched. A thin Google presence meant fewer people finding a restaurant with plenty to offer.

THE APPROACH

- Full Google Business Profile optimization & posts
- Performance Max Google Ads campaign
- Review, loyalty & social media strategy

AUGUST 2026 vs AUGUST 2025

999

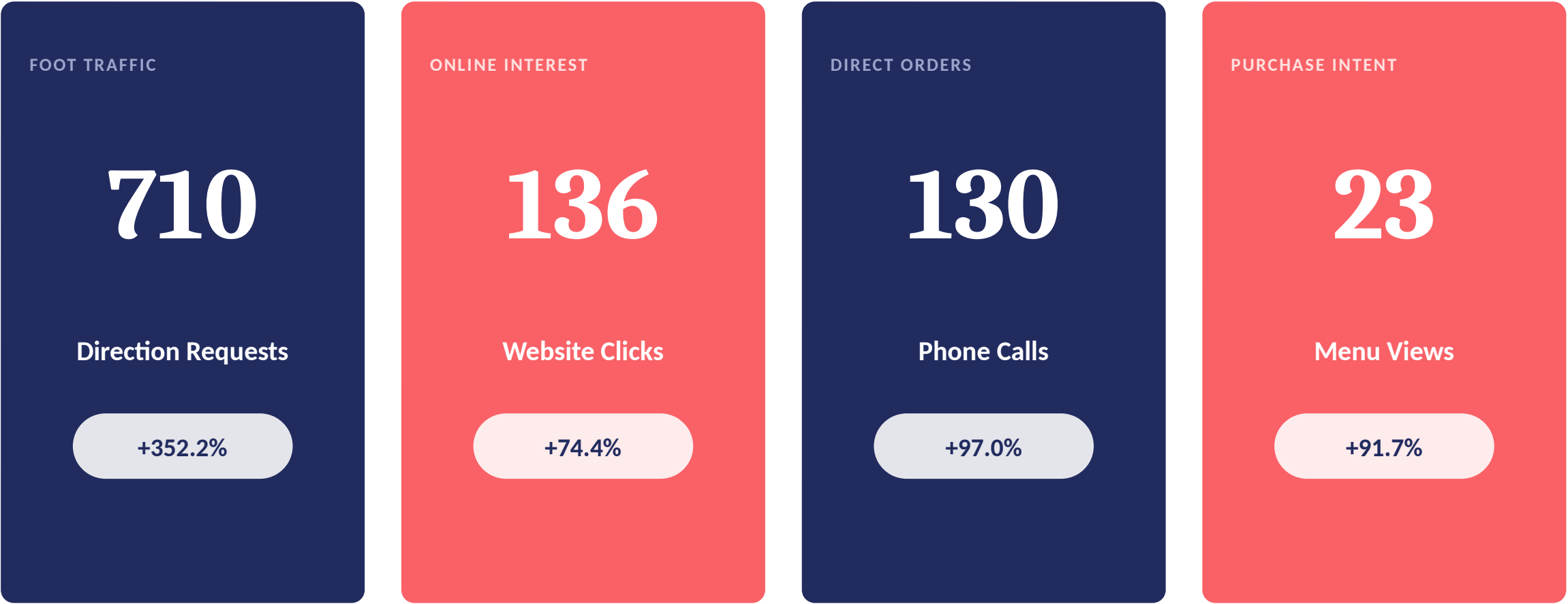
Total Business Profile Interactions

▲ +219.2% growth

*Calls, direction requests, website clicks, and menu views —
every way a customer can act on the profile, more than tripled.*

WHERE THE GROWTH CAME FROM

Four ways customers took action



SEARCH & MAPS VISIBILITY

21,223 people saw the profile

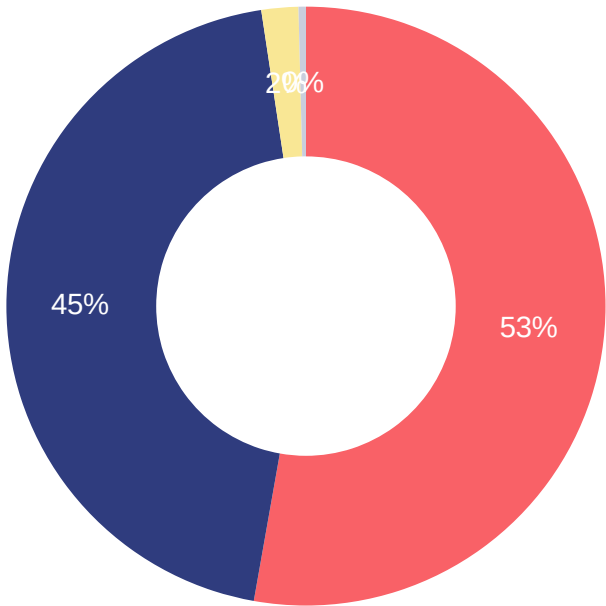
PROFILE VIEWS

21,223

▲ +113.0% YoY

Over 21,000 potential customers discovered Jersey Gourmet on Google in a single month — more than double the traffic from the same month last year.

HOW CUSTOMERS FOUND THE PROFILE



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

A near-even split between Maps and Search on mobile — 53% and 45% — shows Jersey Gourmet winning both browse-and-go and active-search moments.

PAID SEARCH PERFORMANCE

One focused campaign, sharp results

CAMPAIGN — JERSEY GOURMET • P-MAX (PERFORMANCE MAX)

788

Conversions

\$436

Total Cost

\$0.22

Avg. Cost Per Click

\$0.55

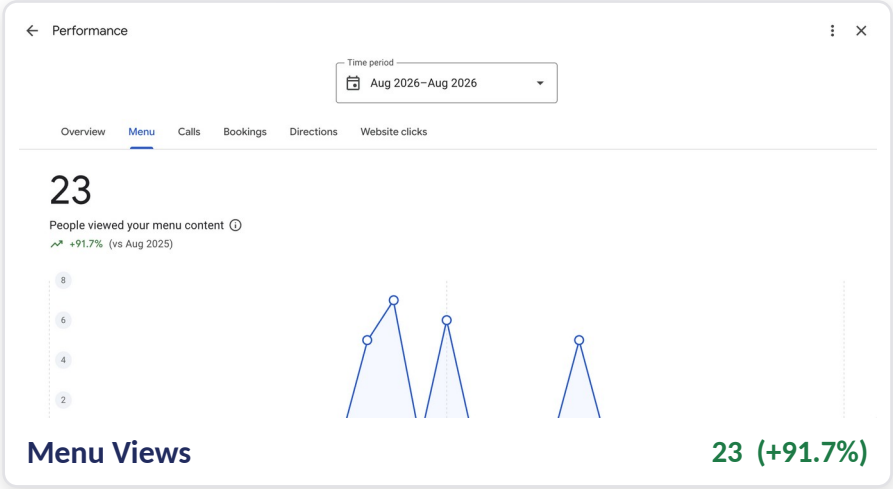
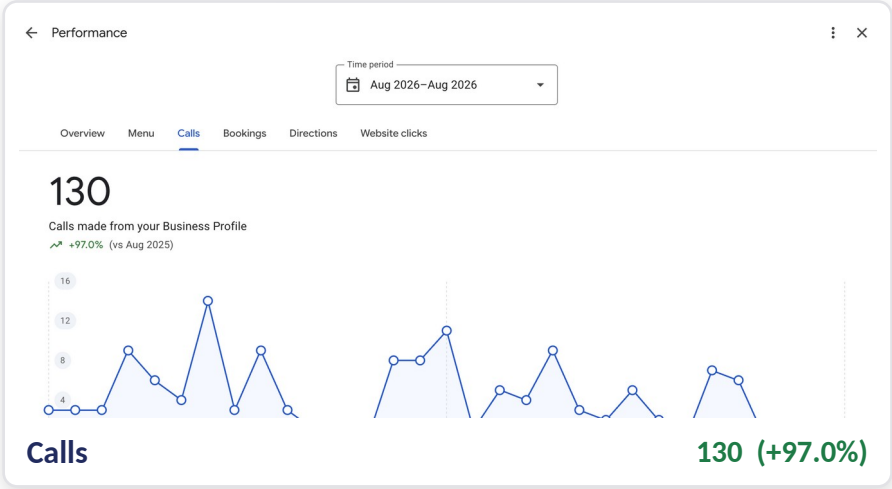
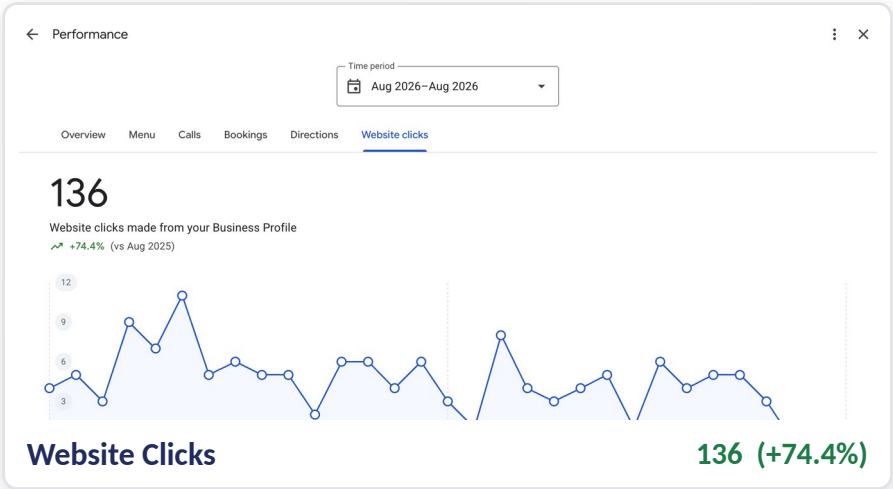
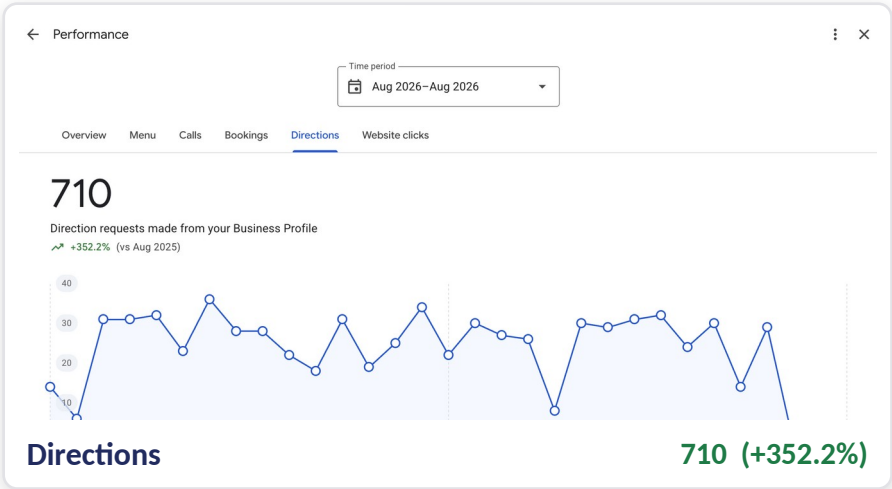
Cost Per Conversion

At \$0.22 per click and \$0.55 per conversion, one Performance Max campaign delivered 788 conversions on just \$436 in spend — efficient, high-volume acquisition from a single, well-targeted campaign.

Straight from Google — no edits

VERIFIED RESULTS

Every metric, screenshotted from Google



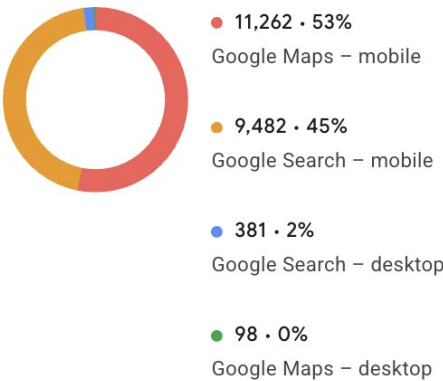
VERIFIED RESULTS

Visibility and ad spend, unedited

21,223

👁 People viewed your Business Profile
📈 +113.0% (vs Aug 2025)

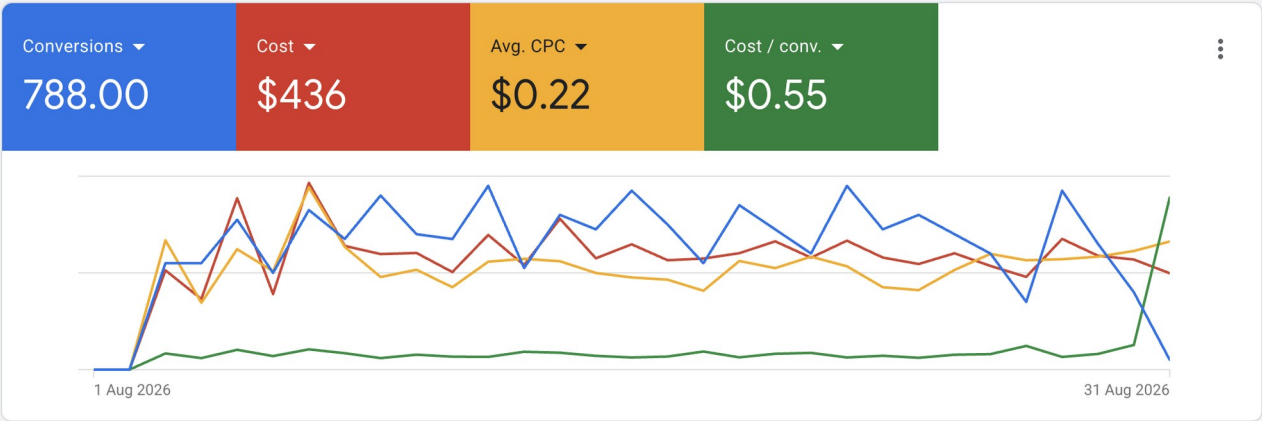
Platform and device breakdown
Platform and devices that people used to find your profile



21,223 profile views — 53% Maps mobile, 45% Search mobile.

Overview

Last month 1 - 31 Aug 2026 < > Show last 30 days



Google Ads Overview — 788 conversions, \$0.22 avg. CPC, \$436 total spend for the month.

THE TAKEAWAY

What this means for a restaurant owner

1

Direction requests exploded.

Up 352.2% — the single biggest signal that people are choosing to walk in the door.

2

Calls nearly doubled.

Calls grew 97% — a steady, growing stream of direct inquiries and orders.

3

Visibility more than doubled.

21,223 profile views, up 113%, split almost evenly between Maps and Search on mobile.

4

One campaign, real efficiency.

788 conversions for \$436 total — a \$0.55 cost per conversion from a single Performance Max campaign.

Real restaurant. Real results.

Let's get your restaurant these kinds of numbers.

+219% profile interactions • +352% direction requests • \$0.55 cost/conversion

GET STARTED TODAY



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