



MARKETING CASE STUDY

Osaka Sushi & Steakhouse

Japanese Restaurant Chain — Chattanooga, TN

Google visibility, Facebook, Instagram, YouTube & TikTok —
results across every channel.

4.6 ★★★★★

659 Google Reviews



THE CLIENT

Well-reviewed, ready for more reach

BUSINESS PROFILE

BUSINESS

Osaka Sushi & Steakhouse (Chattanooga)

LOCATION

531 Signal Mountain Rd #129, Chattanooga, TN

CATEGORY

Japanese restaurant • \$20–30 per person

RATING

4.6 / 5.0 — 659 Google reviews

SERVICES

GBP visibility strategy, Facebook, Instagram, YouTube & TikTok content, review strategy

THE OPPORTUNITY

Strong reviews, quiet channels.

Osaka already had strong reviews across a busy Chattanooga dining scene, but wasn't consistently visible on Google Search or active on video and social platforms — leaving real growth on the table.

THE APPROACH

- Ongoing Google Business Profile visibility strategy
- Facebook & Instagram content management
- YouTube & TikTok channel growth
- Review & reputation strategy

JULY 2026 vs JULY 2025

28,821

People Viewed the Business Profile on Google

▲ +37.3%

*Nearly 29,000 people found Osaka on Google in a single month —
real growth stacked on top of an already well-reviewed profile.*

Search drives the discovery here

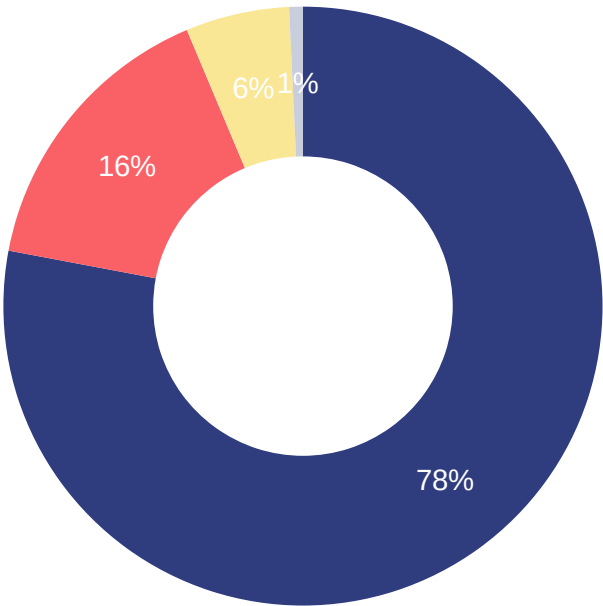
PROFILE VIEWS

28,821

▲ +37.3% YoY

Unlike a lot of restaurants, Osaka's growth is driven overwhelmingly by Google Search, not Maps — people typing in exactly what they want to eat.

HOW CUSTOMERS FOUND THE PROFILE



78% of discovery came from Google Search on mobile alone — active, high-intent searches, not passive map browsing.

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

SEARCH DEMAND

17,633 searches surfaced the profile

SEARCHES THAT SHOWED PROFILE

17,633

▲ +31.6% YoY

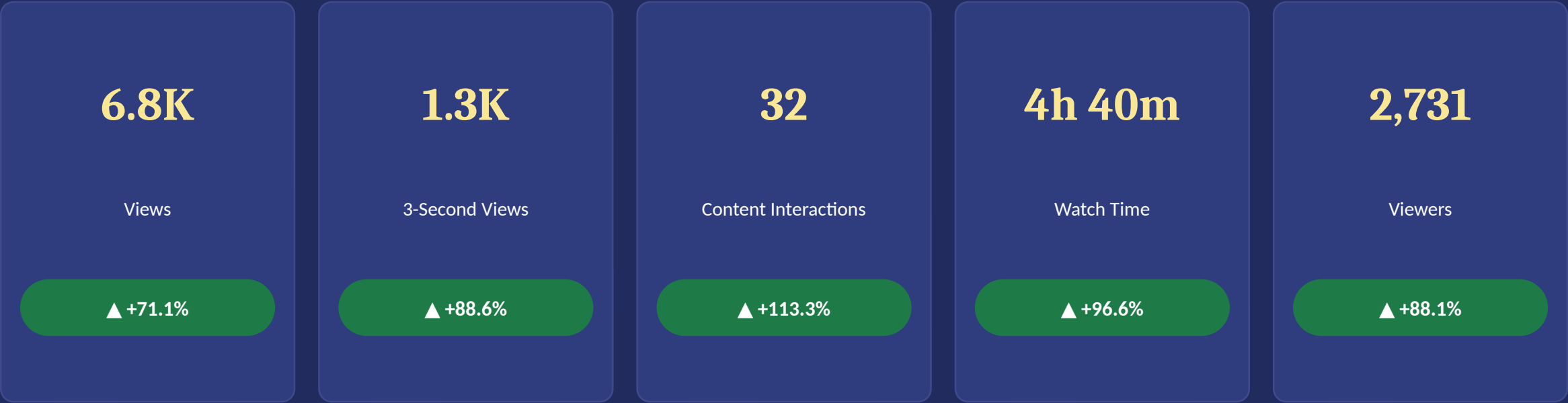
From generic "food near me" searches down to "hibachi near me" and "sushi near me" — Osaka is capturing both broad and specific intent.

TOP SEARCH TERMS

1	food near me	2,326
2	restaurants	1,946
3	restaurants near me	1,448
4	hibachi near me	1,148
5	sushi near me	977

Every metric moving up

JULY 11 - AUGUST 7, 2026



Every Facebook metric grew — some more than doubled — entirely from organic reach, with zero ad spend behind it.

Instagram is catching up fast

JULY 11 - AUGUST 7, 2026

6.5K

Cross-Platform Views

▲ +86.0%

746

Reach

▲ +88.4%

53

Content Interactions

▲ +17.8%

6,814 total cross-platform views this period — 4,249 via Facebook and 2,283 via Instagram specifically, which alone grew 59.3%. Reach and engagement both grew even faster than views, a sign content is landing with new audiences, not just repeat followers.

A full year of compounding growth

LAST 365 DAYS — vs PREVIOUS 365 DAYS

50.4K

Views

365-day total

79.4

Watch Time (Hours)

▲ +49%

+20

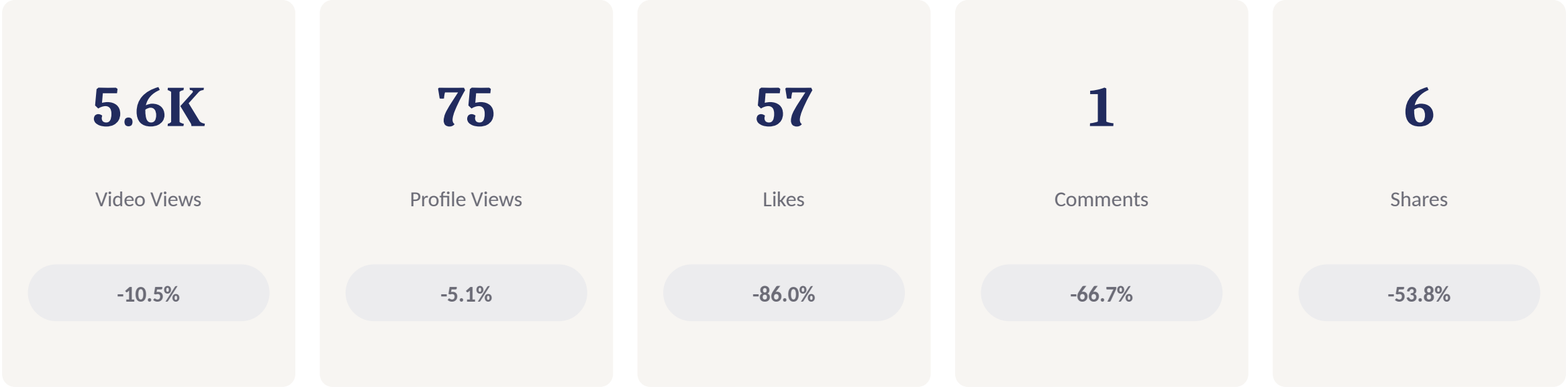
New Subscribers

▲ +43%

Osaka's channel picked up 50,364 views over the last year. Watch time grew 49% and the channel gained 20 new subscribers — a steadily compounding audience, not a one-off spike.

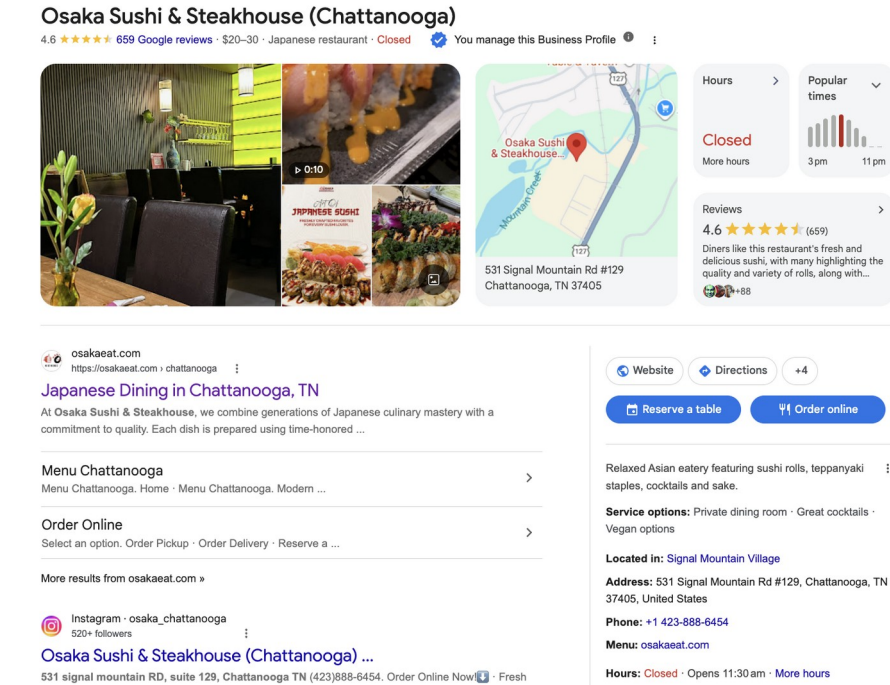
A quieter stretch on TikTok

LAST 60 DAYS



TikTok cooled off across the board over the last 60 days. With 88% of views still coming from the For You feed, the channel remains viable — the content approach here is worth revisiting.

Straight from Google — no edits





Your business on Google

11, 12,882 customer interactions



Edit profile



Read reviews



Photos



Posts



Performance



Advertise



Edit menu



Food ordering



Waitlists



Bookings



Ask for review...

4 new reviews

Read the latest feedback from your customers



Add a map to your website

Help customers find your nearest shop



Add your menu

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



Only managers of this profile can see this

THE TAKEAWAY

What this means for a restaurant owner

1

Visibility grew on a strong base.

Profile views up 37.3% and searches up 31.6% — real growth stacked on an already well-reviewed profile.

2

Search dominates discovery.

84% of profile views came through Google Search, not Maps — people actively typing in what they want to eat.

3

Facebook & Instagram both grew.

Facebook views up 71%, Instagram up 86% — content resonating across both platforms, entirely organic.

4

YouTube compounding, TikTok cooling.

YouTube gained 20 subscribers and grew watch time 49% over the year, while TikTok slowed — a sign of where to focus next.

Real restaurant. Real results.

Let's get your restaurant these kinds of numbers.

+37% profile views • +71% Facebook views • +86% Instagram views

GET STARTED TODAY



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