PROFITCAST X vedhavalli's madapalli

How we delivered **30+ Daily Calls** for
Vedhavalli's Madapalli through local dining searches

About the Client

Vedhavalli's Madapalli operates in Nungambakkam, one of Chennai's most competitive restaurant zones, dominated by vegetarian and South Indian dining options. Despite strong food quality and brand recall, the restaurant was losing high-intent "near me" searches due to weak digital discovery and low-conversion Google visibility. Profitcast focused on converting local search demand into calls and visits using Google Business Profile optimisation and a local SEO landing page.

The Results

1,999
direct calls generated from Google discovery
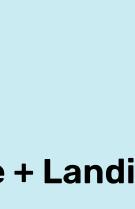
32,229
business profile interactions
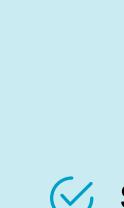
Strong lift in "near me" and cuisine-based searches
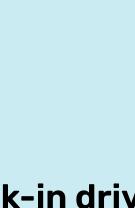
Higher engagement during festive dining periods
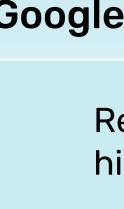
Improved conversion from search to visit intent

Key Metrics

✓ **Time frame: March – August 2025**

✓ **Platforms: Google Business Profile + Landing Page**

✓ **Calls tracked: 1,999**

✓ **Profile interactions tracked: 32,229**

✓ **Primary actions measured:**
  • Calls
  • Direction requests
 • Profile visits

✓ **Sales attribution: Not tracked (walk-in driven restaurant)**

How We Solved It

Google Business Profile Revamp

Rebuilt the profile with cuisine-specific keywords, richer categories, and high-quality dish visuals to compete directly in crowded local results.
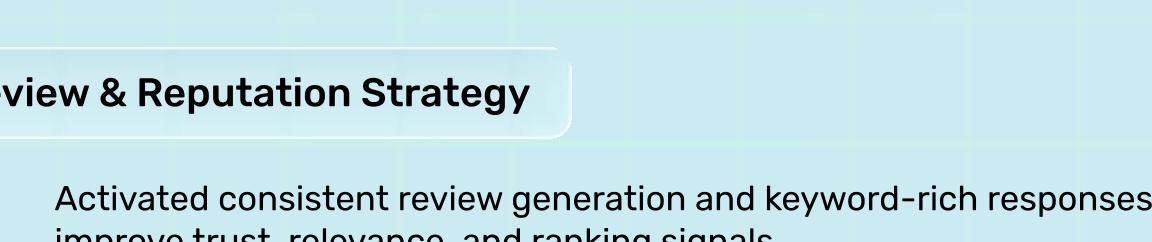
Local SEO Landing Page

Launched a search-optimised page anchored around vegetarian and South Indian dining intent, strengthening discovery beyond the profile alone.

Cuisine-Based Keyword Mapping

Aligned content to queries like vegetarian thali Chennai and South Indian restaurant near me to capture intent-driven searches.

Review & Reputation Strategy

Activated consistent review generation and keyword-rich responses to improve trust, relevance, and ranking signals.

Conversion Optimisation

Strengthened CTAs across Google and the landing page, ensuring discovery translated into calls and navigation actions.