

How we generated **39+ Daily Calls** through a local search strategy for **Srinivasaka Enterprises**



About the Client

Srinivasaka Enterprises operates in one of Chennai's most competitive construction and interior supply markets, offering everything from tiles and plywood to paints and fittings. While the brand was already known offline, its digital presence wasn't converting discovery into real enquiries. Profitcast focused on turning local search visibility into measurable actions through Google Business Profile optimisation and a conversion-led landing page.

The Results



5,600
direct calls generated from Google surfaces



12,021
business profile interactions



Strong increase in store discovery through "near me" searches



Clear lift in call and direction intent from local buyers



Reduced drop-offs between discovery and action

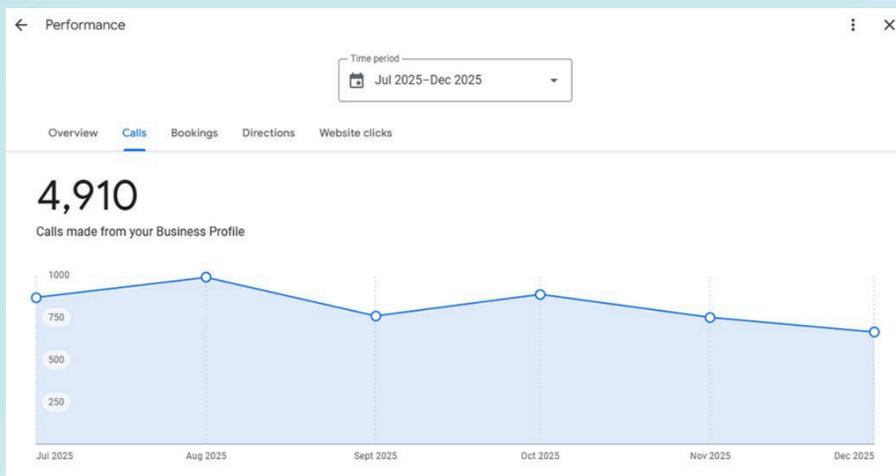
Key Metrics

- ✓ **Time frame: March - August 2025**
- ✓ **Primary platforms: Google Business Profile + Landing Page**
- ✓ **Calls tracked: 5,600**
- ✓ **Profile interactions tracked: 12,021**
 - Calls
 - Profile visits
 - Direction requests
- ✓ **Sales attribution: Not tracked (walk-in focused business)**

How We Solved It

Google Business Profile Optimisation

Focused Meta Ads on high-intent sectors and key decision-makers to ensure each lead had strong purchase potential.



Local SEO Landing Page

Developed ad creatives that emphasized ROI, efficiency, and business outcomes, moving beyond just product features.

Category-Focused Visibility

Created targeted content and updates for tiles, plywood, paints, and fittings so users landed on what they were actually searching for.

Reputation & Trust Signals

Activated review generation to strengthen credibility, improve rankings, and influence decision-ready customers.

Conversion Alignment

Ensured the Google profile, landing page, and CTAs worked as one system so discovery consistently led to calls or visits.