

LOCAL SEO & MULTI-PLATFORM DIGITAL GROWTH CASE STUDY

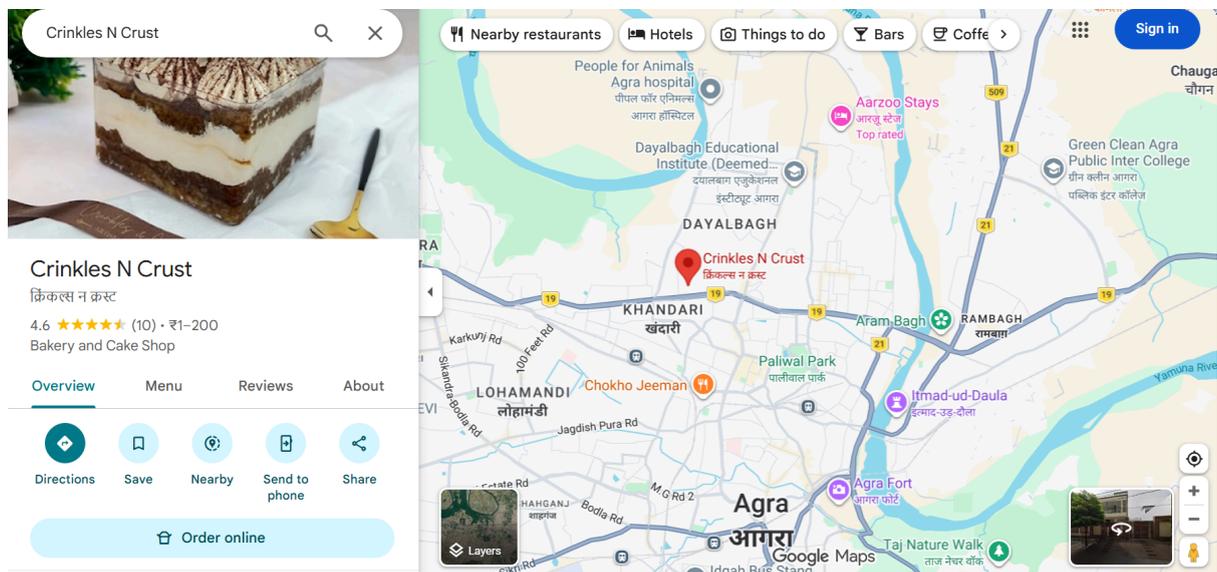
Crinkles & Crust Bakery – Agra

Client Overview:

Brand Name: Crinkles & Crust Bakery

Industry: Premium Bakery & Cloud Kitchen

Location: Agra, Uttar Pradesh, India



Crinkles & Crust is a premium cake shop and cloud kitchen based in Agra, known for its handcrafted cakes and gourmet baked delights. The brand offers a wide range of products including **cakes, pastries, cookies, cupcakes, artisanal bread**, and more—crafted using high-quality ingredients and refined baking techniques.

Operating as a modern, digitally driven food business, Crinkles & Crust primarily caters to **online customers** who discover the brand through Google, social media, and food delivery platforms before placing orders via the website or third-party platforms.

The Challenge:

As a premium food brand operating across multiple platforms, Crinkles & Crust required:

- Strong visibility on **Google Search & Google Maps** despite being a cloud-kitchen–driven business

- Consistent brand presence across website, GMB, social media, and food delivery platforms
- Conversion-focused digital touchpoints to guide users from discovery → website visit → order
- High-intent traffic rather than walk-in–dependent footfall

The goal was not just visibility, but **qualified online engagement that leads to orders**.

Our Solution:

We implemented a **holistic digital growth strategy**, combining Local SEO with multi-platform lead generation.

Key initiatives included:

- **Google Business Profile (GMB) optimization**
 - Accurate business information and premium brand positioning
 - Optimization for directions, calls, menu views, and website clicks
- **Website Design & Development**
 - Designed and developed a conversion-focused website
 - Optimized for smooth browsing, product discovery, and order intent
- **Multi-Platform Lead Generation**
 - Social media marketing to build brand recall and demand
 - Integration and optimization across platforms like **Zomato**
 - Driving users to the website for direct order placement

All channels were aligned to support a seamless customer journey.

👉 **Website:** <https://crinklesncrust.com/>

👉 **GMB Profile:** <https://share.google/rNKDWNBEw7v22kqc7>

Results Achieved (November 2024 - December 2025):

The combined impact of Local SEO and multi-platform strategy resulted in strong engagement.

Between **November 2024 and December 2025**, Crinkles & Crust's Google Business Profile generated **850 total business profile interactions**, including:

- **747 direction requests**
- **49 direct phone calls**
- **39 website clicks**
- **15 menu checks**

These interactions came from high-intent users searching for premium bakery and cake options in Agra.

Business Impact:

Even as a cloud-kitchen–driven brand with primarily online customers, the optimized GMB profile played a critical role in:

- Brand discovery and trust-building
- Driving users to the website for online orders
- Supporting multi-platform conversions through social media and food delivery apps
- Strengthening Crinkles & Crust’s positioning as a **premium bakery brand in Agra**

The synergy between website design, Local SEO, social media, and food platforms ensured consistent lead flow and digital visibility.

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Key Takeaway:

This case study highlights how **Local SEO is not just for walk-in businesses**. Even premium, online-first food brands and cloud kitchens benefit immensely from an optimized Google Business Profile when combined with a strong website and multi-platform marketing strategy.

When discovery, trust, and conversion channels work together, digital presence directly translates into real business growth.



Website: <https://dtroffle.com/>

Contact Number: [+91 8532983019](tel:+918532983019)

Email: hello@dtroffle.com

HQ: Dtroffle Info Pvt. Ltd, Sultan Ganj ki Puliya, Agra, Uttar Pradesh, India - 282004