Digital Marketing Strategy

We Are Ecom100

What started as a passionate freelance community — **KeralaFreelance.com** — has evolved into a full-fledged digital company: **Ecom100.in**. Born out of collaboration, shared expertise, and a vision to empower businesses online, our journey reflects the power of community-driven growth.

At Ecom100, we bring together a collective of top-tier professionals who once worked independently, now united to offer **end-to-end e-commerce and digital marketing solutions** under one roof. From strategy to execution, we stand as a reliable partner for brands ready to scale in the digital space.

What Matters More For Your Business?

Local SEO

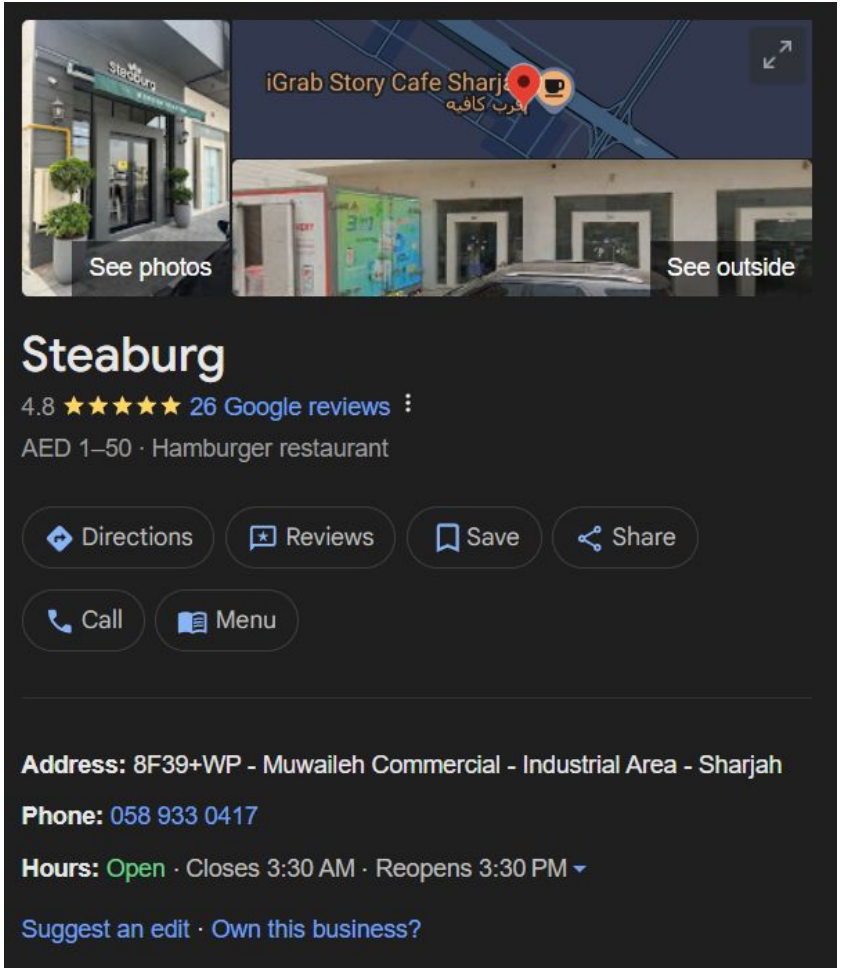
VS

Organic SEO

Audit of Current Local SEO Status

What’s Going Well:

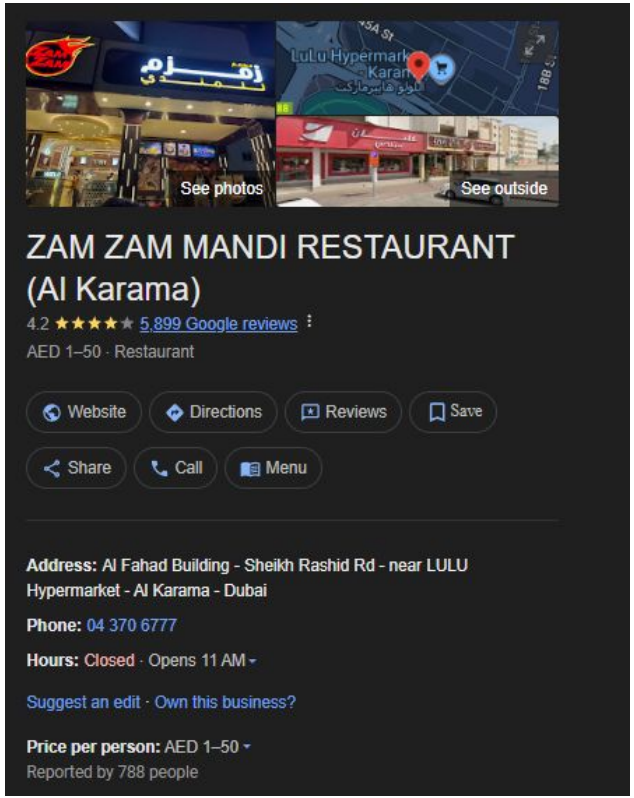
- Google Business Profile (GBP) exists.
- Good Google rating (4.8 stars from 26 reviews).
- Business is listed on food delivery apps like Talabat, Deliveroo.
- Active on Instagram.
- Photos and maps are present.

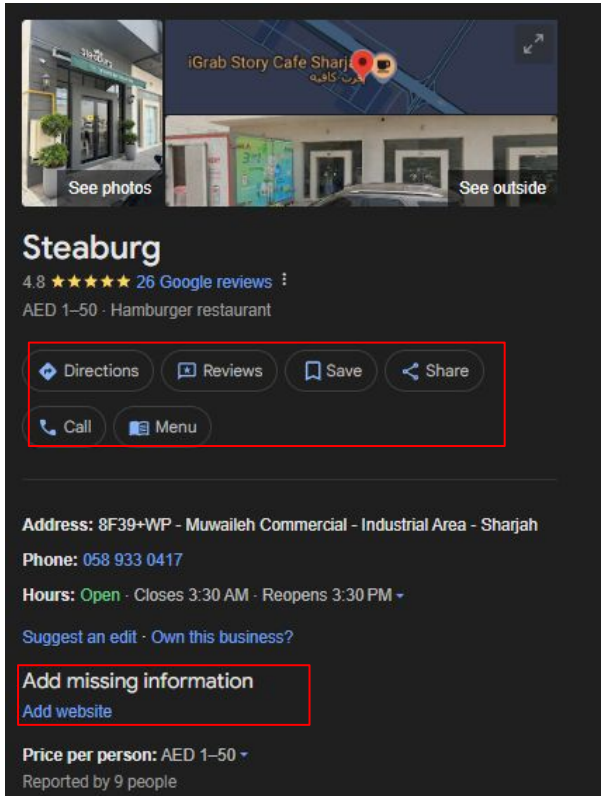


Key Mistakes / Gaps:

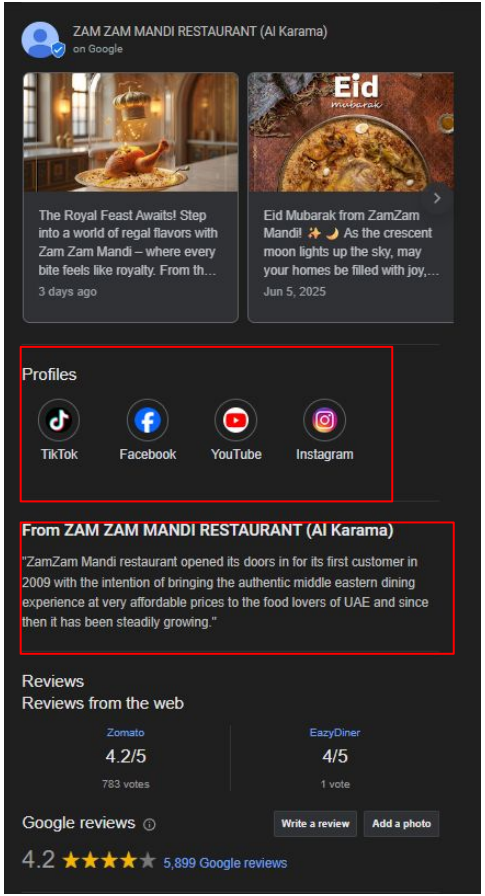
Issue	Explanation	Impact
❌ No Website	No central authority or destination for searchers.	Bad for SEO & trust.
❌ Missing complete business info	Website missing. About us missing, social connections are missing.	Low GBP completeness = lower ranking.
❌ Limited Review Count	Only 26 reviews. Needs more quantity and frequency.	Lower trust for new visitors.
❌ Weak Keyword Optimization	No keyword-rich descriptions for services like “best burger in Sharjah” or “late-night food in Muwailih.”	Missed ranking opportunities.
❌ No citations on other directories	Not listed in other trusted UAE food directories or local listing sites.	Low authority & visibility.

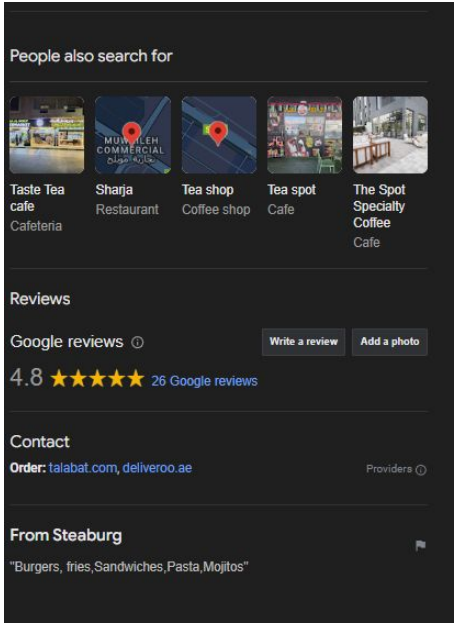
Profile Comparison





Profile Comparison





Local SEO Strategy for Steaburg

1. 🔗 Claim & Optimize Google Business Profile (GBP)

- Add a business **website link** (even a 1-page landing site is helpful).
- Write a keyword-optimized business description:

  “Steaburg is Sharjah’s top-rated burger spot in Muwailih Commercial, known for juicy smashed beef burgers, late-night bites till 3:30 AM, and fast delivery via Talabat & Deliveroo.”

- Add services: “Burger,” “Shawarma,” “Fast food,” “Late-night dining,” “Takeaway.”
- Upload **high-quality food & interior photos weekly**.

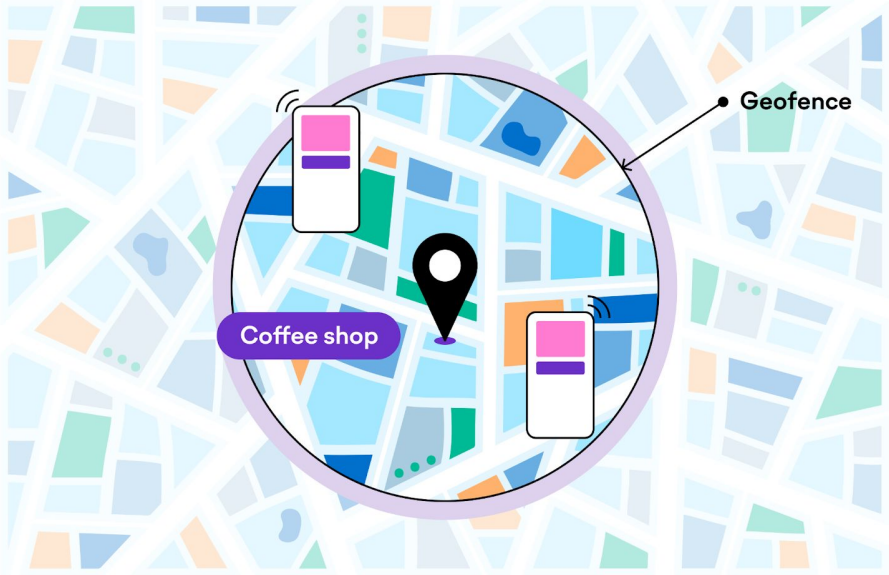
Boost Reviews

- Aim for 100+ Google reviews.
- Add a QR code at checkout that links to “Leave a review” page.
- Give a small discount or offer (e.g., free fries) for a review.

Use Local Keywords in All I

In bios and posts, use:

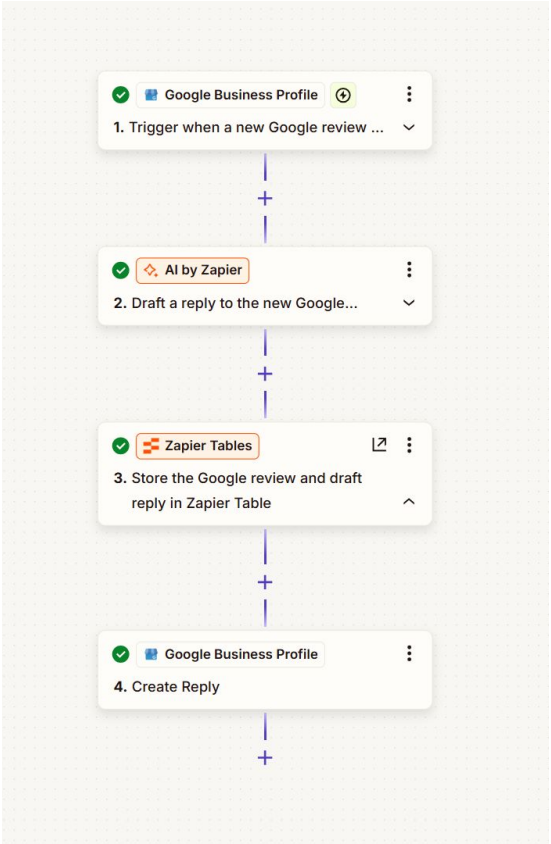
- “Best Burger in Sharjah”
- “Late-night food in Muwailih”
- “Affordable burger joints in UAE”



6. Geofencing

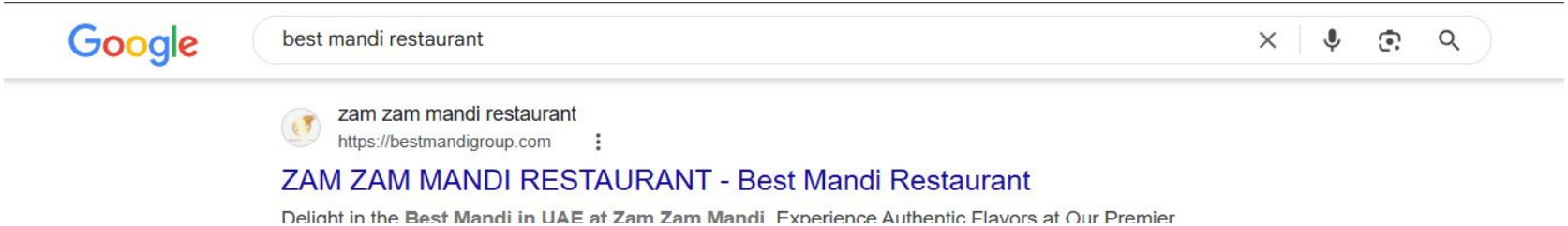
- Pin Google Map link in bio.
- Use geo-keywords
- Use location in posts.

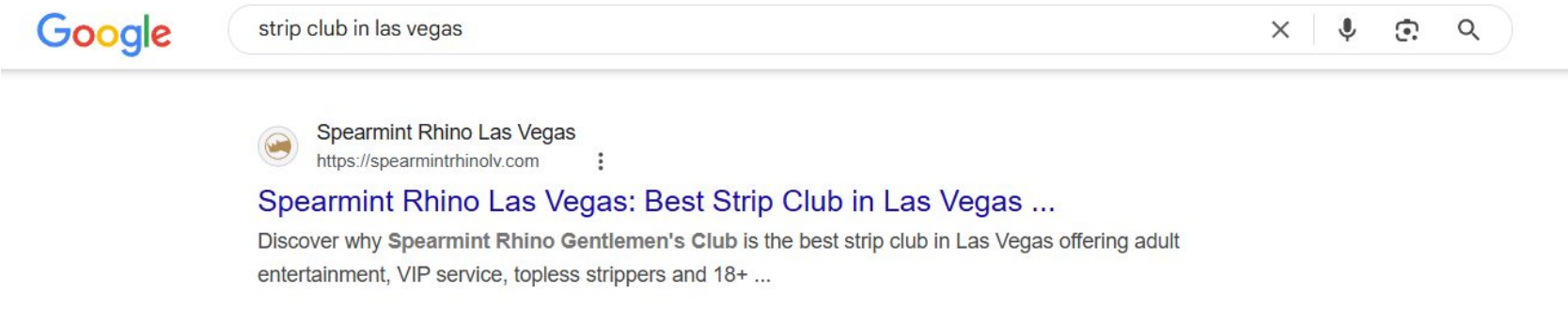
Automation

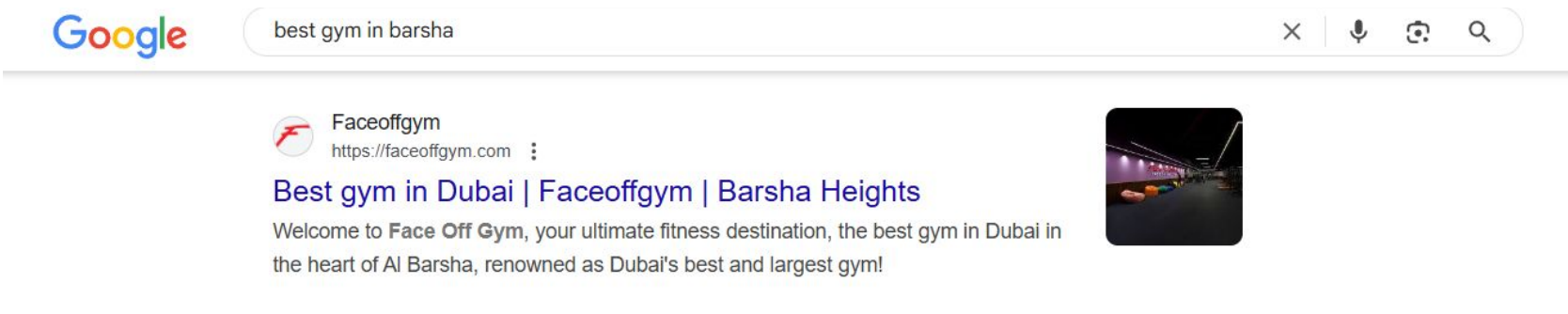

Google Business Profile
1. Trigger when a new Google review ...
AI by Zapier
2. Draft a reply to the new Google...
Zapier Tables
3. Store the Google review and draft reply in Zapier Table
Google Business Profile
4. Create Reply

zapier

Our Works


Google
best mandi restaurant
zam zam mandi restaurant
https://bestmandigroup.com
ZAM ZAM MANDI RESTAURANT - Best Mandi Restaurant
Delight in the Best Mandi in UAE at Zam Zam Mandi. Experience Authentic Flavors at Our Premier


Google
strip club in las vegas
Spearmint Rhino Las Vegas
https://spearmintrhinolv.com
Spearmint Rhino Las Vegas: Best Strip Club in Las Vegas ...
Discover why Spearmint Rhino Gentlemen's Club is the best strip club in Las Vegas offering adult entertainment, VIP service, topless strippers and 18+ ...


Google
best gym in barsha
Faceoffgym
https://faceoffgym.com
Best gym in Dubai | Faceoffgym | Barsha Heights
Welcome to Face Off Gym, your ultimate fitness destination, the best gym in Dubai in the heart of Al Barsha, renowned as Dubai's best and largest gym!

30-Day Action Plan

Day	Task
1-3	Set up a one-page website
4-5	Fully optimize Google Business Profile
6-10	Design “Review Us” cards with QR code
11-15	Submit to 10+ UAE business directories
16-20	Take 20 new food photos & upload weekly
21-30	Get 25 new reviews through in-store push

Add-On Service: Social Media Marketing (SMM)

Improve **brand recognition** in Sharjah.

Get **more dine-in and delivery orders**.

Build **loyal customer base**.

Reach **locals instantly** with paid Meta Ads & TikTok engagement

Provide offers & Loyalty programs

Research on Audience Demographics

Thank you.