Maple Street Bakery grew clicks from Google by 42% in six months

EXAMPLE. Maple Street Bakery and every number on these pages are made up, to show the layout. Use your own real numbers, with a source and a date range for each.

CLIENT	INDUSTRY	TIMEFRAME	SERVICES
Maple Street Bakery	Local bakery	Six months	Audit, fixes, monthly reports

01 At a glance

Maple Street Bakery grew clicks from Google by 42% in six months by fixing pages that were hidden from search and rewriting its main product pages.

+42%
clicks from Google

58 to 91
health score

+18%
orders from search

6 months
time

02 The challenge

Maple Street Bakery is a local bakery with a small online shop. The owner wanted more orders from people searching for cakes and bread nearby. In January the site got 310 clicks a month from Google, and many product pages did not appear in search at all.

03 What we found

We crawled the site on 8 January and checked 74 pages. The three biggest findings were:

1. 9 product pages carried a noindex tag, so Google could not show them.
2. Every product page shared the same title.
3. The opening hours and address differed on three pages.

04 What we did

When	What we did	Why
Month 1	Removed the noindex tag. Wrote unique titles for 24 product pages.	Make the pages visible, and describe each one
Months 2 to 3	Rewrote the five main product pages and added local business data.	Match what people search for
Months 4 to 6	Added links between related pages and sent a monthly report.	Help visitors and show progress

05 The results

All numbers cover the six months to 8 July, compared with the six months before. Clicks come from Google Search Console and orders from the shop. These are made-up numbers.

Measure	Before	After	Change
Health score (crawl)	58	91	+33 points
Clicks per month (Search Console)	310	440	+42%
Orders from search per month	22	26	+18%

The shop also ran a spring promotion in April, which may have added to the number of orders. We counted only orders that came from search.

06 What we learned

The biggest gain came from the first month, when the hidden pages came back. Rewriting product pages took longer to show in the numbers. If we did it again, we would crawl the site before the redesign, not after.

07 In the client's words

> "We always thought our product pages were fine. We did not know Google could not see them." Sam Rivera, owner, Maple Street Bakery (made up)

08 Next steps

Want the same for your local business? Brookside Digital offers a free website check that finds what is hidden from Google. Write to hello@example.com.