

New entrant to UK restaurant sector dominates local search

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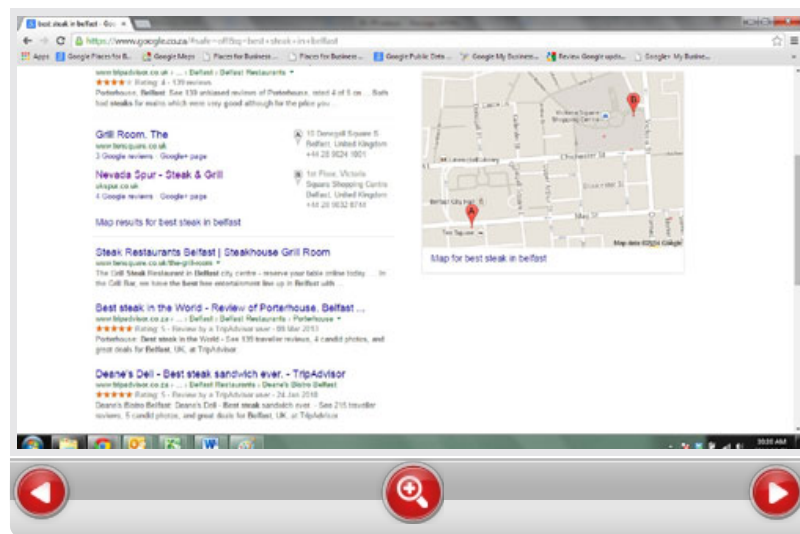
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Spur, the South African-based family restaurant and steakhouse chain, may have a relatively small physical footprint in the UK but it is punching above its weight in terms of digital strategy. Although the chain has only eight locations, you'd think it has many more based on its Google My Business Locations presence.

Take a look at the three result pages below and you'll see that people in Belfast, London and Surrey looking for family restaurant and/or steakhouses will often end up at a Spur restaurant.

Spur's local search optimisation is handled by Business Position Systems (BPS), the South African local search company that has recently opened its doors in the UK. Shani Marsh, the account manager on the Spur account, comments, *"It's great to see our proprietary optimisation skillset having a global impact. Spur is a longstanding BPS client and seeing them outrank their UK-based competitors is testament to the hard work we put in all the way down here in South Africa."*

BPS pioneered local search in SA almost six years ago and has built an in-house knowledge set that is viewed as best practice in SA and across the African continent.



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