

- **This is a real sample, not a mock-up.** Built on live Google data for a working Greek taverna in Oakleigh, Melbourne. The business name and identifying details are withheld for privacy; every number here is real. Yours is built on your own business. Nothing is invented.

Pulse.

Sample bundle · prepared 24 Jun 2026
pulsemarketingco.com

MARKETING BUNDLE · SAMPLE

4th best for food. 10th for being found.

Subject: **family-run Greek taverna**, Eaton Mall precinct, Oakleigh VIC · dine-in, takeaway and functions · **name withheld**. Ranked against the **12 Greek restaurants in Oakleigh** on live Google data.

YOUR FOOD

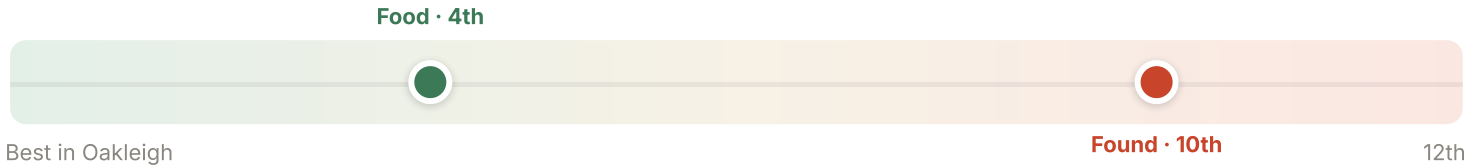
4 / 12

At 4.6★, your food rates higher than 8 of the 12 Greek places in Oakleigh, including every big-name souvlaki house.

BEING FOUND

10 / 12

But when a hungry local searches “Greek restaurant Oakleigh”, you show up 10th. The kitchen isn't the problem. Findability is.



Most owners get told the wrong thing here. **The two highest-rated Greek places in Oakleigh, at 4.8 and 4.7 stars, have barely 200 reviews each.** The ones with 1,300 to 2,600 reviews rate *lower*. So you don't need 2,000 reviews to climb. You need to be easy to find. That's photos, a readable menu, an active listing and a booking link. All free, all fast, none of them about begging for reviews.

01 What's keeping you at 10th

The findability gap, broken down. Biggest lever first. Four of these five are free and take a week.

RANK GAP

4th for food, 10th for findability

Of 12 Greek restaurants in Oakleigh your food rates 4th (4.6★) but you surface 10th in search and Maps. The six places above you aren't cooking better. Their Google listings are just fuller and more active. Everything below closes that gap.

FREE FIX

Only 11 photos on your Google listing

The places ranking above you show 250 to 600 photos; you have 11, four of them dim. The photo is what someone taps before reading a word. Add 25 sharp shots of plates, the grill and a full room this week.

Moves findability rank · costs nothing

FREE FIX

Your menu is a PDF Google can't read

Your menu is a scanned PDF, so neither Google nor ChatGPT can read a single dish, so searches like “slow-cooked lamb Oakleigh” never reach you. Put the menu on the page as real text.

Moves findability rank · costs nothing

FREE FIX

ChatGPT and Perplexity can't name you

Ask either “best Greek restaurant in Oakleigh” and you're absent while two rivals get named. The llms.txt file in this bundle (section 5) is the first fix. Drop it at your site root.

Moves findability rank · costs nothing

OPPORTUNITY

No “Reserve a table” button on Google

Your profile has no booking link, so a ready customer has to stop and phone, and at 7pm on a Friday plenty won't. A free booking link captures them at the moment they decide.

Moves **findability rank** · costs **nothing**

. Do these first

Ordered by impact on your findability rank. Reviews are last on purpose. Read why.

- 1 Upload 25 real photos to your Google Business Profile this week: plates, the charcoal grill, the room full on a Friday. It's the single biggest free move on your rank, and you can do it today.
- 2 Rebuild your menu as text on your website, not a PDF. It's the one change that lets both Google and ChatGPT recommend the actual dishes you cook.
- 3 Add the llms.txt file from this bundle to your site root, and a free "Reserve a table" link to your Google listing.
- 4 Post once a week to your Google Business Profile: a dish, a special, a function night. It tells Google you're active, which lifts the listing.
- 5 **Reviews: don't chase the leaders.** You won't catch 2,600, and you don't need to. The two best-rated Greek spots in Oakleigh sit on ~200. Just ask every happy table for one with a QR card. At 4.6★ each review pulls more weight than theirs.

02 Competitor analysis

Who takes the Oakleigh Greek search traffic, and the gap they've left you.

Your food rates 4.6★, 4th of 12, ahead of every big-name souvlaki house on the strip. The kitchen isn't the problem. The three places taking the search traffic hold 1,300 to 2,600 reviews and fuller Google profiles, so they're found first. But the two *highest-rated* Greek spots in Oakleigh sit on barely 200 reviews each. Being found is a separate job from cooking well, and you can win it without matching their review counts. The opening they've all left is groups: every big-review rival is takeaway or fast-casual.

Rival: Eaton Mall souvlakeri

4.3★ · 2,622 reviews

- Strength

Most-reviewed Greek place in Oakleigh with 600+ photos. Owns the default search sort and the walk-up trade.
- Weakness

Volume-first, fast-casual, rated below you at 4.3. No banquet or function offer, so your sit-down room and group bookings are a market they've left open.

Rival: Chester St institution

4.3★ · 2,380 reviews

- Strength

Long-running name, 2,380 reviews, ranks first for "best souvlaki Oakleigh".
- Weakness

Takeaway-focused, limited seating, closed Mondays. No private-event space, so groups over eight go elsewhere.

Quiet high-rater: the model to copy

4.8★ · ~190 reviews

- Strength** Highest rating in Oakleigh on a fraction of the reviews. Proves a small, well-run room can out-rate the giants.
- Weakness** Same gap as you: thin profile, low findability. Whoever fixes the listing first takes the “best-rated, easy-to-find” spot. That should be you.

- Own “Greek banquet” and “function room Oakleigh”. Every big-review rival is takeaway or fast-casual, so build one page each for banquets and functions, with real photos and a set per-head price.
- Close the findability gap (photos, text menu, active listing) to climb from 10th toward the top 5, without touching the review gap.
- Claim the AI answer for “best Greek restaurant Oakleigh for groups”. None of the big three have an llms.txt or a readable menu, so the field is open to whoever AI tools can actually read.

03 Three blog posts, ready to write

Each targets a real local search, at a different stage of deciding where to eat.

Where to eat Greek in Oakleigh: a local's guide

Who it's for: someone deciding where to go, comparing Oakleigh options before they book.

A plain rundown of the strip: who does fast souvlaki, who does a proper sit-down banquet, who's good for a big group. Written to get found by people searching "Greek food Oakleigh" who haven't chosen yet, and to put your room in front of them.

What a Greek banquet for 10 actually costs in Melbourne

Who it's for: someone planning a birthday or work dinner, pricing options before they commit.

Real per-head numbers for a shared banquet, what's normally included, and what to ask before booking. Aims straight at the high-value group bookings the takeaway rivals can't take.

Booking a function for 20+ in Oakleigh: a checklist

Who it's for: someone organising an engagement, christening or work function, ready to book.

The questions worth asking: minimum spend, set menu versus choice, how long you get the room. Written for ready-to-book organisers, the customer worth the most to you.

04 Five social posts, in your voice

For where your customers actually are: Instagram, Facebook and your Google Business Profile. Not LinkedIn; your diners aren't there.

INSTAGRAM

The lamb's been in since 6am.

Slow-roasted till it falls off the bone, the way my yiayia did it. Out from 5pm tonight. First in, best served.

GOOGLE BUSINESS PROFILE

Booking a group this month?

We do banquets from 8 to 40: set menu, shared plates, the lot. Tap Reserve or message us. Mondays and Tuesdays still have space.

FACEBOOK

We've fed three generations of one family this year.

The grandparents came for years. Then their kids. Last week the grandkids booked a 21st in the back room.

That's the whole point of this place.

INSTAGRAM**What's actually in our tzatziki.**

Strained yoghurt. Cucumber we grate and squeeze by hand. Garlic, good oil, nothing else. Made fresh every morning. That's why it tastes like it does, and why we won't sell it in a jar.

INSTAGRAM · GOOGLE BUSINESS PROFILE**Live music this Friday from 8.**

Bouzouki, a full taverna, the grill going all night. Book a table. Fridays fill by Wednesday.

05 Your llms.txt file

Drop this at your site root (yourdomain.com/llms.txt) so ChatGPT, Claude and Perplexity can read who you are, and recommend you. Passes Google Lighthouse's agentic-browsing check.

```
# [Taverna name]
```

```
> Family-run Greek taverna in Oakleigh, Melbourne. Charcoal-grilled souvlaki, slow-roasted meats, fresh seafood and shared banquets, for dine-in and groups.
```

```
[Taverna name] has served the Eaton Mall Greek precinct in Oakleigh since 2017. We cook traditional Greek food – charcoal souvlaki, slow-roasted lamb, seafood and meze – for dine-in, takeaway and private functions of 8 to 40 people. Live music Friday and Saturday.
```

```
## Core pages
```

- [Home] (/)
- [Menu] (/menu)
- [Book a table] (/book)
- [Functions & banquets] (/functions)

```
## About
```

- [Our story] (/about)
- [Find us & hours] (/contact)

This is one business. Yours is next.

Everything above was built on real, public data and de-identified for privacy.
Your bundle is built on your website, your search data and your real competitors (named, with their numbers), and lands in 48 hours.

~~\$895~~ **\$395** AUD · one-off · no subscription

EOFY SPECIAL · ENDS 30 JUNE

Pulse · pulsemarketingco.com

Sample report. Competitor figures are live Google data as at June 2026; the subject business is anonymised. Rankings are Pulse's visibility measure across the Oakleigh Greek-restaurant set.