



Toptable Group increased total views by

# 1.2 MILLION

with Map Labs.

*\*Results achieved year-over-year Jan 2024-Apr 2024 vs Jan 2025-Apr 2025.*



## ABOUT THE BUSINESS

**Toptable Group is a hospitality company that manages a collection of 15 restaurants, cafes and butcher shops across New York and British Columbia**, with locations in Vancouver, Whistler, and Victoria. Each concept within the group offers a distinct culinary identity, ranging from fine seafood and West Coast cuisine to French-inspired dining and contemporary steakhouses. Toptable Group's restaurants have received industry recognition over the years, and have been acknowledged in publications such as Vancouver Magazine and

several readers choice awards for best seafood, fine dining, and overall service. These distinctions reflect the group's long-standing presence in the industry and its commitment to maintaining high standards across diverse dining concepts. As the group continues to evolve and open new locations, its focus remains on maintaining strong brand integrity, supporting staff development, and adapting to changing customer expectations in a competitive and fast-moving restaurant landscape.



# THE GOAL

- **Boost local visibility by targeting both branded and non-branded searches**
- **Drive more bookings by optimizing key profile elements**
- **Grow overall views through consistent updates and engagement**



Toptable Group had an established reputation and a loyal customer base across multiple cities, but as their portfolio expanded, so did the need for a more structured approach to local discovery. There was untapped potential on Google Maps to reach new audiences, especially tourists, event planners, and high-intent local diners. With Map Labs' Full-Service management, the goal was to centralize and strengthen their presence across all locations—ensuring each restaurant appeared in relevant searches, stayed active with fresh content, and was positioned to convert search interest into real-world traffic. By refining keyword strategies, streamlining reviews, and maintaining consistent updates, Map Labs took a channel that was already performing for Toptable and transformed it into their most valuable marketing asset.



# RESULTS

Through **Map Labs' Full Service management**, Toptable Group achieved the following results:

\*Comparing year-over-year Jan-Apr, 2024 vs Jan-Apr, 2025.

## All Locations:

**+18%**  
(+10K)

Direction Requests

**+12%**  
(+1.3K)

Bookings

**+76%**  
(+1.2M)

Total Views

## Top Performers:



**+40%**  
(+200K)

Total Views



**+364%**  
(+240K)

Total Views

**MapLabs.com**

Map Labs helps restaurant groups like Toptable grow with Google Maps marketing.

