

GOOGLE BUSINESS PROFILE PERFORMANCE REPORT

SUPERSPORTS THAILAND

Performance Comparison: Before vs. After
Google Bulk Verification Approval

SUPERSPORTS

100
STORES
ACROSS THAILAND



KEY
MILESTONE



GOOGLE APPROVED BULK VERIFICATION ON 22 NOVEMBER 2025

This approval enabled Supersports to centrally manage and optimize all 100 Google Business Profiles, ensuring accuracy, consistency and better customer experiences across Thailand.

PERFORMANCE AT A GLANCE (BEFORE vs. AFTER)

TOTAL IMPRESSIONS	GOOGLE MAPS IMPRESSIONS	TOTAL CLICKS	CALLS	DIRECTIONS REQUESTS	WEBSITE CLICKS
+237.8% INCREASE	+560.9% INCREASE	+231.0% INCREASE	+195.7% INCREASE	+245.6% INCREASE	+240.4% INCREASE
BEFORE (Jul '24 - Oct '25) 28.86M	BEFORE 4.12M	BEFORE 917K	BEFORE 54K	BEFORE 44K	BEFORE 819K
AFTER (Dec '25 - Jul '26) 97.46M	AFTER 27.17M	AFTER 3.04M	AFTER 159K	AFTER 152K	AFTER 2.79M

*Total Customer Actions = Directions + Website Clicks



PERFORMANCE TREND OVER TIME

GOOGLE VISIBILITY (IMPRESSIONS)



CUSTOMER ACTIONS (CLICKS)



BEFORE (Jul '24 - Oct '25)
Pre-milestone period

AFTER (Dec '25 - Jul '26)
Post-milestone period

November 2025 is treated as the transition month and excluded from the before and after averages for a clean comparison.



KEY INSIGHTS



Total Impressions increased by 237.8%, driving far greater visibility across Google Search & Maps.



Google Maps Impressions surged by 560.9%, showing a massive lift in local discoverability for all 100 stores.



Calls increased by 195.7%, reflecting more customers contacting stores directly.



Direction Requests grew by 245.6%, bringing more in-store visits and foot traffic.



Website Clicks increased by 240.4%, driving more online engagement and conversions.

*Total Customer Actions = Directions + Website Clicks



STRONGER VISIBILITY. HIGHER ENGAGEMENT. REAL RESULTS.

Since Google's bulk verification approval on 22 November 2025 and with Local Knowledge's DLM & Local SEO expertise, Supersports has achieved exceptional growth across every key metric—connecting more customers to 100 stores nationwide.



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100 STORES. ONE STRATEGY. BIG IMPACT.

THANK YOU FOR YOUR CONTINUED TRUST AND PARTNERSHIP.



100 STORES

ACROSS THAILAND

WHO MADE IT HAPPEN?



LocalKnowledge
DIGITAL LOCATION MANAGEMENT

Local Knowledge, Thailand's leading Digital Location Management and Local SEO agency, partnered with Supersports to optimize and grow their Google Business Profiles across all 100 locations.

OUR EXPERTISE. YOUR GROWTH.

- ✓ Bulk Profile Claiming & Verification
- ✓ Accurate Data & Category Optimization
- ✓ Keyword & Local SEO Optimization
- ✓ Google Maps Optimization
- ✓ Review Management & Responses
- ✓ Google Posts & Content Creation
- ✓ Performance Monitoring & Reporting
- ✓ Mobile Visibility Optimization
- ✓ Ongoing Insights & Recommendations



EXPERTISE THAT DRIVES REAL RESULTS.

Our proven DLM and Local SEO expertise ensures your business is found, chosen and trusted—creating measurable growth and stronger customer connections.



getfound@localknowledge.ae



localknowledge.ae

Your Digital Location
Management & Local SEO Growth Partner.