

RESTAURANTS CYPRUS

02

Turning dining discovery into paid infrastructure

Search visibility became a fully paid, multi-location restaurant platform

540,367

SEARCH IMPRESSIONS

A national discovery footprint

15

PAID LOCATIONS

Every active client is commercial

≈60%

ORGANIC SESSION SHARE

Current acquisition is search-led

26

CHATGPT SESSIONS

AI discovery is already observable

EXECUTIVE INTERPRETATION

Restaurants Cyprus proves that CREATE can transfer search-led infrastructure into a second market and monetise it through complete multi-location client portfolios.

KEY INSIGHT

Visibility became inventory that restaurants paid to occupy.

Fifteen active locations validate the platform as commercial infrastructure.

The outcome is not traffic alone: every active restaurant relationship is paid.

Dining demand was fragmented across searches that venues could not systematically capture

DINER INTENT

Choose the right place to eat

By city, cuisine, occasion, price point, atmosphere, view and availability.

Map listings	Useful locally, weak for broader discovery
Review platforms	High competition and limited ownership
Social channels	Visible but structurally unsearchable
Venue websites	Isolated pages with uneven authority
Editorial lists	Temporary reach without a connected journey

CREATE OPPORTUNITY

Organise dining demand around indexable locations, cuisines, occasions and venue profiles.

The platform competed through structured discovery—not review volume or media spend

TRADITIONAL DISCOVERY MODEL

Single venue pages

Platform-owned reviews

Paid-media visibility

Unstructured listings

One-off editorial reach

RESTAURANTS CYPRUS APPROACH

Connected venue ecosystem

Search-led acquisition

Location and cuisine taxonomies

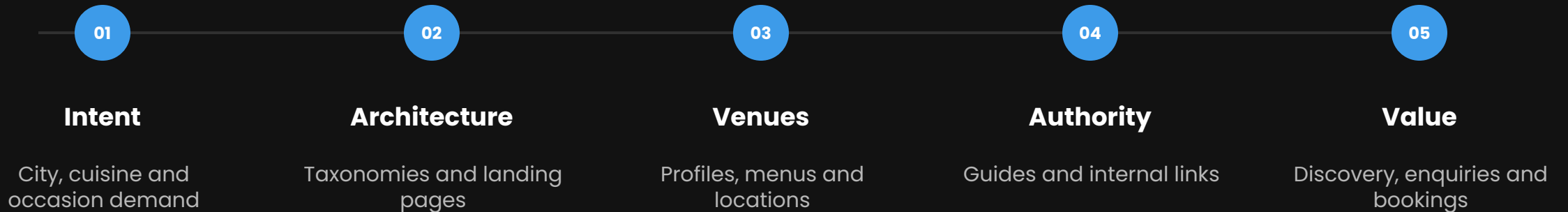
Indexable restaurant profiles

Google and AI discoverability

STRATEGIC HYPOTHESIS

Superior structure could aggregate demand and create paid visibility for restaurant portfolios.

The CREATE discovery system connected dining intent to paid restaurant profiles



THE SYSTEM

Search captures intent; structured profiles route that demand toward paying restaurant clients.

The platform was built as a machine-readable restaurant discovery system

6**SITEMAP FAMILIES**

Segmented crawling across pages and taxonomies

107**PUBLIC ENTRIES**

Profiles, commercial pages and editorial content

20**TAXONOMY SEGMENTS**

Location, cuisine, dining and profile type

15**PAID LOCATIONS**

Active commercial restaurant inventory

CONTENT

Restaurant profiles · guides · commercial pages

TAXONOMIES

Five locations · eight cuisines · five dining types

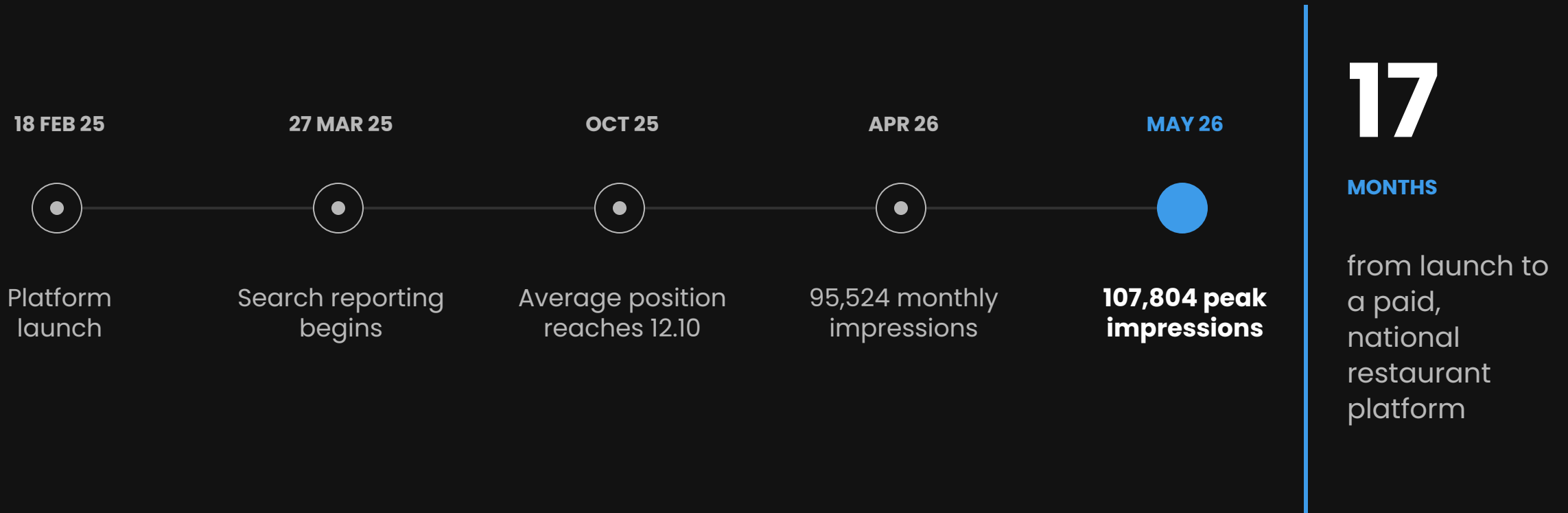
ENTITIES

Venues · brands · locations · menus · experiences

AI LAYER

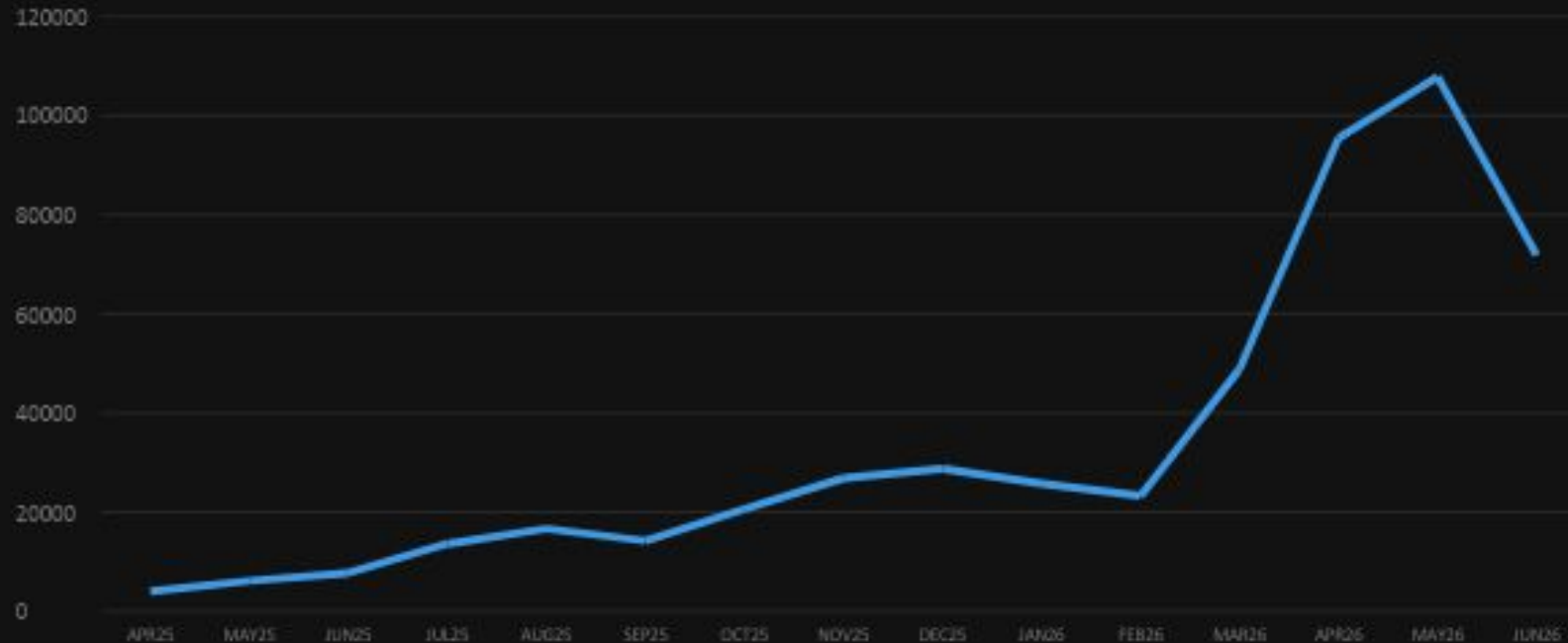
llms.txt · semantic descriptions · structured discovery

Within seventeen months, structured expansion created national search visibility



Monthly visibility grew eighteen-fold as rankings crossed onto page one

FULL-MONTH SEARCH IMPRESSIONS



18.2x

VISIBILITY GROWTH

3,954 in Apr 2025 to 71,822 in Jun 2026

107.8K

PEAK MONTH

May 2026 created the widest search footprint

21.09 → 8.50

AVERAGE POSITION IMPROVEMENT

KEY INSIGHT

Visibility is the asset. Click capture is the next unlock.

Broad category rankings created reach faster than the platform converted it into clicks.

540,367

SEARCH IMPRESSIONS

The next commercial gain is better SERP capture and measurable booking attribution.

Category, destination and client searches now share one authority system

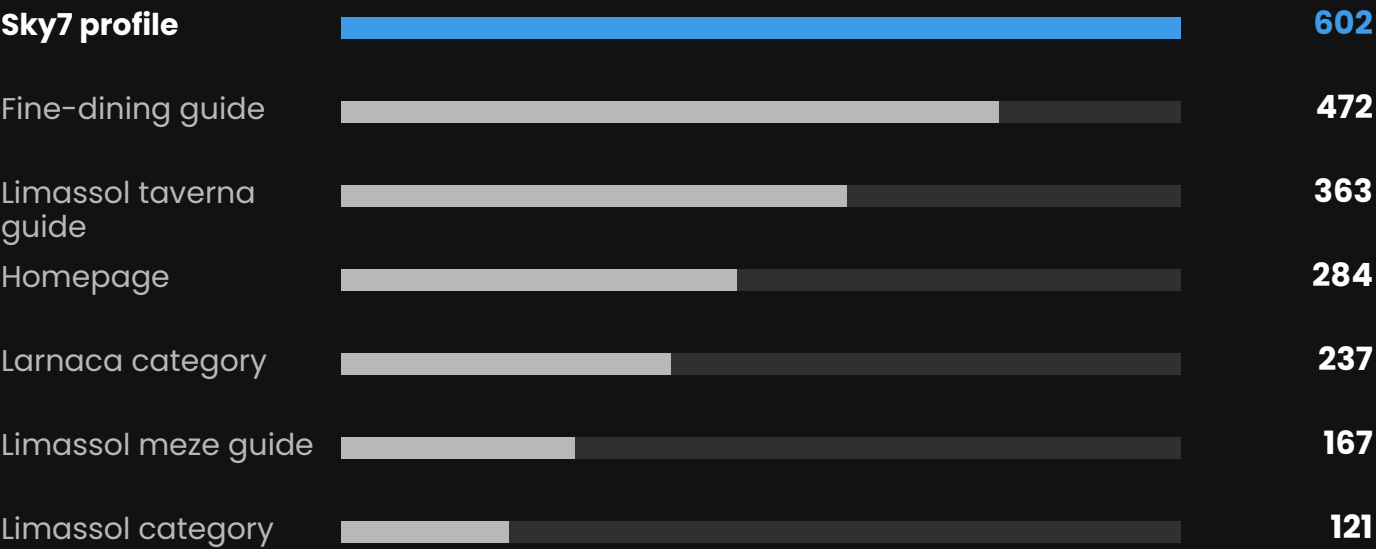
QUERY	IMPRESSIONS	POSITION	CLICKS
best restaurants in cyprus	214,536	7.12	38
fine dining cyprus	597	6.75	90
sky7 restaurant	306	4.92	40
sky7 paphos	105	3.23	39
best restaurants in larnaca	2,315	12.64	43
embers limassol	8,123	8.40	34
taverna limassol live music	181	7.21	24

INTERPRETATION

Broad category reach and client-brand discovery coexist; the largest upside is converting high-volume rankings into more clicks.

A client profile—not the homepage—became the strongest organic entry point

ORGANIC CLICKS BY LANDING PAGE



602

SKY7 ORGANIC CLICKS

230,675

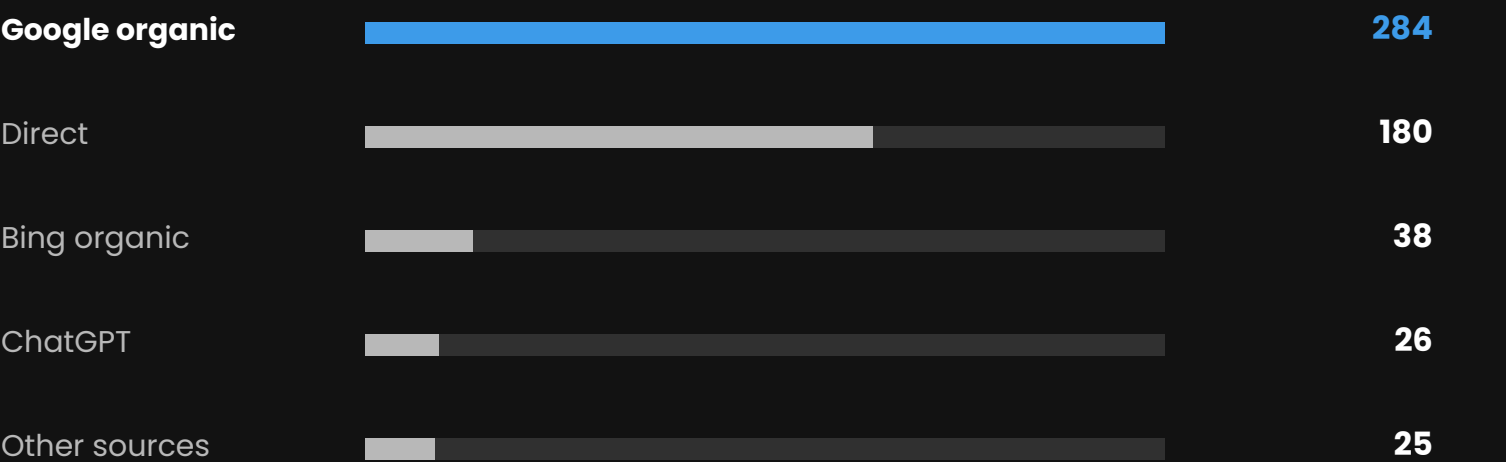
HOMEPAGE IMPRESSIONS

The homepage averaged position 7.46 across the reporting period.

Restaurant profiles and editorial guides create commercially relevant entry points beyond the homepage.

Current measurement shows discovery channels generate sixty percent of sessions

SESSIONS BY SOURCE · 30 JUN-27 JUL 2026



≈60%

ORGANIC SEARCH SHARE

Google, Bing, Ecosia and DuckDuckGo combined

26

CHATGPT SESSIONS

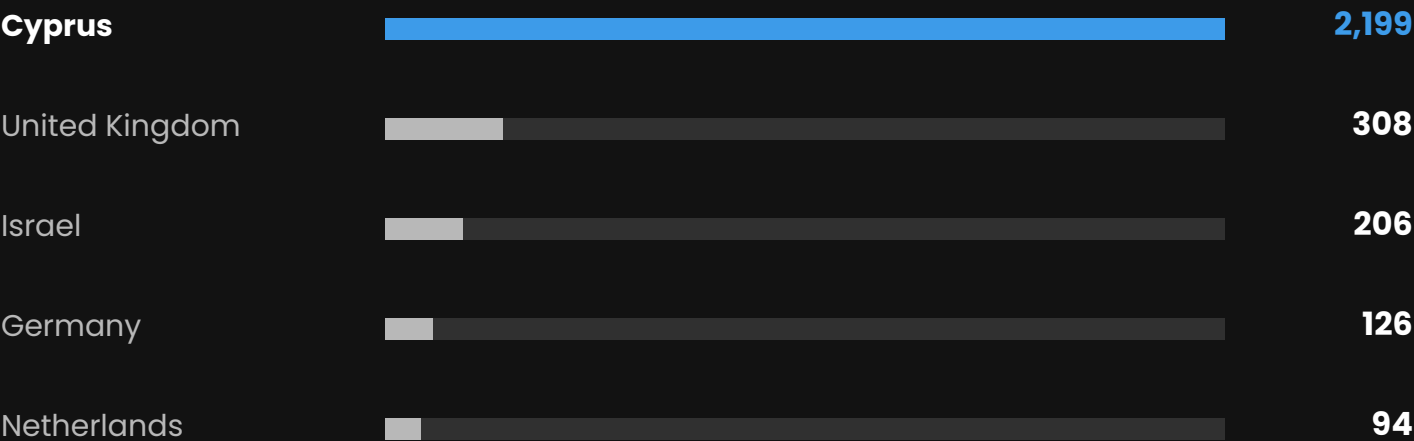
AI referral is already directly visible

485 users · 33s engagement

FRESH 28-DAY OPERATING SNAPSHOT

Local dining relevance also reaches travellers planning from international markets

SEARCH CLICKS BY COUNTRY



41.6%

CLICKS FROM OUTSIDE CYPRUS

64.9%

MOBILE SHARE OF CLICKS

3.8x

MOBILE CTR VS DESKTOP

211

COUNTRIES WITH IMPRESSIONS

Fifteen paying locations validate a repeatable commercial model

15

PAID LOCATIONS

Every active restaurant is a paying client

100%

COMMERCIAL ADOPTION

No unpaid profiles in the active client base

SKY7

BOOKING VALIDATION

Multiple confirmed enquiries and bookings

CAP ST GEORGES HOTEL & RESORT · 5 RESTAURANTS

Yeronisos · Kohili Restaurant · Sky7 · Saponi · Bonsai

OCEAN BASKET CYPRUS · 10 LOCATIONS

Agia Napa · Coral Bay · Dhekelia · Germasogeia · Larnaca-Finikoudes · Mall of Cyprus · Mesa Geitonia · My Mall Limassol · Nicosia Mall · Paphos Limanaki

KEY INSIGHT

The strongest proof is not traffic. It is paid portfolio adoption.

A luxury resort and an island-wide restaurant group committed every location.

SEARCH

created visibility

PORTFOLIOS

created scale

PAYMENT

validated value

Restaurants Cyprus proves transferability and monetisation across the CREATE system

MODELS CYPRUS

Marketplace proof

Search authority, supply adoption and bookings

RESTAURANTS CYPRUS

Paid portfolio proof

Fifteen commercial locations across two portfolios

DOCTORS CYPRUS

Time-compression proof

The third platform indexed and ranked earlier

NEXT SCALE LAYER

Booking-event instrumentation

Restaurant-level attribution

SERP conversion optimisation

Portfolio retention and LTV

We did not build another dining guide.

We built paid discovery infrastructure.

540,367

SEARCH IMPRESSIONS

15 / 15

PAID ACTIVE LOCATIONS

2

COMPLETE PORTFOLIOS

CREATE