AL SHARQ SWEETS & BAKERY

ABOUT US

We took ownership of “Al Sharq sweets and bakery” in December of 2025.

We are a family owned Syrian bakery in Surrey, BC. serving handmade kunafa, baklava, dubai chocolate pastries and more.

A taste of authentic middle eastern tradition, made fresh with love.

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MISSION AND VISION

Our mission is to bring traditional arabic dessert recipes to delight our Canadian community in the metro Vancouver area.

Our vision is to consistently grow to be able to delight all the metro vancouver area with our pastries

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OUR COLOURS

Main colour

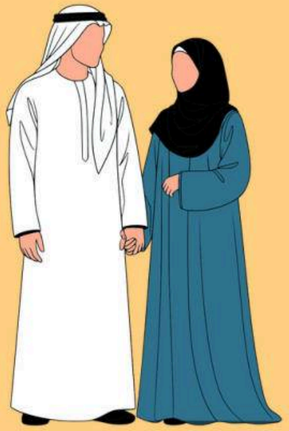
Main colour

1st support colour

2nd support colour

MARKET SEGMENTATION

20-30 year old Young couple



A young middle class couple with arab heritage who loves sweets and always check reviews on google before choosing a business.

40-50 year old male

He lives in surrey and enjoy desserts at night after Ramadan.
He prefers very traditional flavours.

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MARKET SEGMENTATION

25 year old arab woman

She lives in Langley and commutes through Surrey everyday. She loves buying sweets for her kids.

14 year old school kid

He attends the nearby school and visits the stores nearby to buy his lunch. He likes what his friends recommend.

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US

We pride ourselves in preparing every item on our menu with the best ingredients available. Every pastry is handmade in house following the traditional recipe taught through generations in our family.

Baklava

Dubai Chocolate cup

Arabic ice cream

Kunafa

Lahm Bajeen

Dubai Chocolate crepe

Manakish

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KEYWORDS

- Arab bakery Surrey
- Middle Eastern bakery Surrey
- Baklava Surrey
- Kunafa Surrey
- Halal bakery Surrey
- Arabic sweets near me
- Fresh pita bread Surrey
- Manakish Surrey
- Dubai chocolate Surrey
- Arabic desserts Surrey
- Lebanese bakery Surrey
- Best baklava
- Dessert trays Surrey
- Catering desserts Surrey
- Fresh bakery near me
- Mediterranean bakery Surrey
- Pistachio baklava Surrey
- Traditional Arabic bakery
- Bakery open now Surrey
- Middle Eastern sweets Surrey

NEGATIVE KEYWORDS

Arab Food
Toronto
Mexican Food
English Food
Wholesale
Free Food
How to make
pasta

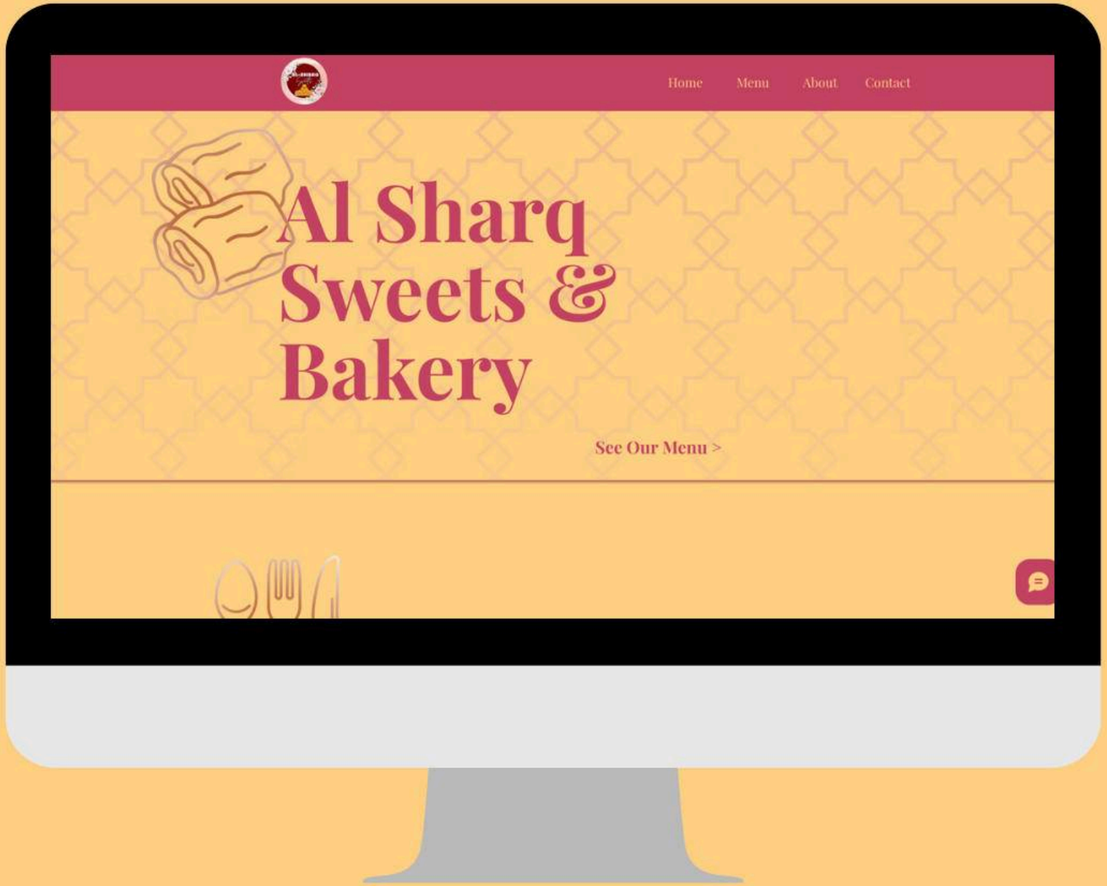
HEADLINES

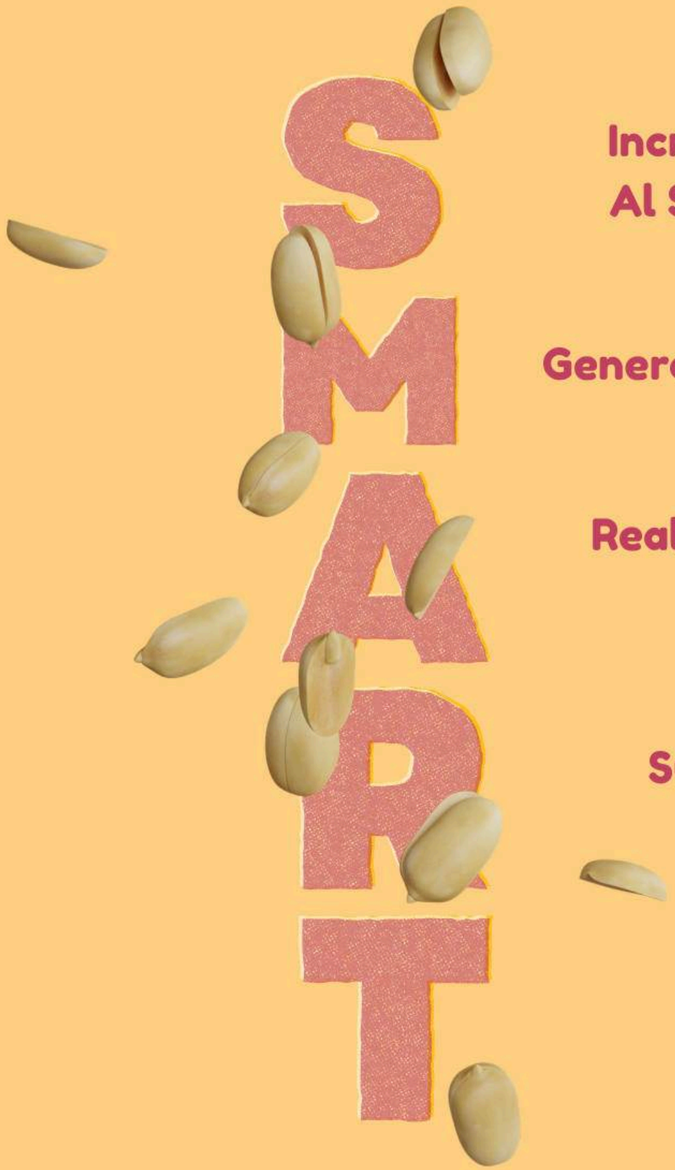
- Authentic Arab Bakery
- Fresh Baklava in Surrey
- Handmade Kunafa Daily
- Middle Eastern Sweets
- Halal Bakery Surrey
- Traditional Arabic Desserts
- Fresh Manakish Today
- Visit Arab Bakery in Surrey
- Order Dessert Trays
- Authentic Middle Eastern Bakery in Surrey

DESCRIPTIONS

- Fresh handmade Arabic desserts baked daily in Surrey.
- Try authentic baklava, kunafa and Dubai chocolate pastries.
- Visit our family-owned bakery for traditional sweets.
- Order fresh Middle Eastern desserts today.

OUR NEW LANDING PAGE





GOAL

Increase local brand visibility and drive qualified website traffic for Al Sharq Sweets and Bakery in Surrey through a Google Search Ads campaign.

Generate approximately 50-100 website visits and at least 10 customer actions

Realistic based on a $80 monthly budget and conservative performance projections for a new bakery.

Supports business growth by attracting local customers and increasing in-store visits.

Within a 4-week campaign.

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SMART GOAL

Increase local brand visibility and website traffic for Al Sharq Sweets and Bakery in Surrey by generating approximately 50-100 qualified website visits and at least 10 customer actions (direction requests or phone calls) within a 4-week Google Search Ads campaign.

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KPIS

Budget
$80 per month

Click-Through Rate (CTR)
8%
+200 clicks

Cost Per Click (CPC)
$0.40

Impressions
+20,000

Conversions
4%

Cost Per Conversion
$0,50

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BUDGET

$2.6 per day
Total: $80 for 4 weeks

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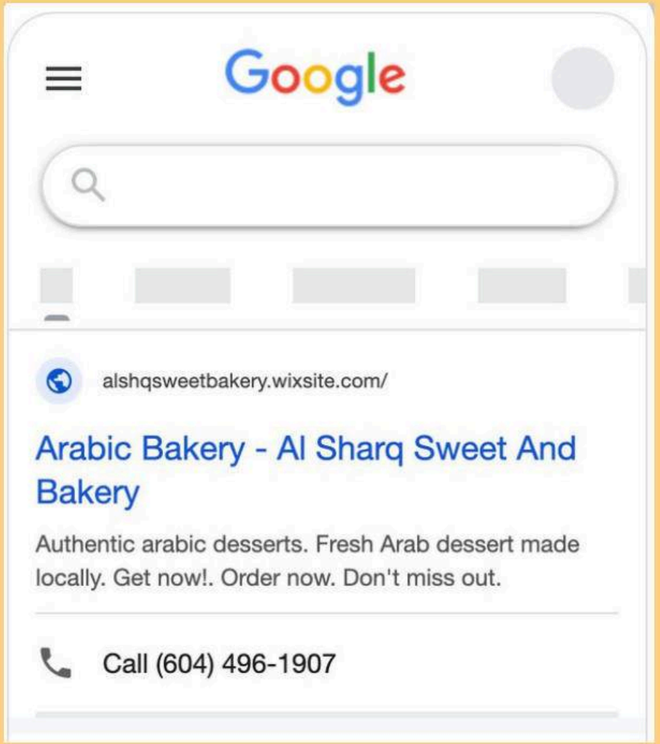
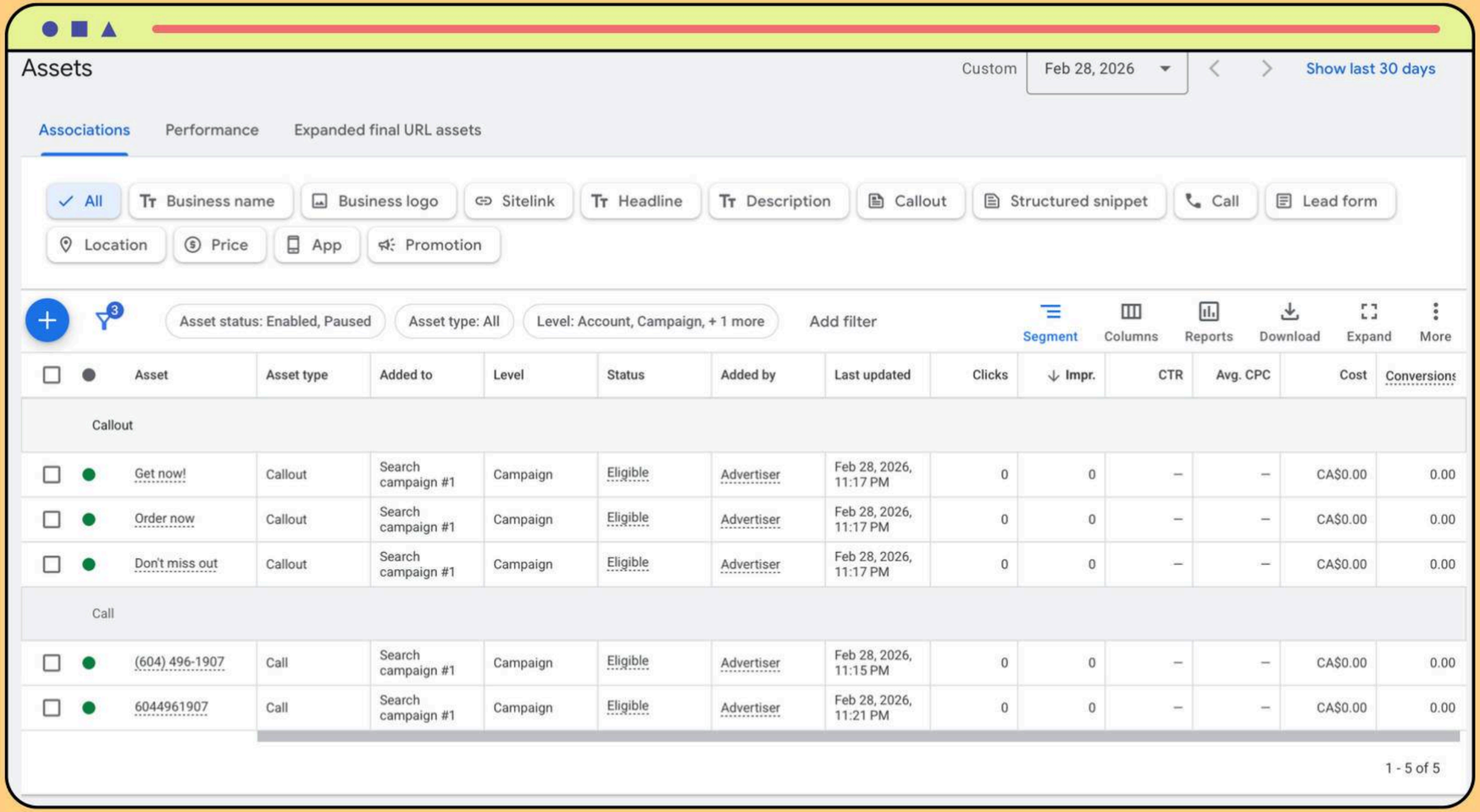
GOOGLE CAMPAIGN



GOOGLE ADS CAMPAIGN RESULTS



Assets

Custom | Feb 28, 2026 | Show last 30 days

Associations | Performance | Expanded final URL assets

All | Business name | Business logo | Sitelink | Headline | Description | Callout | Structured snippet | Call | Lead form

Location | Price | App | Promotion

Asset status: Enabled, Paused | Asset type: All | Level: Account, Campaign, + 1 more | Add filter

Segment | Columns | Reports | Download | Expand | More

Asset	Asset type	Added to	Level	Status	Added by	Last updated	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
Callout												
Get now!	Callout	Search campaign #1	Campaign	Eligible	Advertiser	Feb 28, 2026, 11:17 PM	0	0	–	–	CA$0.00	0.00
Order now	Callout	Search campaign #1	Campaign	Eligible	Advertiser	Feb 28, 2026, 11:17 PM	0	0	–	–	CA$0.00	0.00
Don't miss out	Callout	Search campaign #1	Campaign	Eligible	Advertiser	Feb 28, 2026, 11:17 PM	0	0	–	–	CA$0.00	0.00
Call												
(604) 496-1907	Call	Search campaign #1	Campaign	Eligible	Advertiser	Feb 28, 2026, 11:15 PM	0	0	–	–	CA$0.00	0.00
6044961907	Call	Search campaign #1	Campaign	Eligible	Advertiser	Feb 28, 2026, 11:21 PM	0	0	–	–	CA$0.00	0.00

1 - 5 of 5

Keywords
Campaign
Search campaign #1
0
Keyword status: Enabled, Paused
Keyword
Match type
Ad group
Total: Keywords in your curr...
baklava
Broad match
Ad group
baklawa
Broad match
Ad group
turkish baklava
Broad match
Ad group
baklava online
Broad match
Ad group
baklava order
Broad match
Ad group
buy baklava online
Broad match
Ad group
baklava near me
Broad match
Ad group
manakeesh
Broad match
Ad group
buy baklava
Broad match
Ad group
baklava for sale
Broad match
Ad group
baklava sweet
Broad match
Ad group
mail order baklava
Broad match
Ad group
turkish baklava online
Broad match
Ad group
best baklava online
Broad match
Ad group
order baklava online
Broad match
Ad group

Keywords
Campaign
Search campaign #1
Keyword status: Enabled, Paused
Keyword
Match type
Ad group
Total: Keywords in your curr...
baklava box
Broad match
Ad group
shatila baklava
Broad match
Ad group
nutella crepe
Broad match
Ad group
pistachio baklava
Broad match
Ad group
best baklava
Broad match
Ad group
sujuk
Broad match
Ad group
chocolate baklava
Broad match
Ad group
baklava bakery near me
Broad match
Ad group
baklava dessert
Broad match
Ad group
buy baklava near me
Broad match
Ad group
baklava bestellen
Broad match
Ad group
baklava pastry
Broad match
Ad group
arabic ice cream
Broad match
Ad group
kunafa
Broad match
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Broad match
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Kunafa
Broad match
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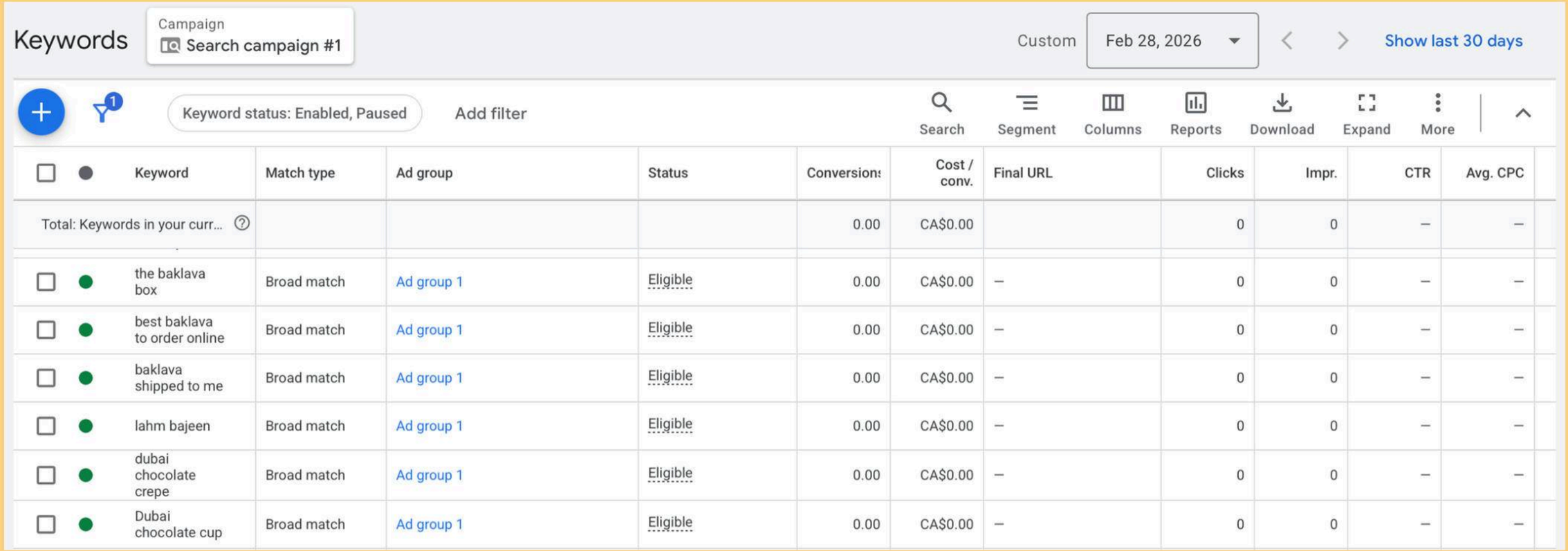
Keywords
Campaign
Search campaign #1
Keyword status: Enabled, Paused
Keyword
Match type
Ad group
Total: Keywords in your curr...
knafeh near me
Broad match
Ad group
baklava delivery
Broad match
Ad group
hafiz mustafa baklava
Broad match
Ad group
manakish oven
Broad match
Ad group
chocolate shop dubai
Broad match
Ad group
fresh baklava near me
Broad match
Ad group
best baklava to buy online
Broad match
Ad group
baklava shop near me
Broad match
Ad group
kunafa near me
Broad match
Ad group
manakeesh near me
Broad match
Ad group
baklava sweets near me
Broad match
Ad group
turkish baklava near me
Broad match
Ad group
Manakish
Broad match
Ad group
baklava delivery near me
Broad match
Ad group
manakish near me
Broad match
Ad group
baklava online delivery
Broad match
Ad group


Keywords
Campaign
Search campaign #1
Custom
Feb 28, 2026
Show last 30 days
Keyword status: Enabled, Paused
Add filter
Search
Segment
Columns
Reports
Download
Expand
More
Keyword
Match type
Ad group
Status
Conversions
Cost / conv.
Final URL
Clicks
Impr.
CTR
Avg. CPC
Total: Keywords in your curr...
0.00
CA$0.00
0
0
–
–
the baklava box
Broad match
Ad group 1
Eligible
0.00
CA$0.00
–
0
0
–
–
best baklava to order online
Broad match
Ad group 1
Eligible
0.00
CA$0.00
–
0
0
–
–
baklava shipped to me
Broad match
Ad group 1
Eligible
0.00
CA$0.00
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0
0
–
–
lahm bajeen
Broad match
Ad group 1
Eligible
0.00
CA$0.00
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0
0
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–
dubai chocolate crepe
Broad match
Ad group 1
Eligible
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CA$0.00
–
0
0
–
–
Dubai chocolate cup
Broad match
Ad group 1
Eligible
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CA$0.00
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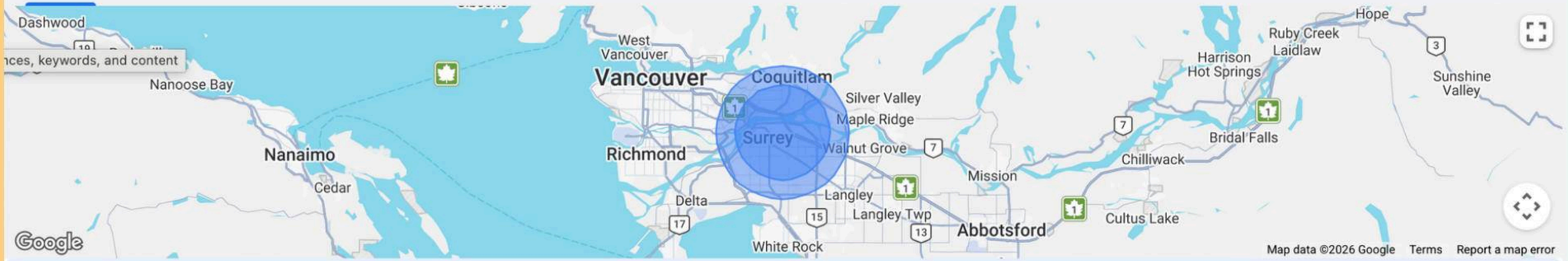
Locations

Custom | Feb 28, 2026 | Show last 30 days

Locations | Location exclusions | Locations of interest



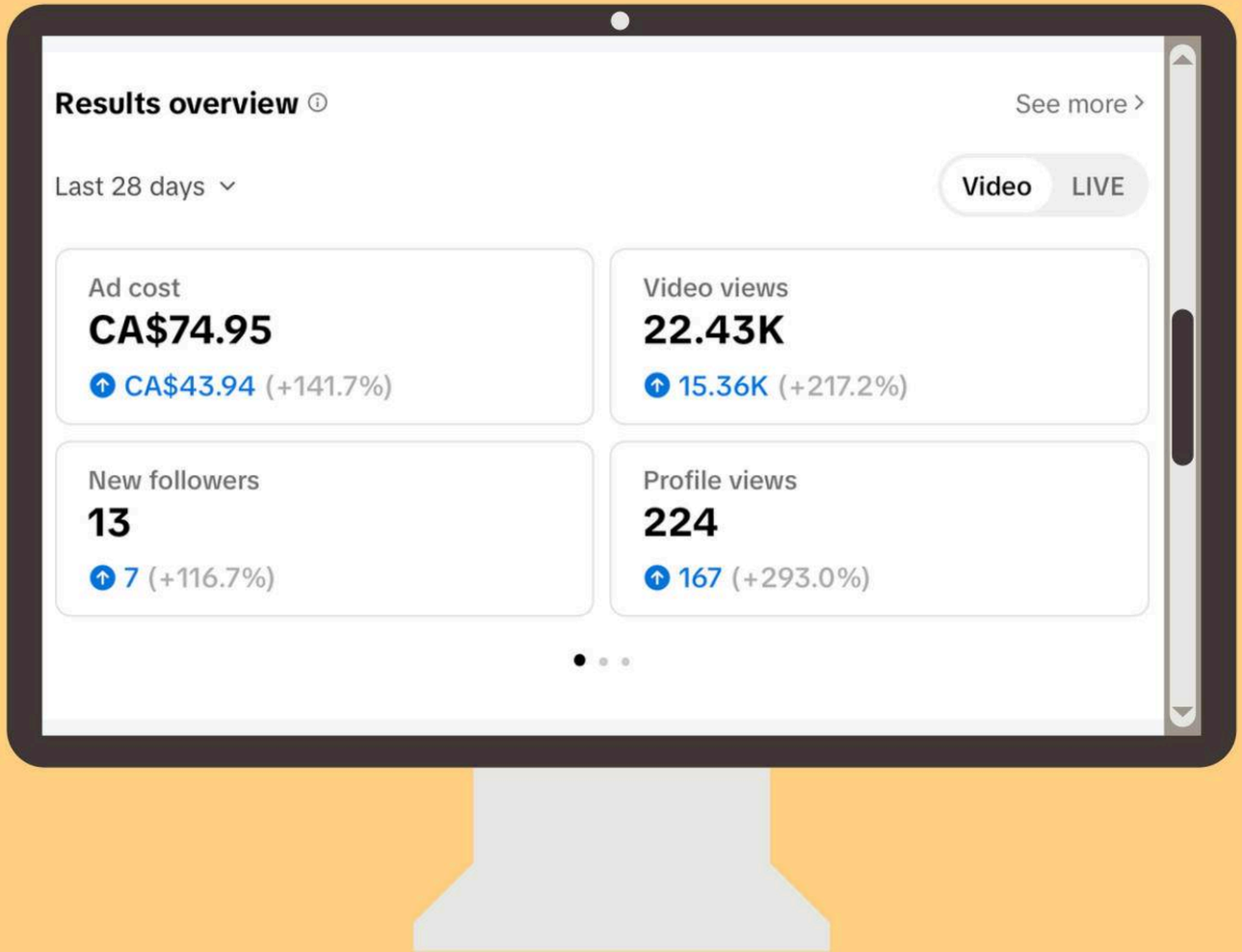
Highlighted areas are locations you can include or exclude for this campaign. Highlighted areas do not represent the regional borders. Learn more

Add filter | Segment | Columns | Download | Expand | More

Targeted location	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	Conversions	Cost / conv.
7.0 mi around Al Sharq Sweets & Bakery, 108 Avenue, Surrey, BC	–	0	0	–	–	CA$0.00	0.00%	0.00	CA$0.00
5.0 mi around Al Sharq Sweets & Bakery, 108 Avenue, Surrey, BC	–	0	0	–	–	CA$0.00	0.00%	0.00	CA$0.00
Total: Locations		0	0	–	–	CA$0.00	0.00%	0.00	CA$0.00
Total: Campaign		0	0	–	–	CA$0.00	0.00%	0.00	CA$0.00

1 - 2 of 2

JANUARY IMPACT REPORT



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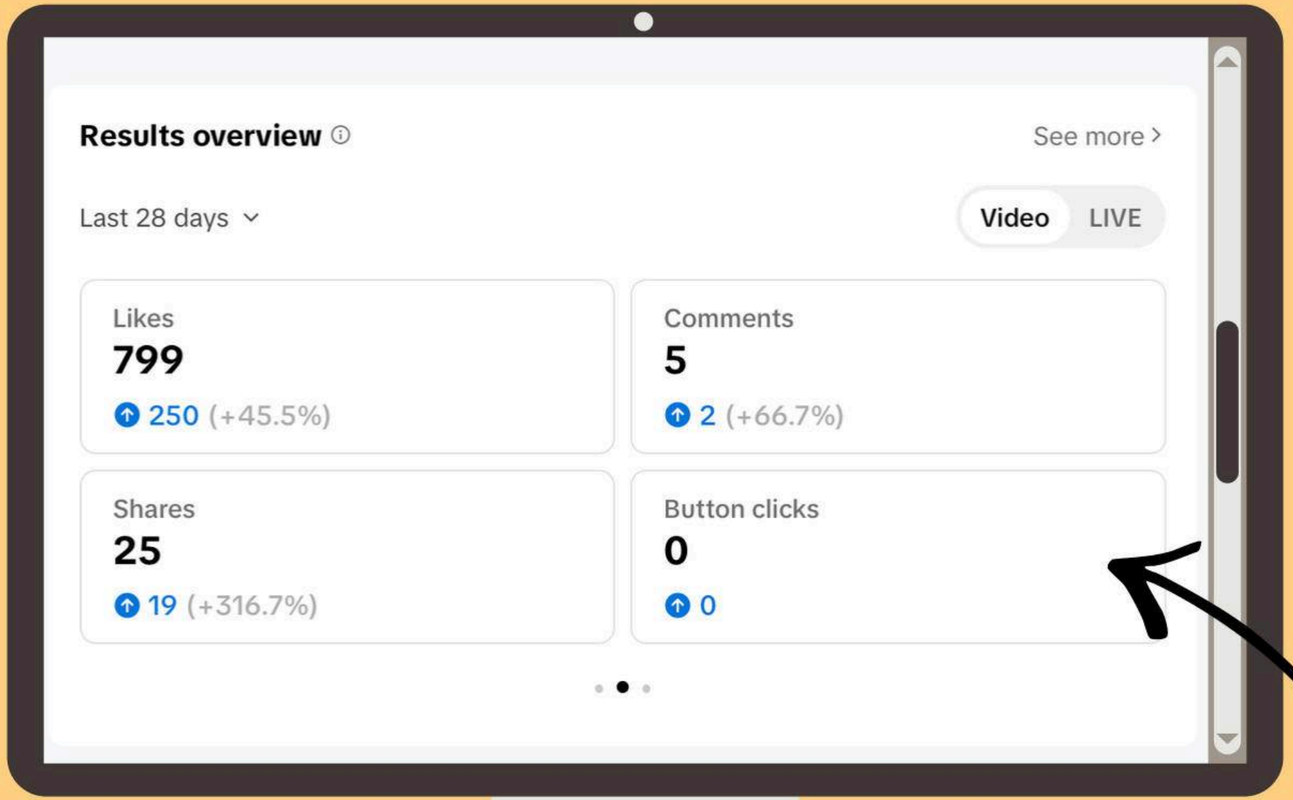
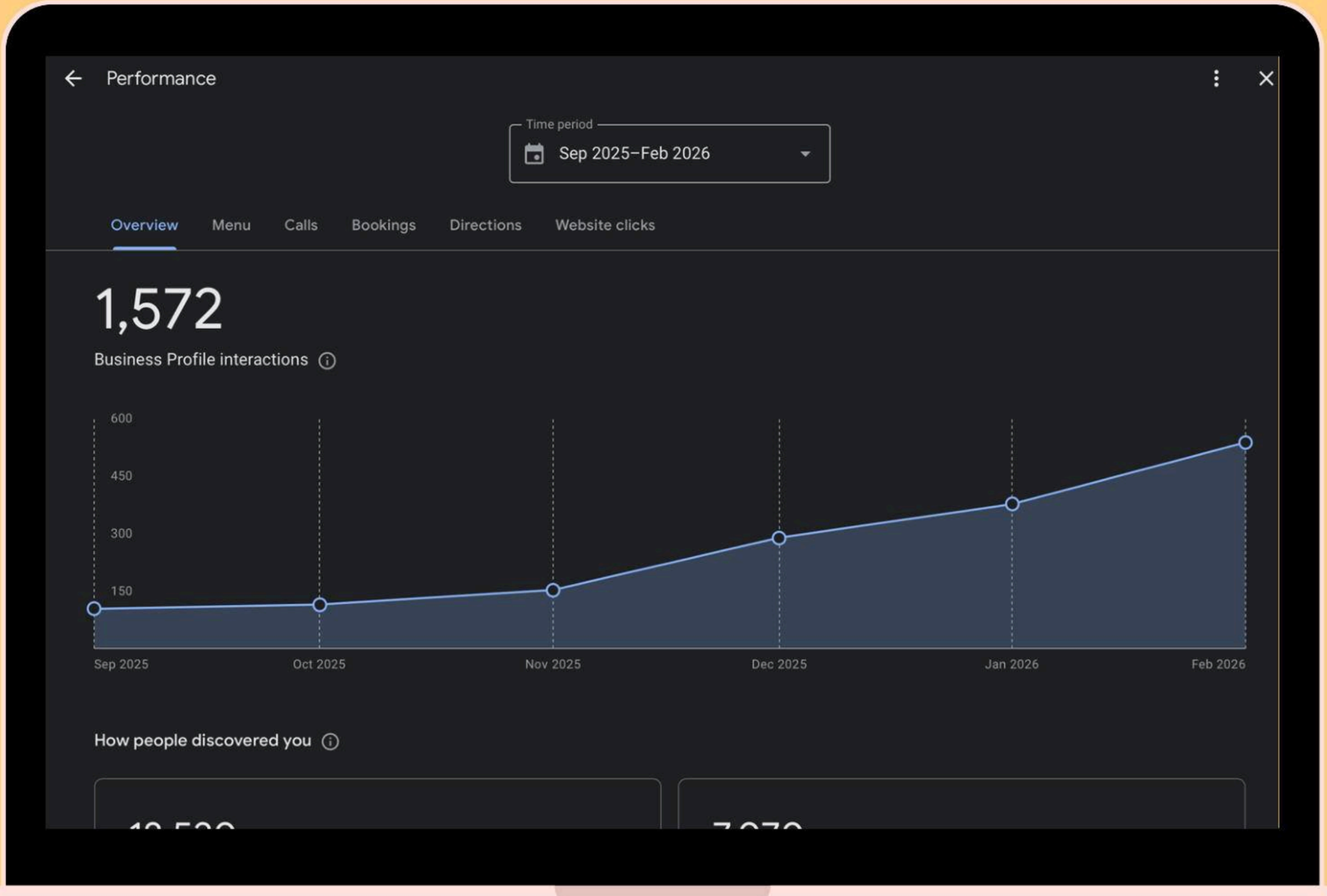


NOT IMPLEMENTED YET

JANUARY IMPACT REPORT

JANUARY IMPACT REPORT



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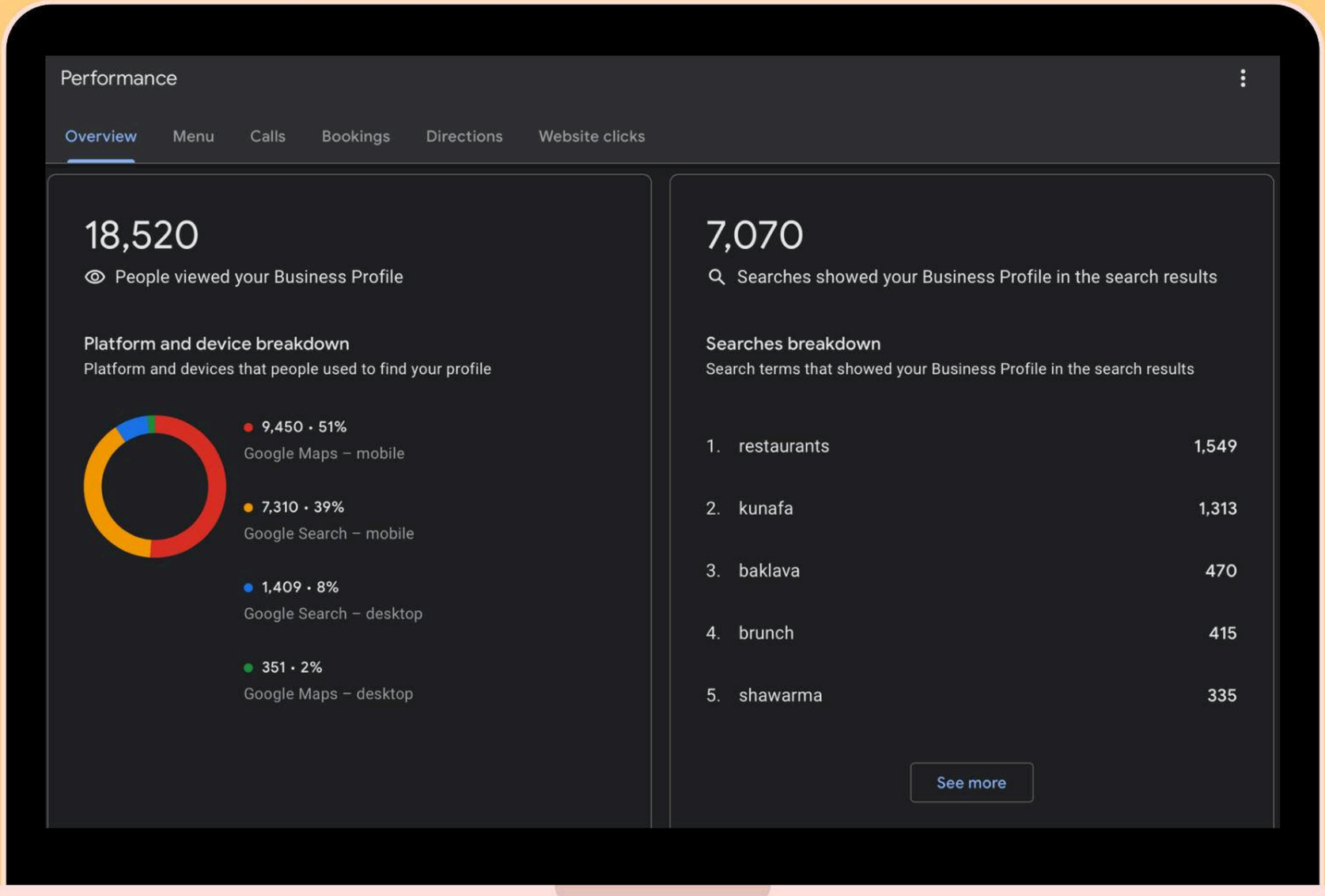

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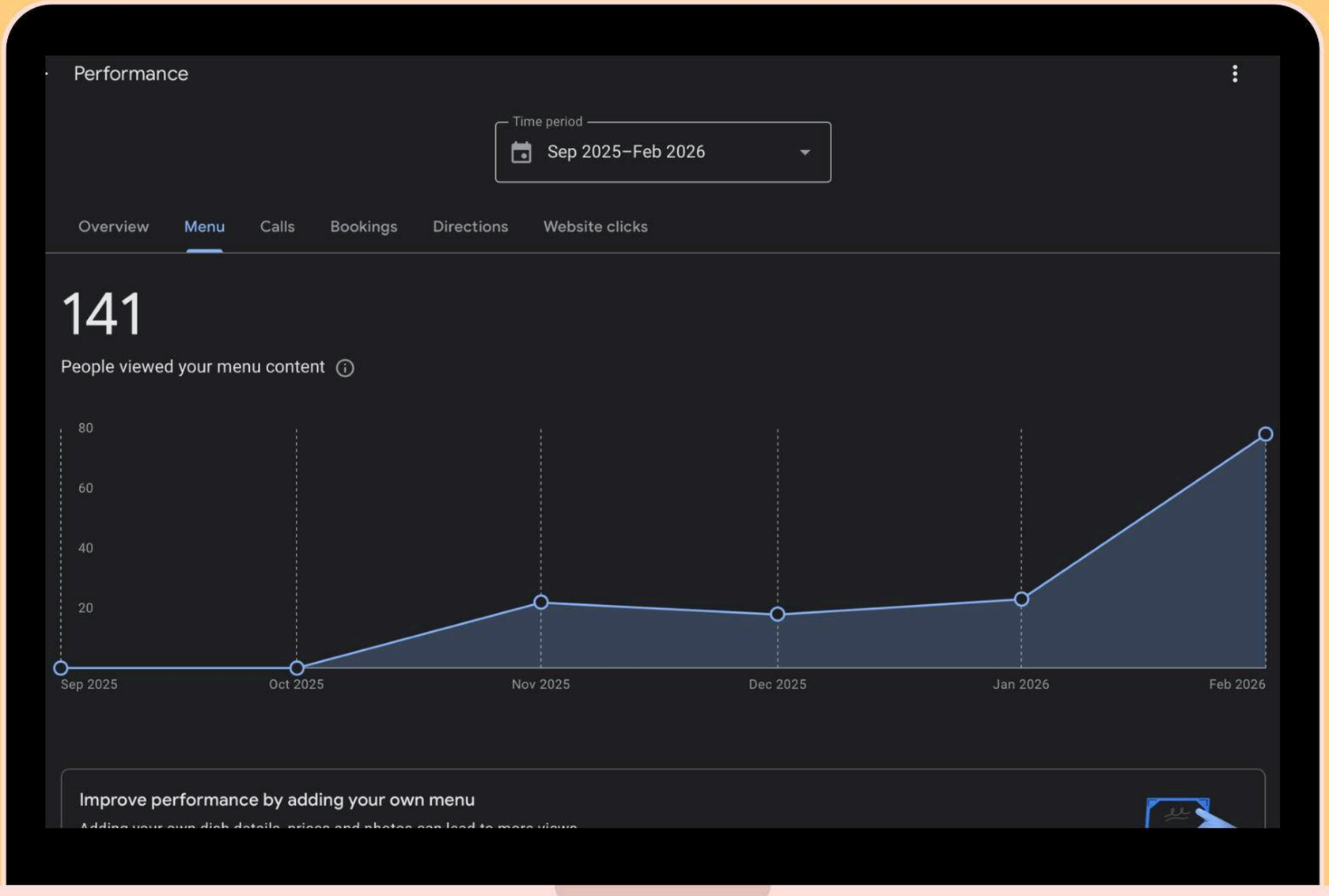

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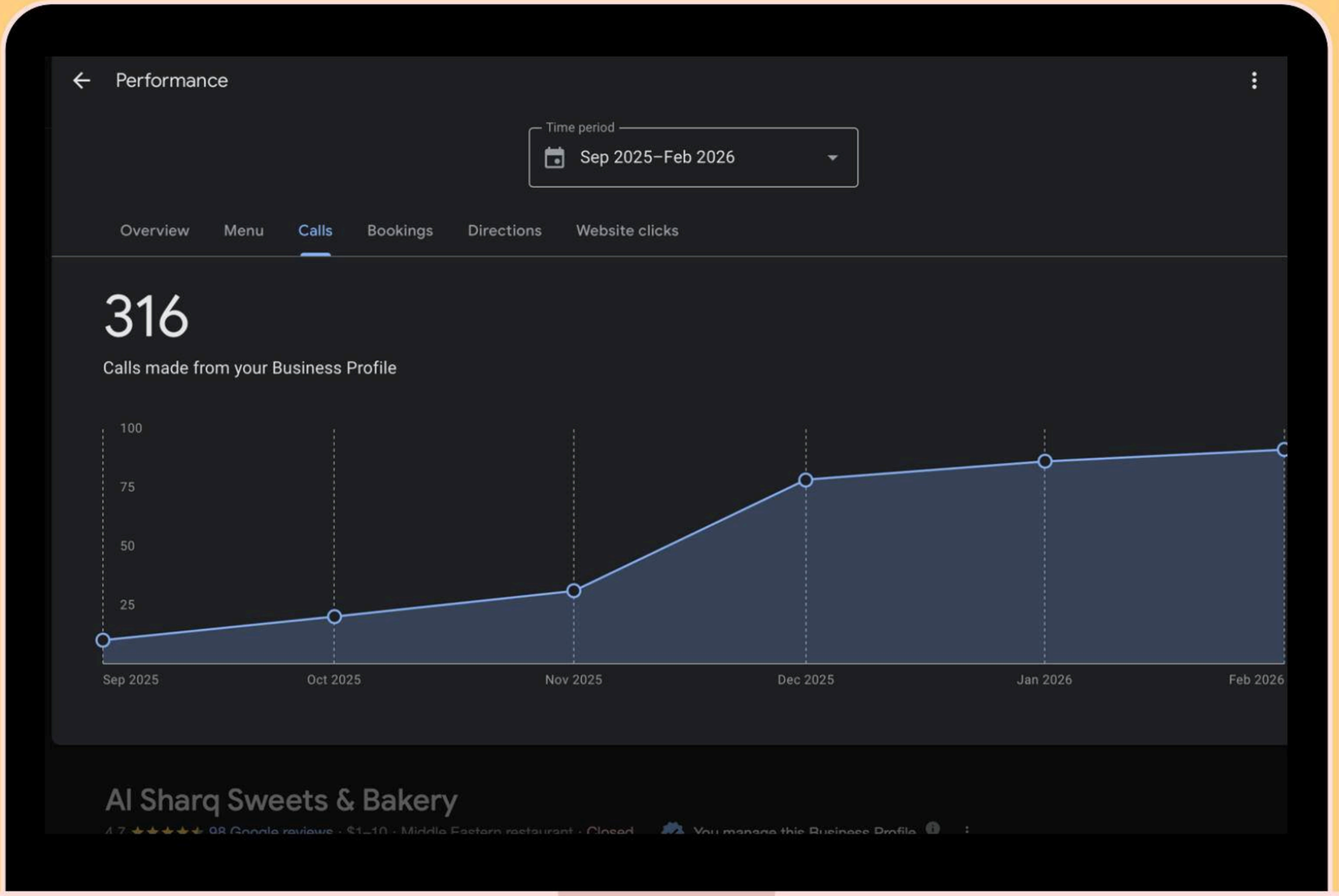

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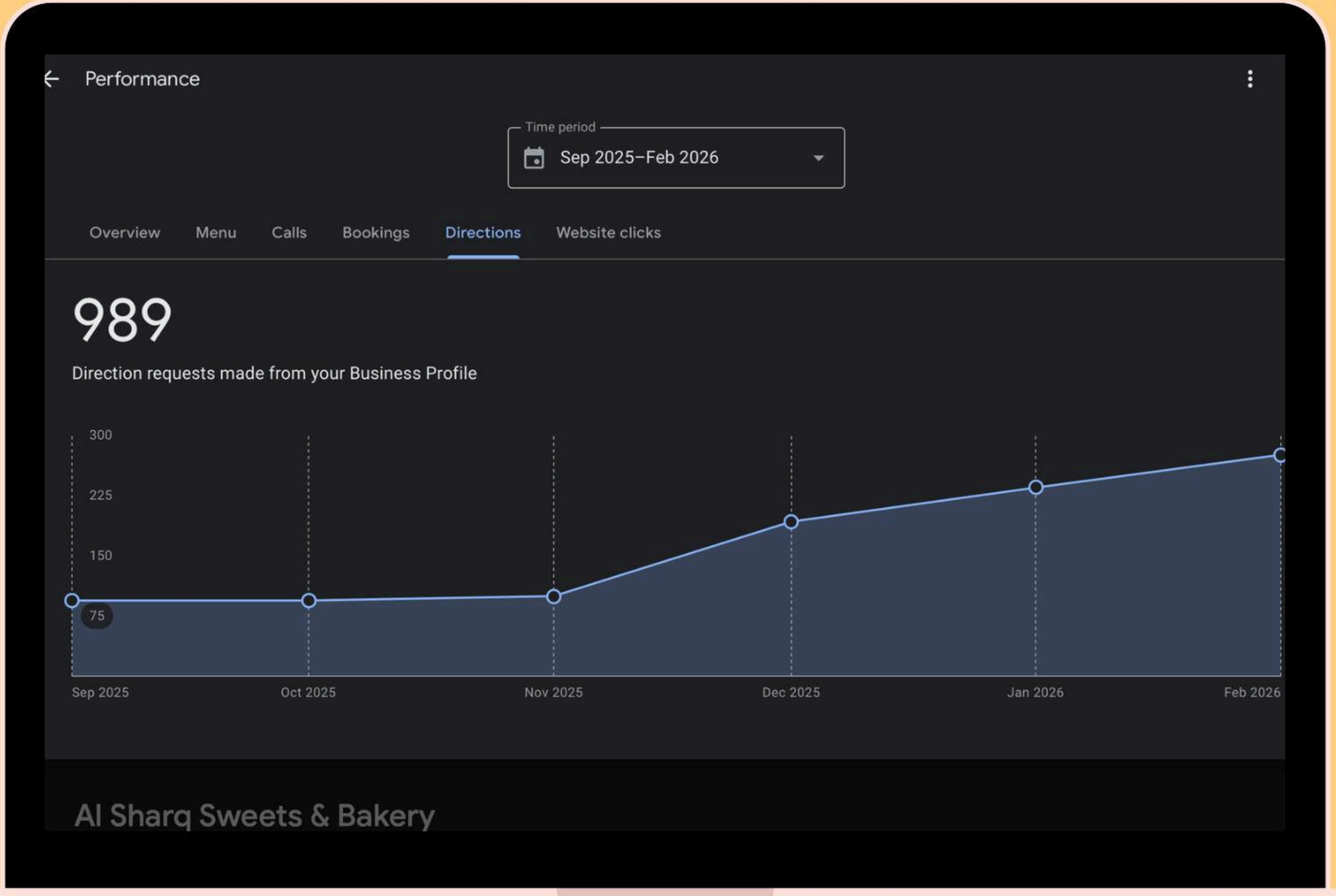

THANK YOU