

SEO CASE STUDY

REAL ESTATE COMPANY



Prior to SEO

A Real Estate company approached us in October 2019 with a minor online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, they had just 2 keywords ranking on the first page of major search engines.

SEO APPROACH

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

GOOGLE MY BUSINESS



76.76%

Growth In indirect Queries in the month of January 2020



92.76%

Growth In Map Views in the month of January 2020

GOOGLE ANALYTICS DATA



49.24%

Growth In Organic Sessions in the month of January 2020



44.02%

Growth In Total Sessions in the month of January 2020

Keywords Ranking on First Page in Major Search Engines

BENCHMARK

October 2019



2 Keywords

On Page 1 at the Start of Campaign.

AFTER 60 DAYS

December 2019



7 Keywords

On the first page 60 days later.

BY FEBRUARY 2020

February 2020



14 Keywords

The momentum of the campaign is in full throttle. First Page rankings.