

# 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

At the Start of  
Campaign, the website  
ranking for  
**2 keywords**  
on Page 1.

### AFTER 60 DAYS

December 2019

60 days later, the website  
went from ranking for 2  
keywords on Page 1 of results  
to ranking for  
**7 keywords**  
on the first page.

### BY FEBRUARY 2020

February 2020

The momentum of the  
campaign is in full throttle as  
they now rank on the first page  
of search engines for  
**14 keywords**

Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.