

Learn How A Top Real Estate Investment Firm Increased Conversions By 150% In Less Than Two Weeks.

This case study is designed to showcase my firm's ability to improve your websites search traffic. First, I want to explain the situation my client was in before they used my services and how they are currently benefiting from them.

What were the problems and frustrations this client was facing?

My client was not generating enough visibility to generate leads for his real estate business.

How were they doing in comparison to their competitors?

The client was visible for online searches in small towns but was not appearing in any of the major cities that generate most of the valuable search traffic.

What did you do to understand their business and their current problems?

To understand my clients business I first talked with him to identify what he wanted to achieve long term. By doing this I was able to understand the core focuses and needs of his business. Next, I did a complete competitive analysis of their 5 top competitors to understand where we want to be and how best to get there. This undoubtedly made it easier to explain to him the vital steps we need to take in order to improve his business.

What was the process of implementing the solution like?

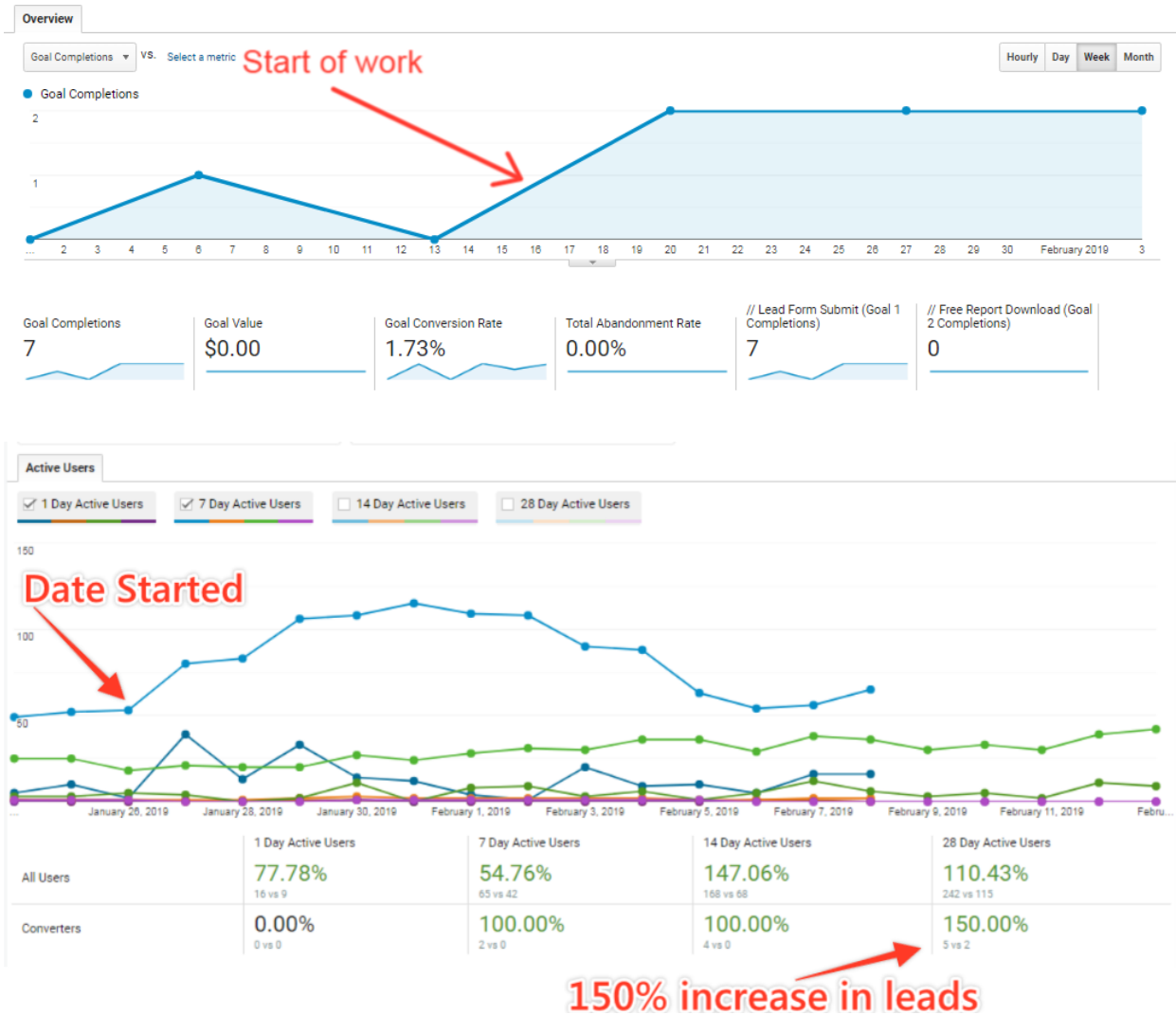
After we discussed the game plan of what competitors we wanted to model ourselves after and which locations we wanted focus on, we implemented the strategy that we had initially discussed in the discovery conversation. The process was quick and seamless because me and the client spent a lot of time discussing the best ways to develop their business going forward.

How long did it take?

It took less than 6 days to make the necessary changes to improve his search traffic.

How measurable was the improvement?

In less than two weeks of me working with the client I was able to improve their search traffic by 115% and improved their conversions by 150%.



How did the client react when you achieved success?

They were excited when I showed them the results. They were also really surprised by how quickly the results were achieved.

Work Methods

My work process with my clients is very straight forward. After we agree on what results you are looking to achieve during your campaign, I will send you a google doc showcasing your monthly deliverables and the expected times those deliverables will be completed. In addition, you will have full access to this document so you will be aware of what you are paying for every month and this will allow you to be in complete control of this service going forward. I am reachable by phone, email or text message so if you need to get in direct contact with me those options will be available for you as well.

	Date	Timeframe	Date Expected
Build up the authority of the site to 46	In process	Long Term Traffic	8/9/19
Reach out to 10+ real estate bloggers	In process	Short Term	1/30/18
Create citations in Real Estate directories: 300	In process	Long Term Traffic	4/30/19
Create google map listings in [] areas in order to increase phone calls 25 map points, [] / 25 map points, [] 50 map points. 200 per month.	Completed	Short Term	
Create content to be syndicated by other blogs. We need our content syndicated at least 10 times	In process	Short Term	1/30/18
Google my business optimization. We will need to add 10 photos, videos and the correct name, address and phone number. This will improve the websites ability to generate phone calls	In process	Short Term	2/20/19
Create 20+ Location pages in [] and []	In process	Long Term Traffic	
Create citations for all the top directories 10+ per month (mantra, superpages)	In process	Short Term	1/29/18
Improve page speed of website		Long term Traffic	
Monitor and manage google analytics	Completed	Long term Traffic	02/09/19
Monitor for any google updates	In process	Long term Traffic	
Share blog articles on facebook, twitter and google+ 5 times	In process	Short term	2/15/19
Set up social profiles	In process	Long term Traffic	01/31/19
create article for lina article	Completed	Long term Traffic	2/8/19
create social profiles after [] approves	In process	Short term	02/25/19
send social signals to keyword []			

Deliverables for project (points to the task descriptions)

Completion Status (points to the Date and Timeframe columns)

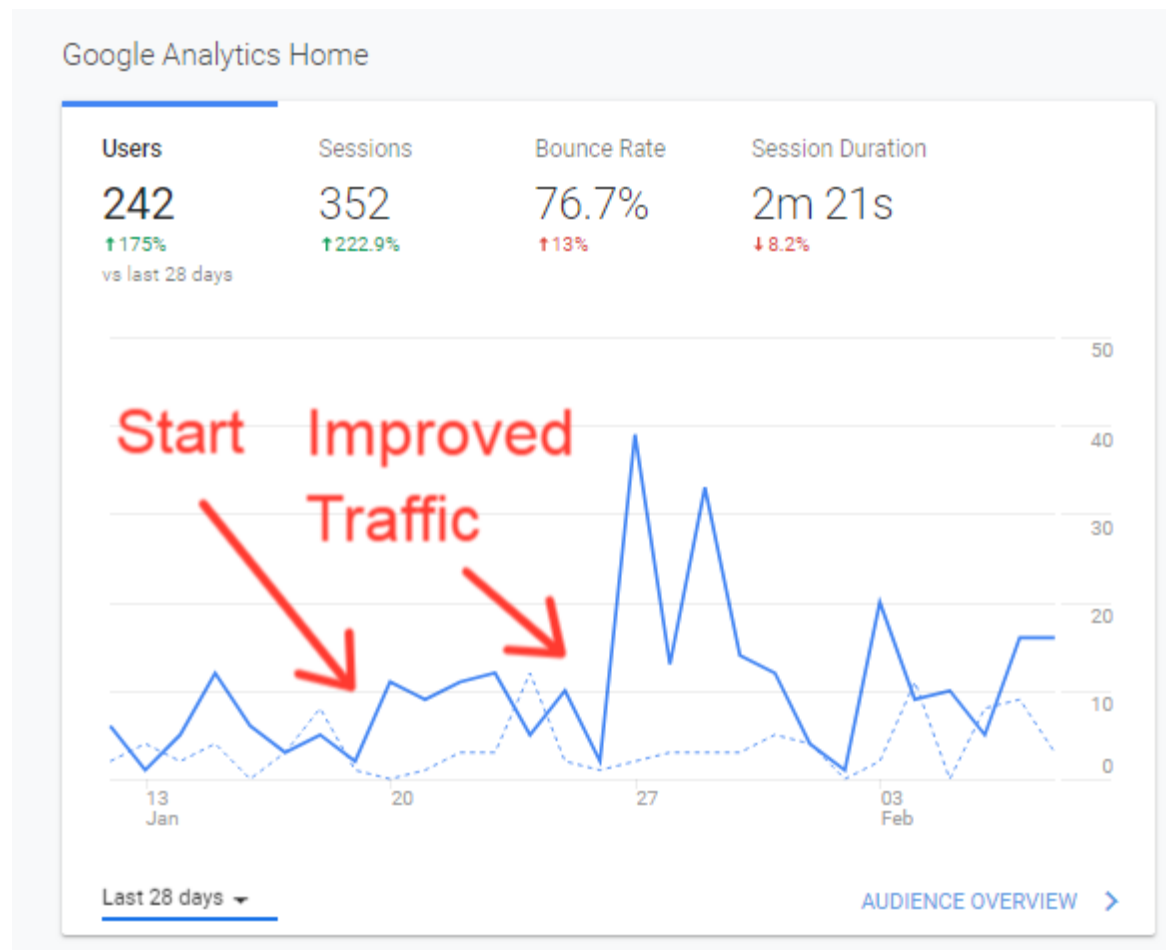
Date expected to complete (points to the Date Expected column)

Metrics

We reached out to a couple of well-respected bloggers in the real estate industry. After spending \$200 dollars to create two guest post specifically for the bloggers site we generated a 115% increase in search traffic and a 150% increase in conversions.



This is important because it generally takes most Seo specialist's 2-3 months to improve search traffic and we were able to accomplish that goal in as little as two weeks.



These results are typical for my clients. They tend to see at least an 80% to 100% increase in search traffic within two weeks of the starting of my services.

This case study is relevant for real estate investors who are looking to increase their search traffic on their websites. If you are in a situation similar to where my client was, then the results achieved in this case study will be highly applicable for you.

Recap:

The main idea from this case study I hope you takeaway, is that if your site has low search traffic then please don't be discouraged. As you can see above, my client's site had low search traffic and leads before he started with my service and now his conversions have improved by 150% in two weeks! This is very possible for your business as well. If you're business is struggling and you feel there is no hope, just know that there are always people out there to help you get to where you are trying to go. If you want results just like my clients above received, then click the link below to book a meeting with me. I look forward to helping you grow your business too!

<https://calendly.com/maconsultingservices/30min>