

seo case study

Real Estate

Campaign Information

Industry: Real Estate - Buyer's Broker

Location: Fairbanks, AK

Campaign Start Date: 07/07/2014

SEO Hours per Month: 15

Campaign Type: Local

Goal: Attract new, organic customers to a professional, educational experience

Results

Our team ran a full website audit which brought to light several areas that needed improvement. They performed keyword research based on this new information which solidified a focal point for the rest of the campaign. Work started in earnest with offsite tasks like link buildig and bookmarking which grabbed the attention of several search engines, but it wasn't until the client included our new, keyword-rich copy on their site that the keywords really began climbing the ranks. New pages were built to help support the targeted keywords and lay the foundation for ongoing success.

Performance

KEYWORD PHRASE	START	CURRENT
buyers agent fairbanks ak	2	1
buyers broker fairbanks ak	1	1
buyer's agent fairbanks ak	1	1
real estate buyer fairbanks ak	1	1
buyers real estate agent fairbanks ak	2	2



+18

Avg Increase in Organic Traffic Q/Q

#1

Current Top Rank

1300

Total Links Built to date

Top SEO Tasks

- top 3 in industry-relevant organic search traffic
- 357 offsite articles engaged
- 169 custom blog publications
- 570 website bookmarks
- 160 business directory submissions