

Highly Competitive Field Case Study

Client Industry: Real Estate

Length of Campaign: 2 years

Challenges: Brand new site, no inbound links, no page rank, no domain trust, very low rankings, very low traffic.

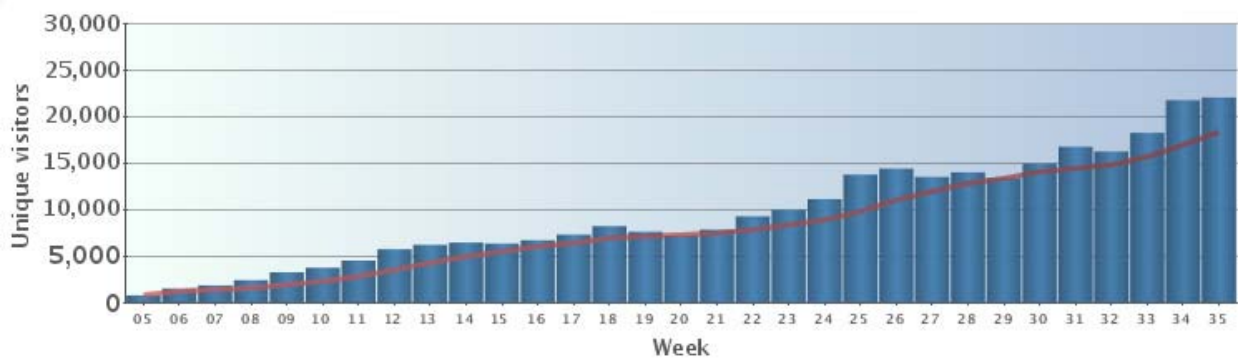
Goals: Jump start SEO campaign and bring in targeted traffic, build links, get site indexed.

Results: We increased inbound links, strengthened the website, took traffic from nothing to over 80,000 visitors a week in a matter of 8 months.

We began SEO services for this client at the launching of their website. New sites are typically very hard to rank, and this client in particular had several points against it. First of all, the client operates in a highly competitive industry of real estate. Even long established sites with domain age and thousands of inbound links have trouble breaking into the top rankings for keywords that are as competitive as the ones this client wanted to rank for. The highly competitive industry as well as the domain's age were all working against it and made it a really challenging SEO campaign.

Traffic Goes Up

These charts represent the continuous growth of unique visitors to a client’s web site over a period of 36 weeks. Through the use of several search engine optimization strategies, we increased the average number of unique visitors per week from 120 to more than 22,000. This traffic is from organic searches, which means that it is 100% free and there was no PPC funneling traffic in.



Week to week shows unique visitors. Month to Month shows all visitors. The overall success of our SEO campaign was astounding. This was a textbook example of how a great SEO campaign can really jump start an online business. Site visits went from virtually nonexistent to over 80,000 visits per month in 8 months.

