



# **SEO CASE STUDY** Real Estate Website in the USA



## CLIENT OVERVIEW

A real estate brokerage firm operating in multiple U.S. states, specializing in property listings, virtual tours, investment advisory, and rental management. The firm approached us to improve its organic visibility and drive more traffic to its property listing pages and service areas.

## PROJECT SCOPE

The goal was to boost organic visibility for targeted property keywords such as "homes for sale in [city]", "real estate agent near me", and "rental properties in [area]". The client wanted to improve keyword rankings, get more qualified traffic, and increase listing inquiries through SEO.



## INITIAL CHALLENGES

- Minimal keyword visibility in local and national search results
- No optimization for city/location-based intent
- No content strategy in place
- Low domain authority and poor internal linking
- Duplicate or thin property page content
- No blog presence

## STRATEGY & IMPLEMENTATION

### ➤ **Keyword & Location Targeting**

- Mapped commercial keywords to location-based landing pages  
e.g., "Homes for Sale in Austin TX", "Real Estate Broker in Miami"
- Created localized landing pages for top-performing cities and states
- Used dynamic long-tail modifiers like "under \$500k", "near schools", etc.

### ➤ **Technical SEO**

- Fixed crawlability and sitemap issues
- Added schema markup for RealEstateAgent, Residence, and Place
- Improved site speed, mobile usability, and core web vitals
- Optimized image sizes for faster loading (property photos were heavy)



### ➤ **Content Expansion**

- Created supporting content such as:
  - "Top Neighborhoods to Buy Property in [City]"
  - "What to Look for in a First-Time Home Purchase"
  - "Real Estate Market Trends – 2025 Updates"
- Interlinked blog content with relevant listings and service pages

### ➤ **Link Acquisition**

- Outreach to local real estate blogs and news outlets
- Submitted listings to real estate directories and forums
- Built internal links between similar city/state-based pages



## RESULTS (FROM ZERO TO 6 MONTHS)

Metric	Previous	Last 6 Months	Growth
Total Clicks	87	706	+711%
Total Impressions	5,350	86,400	+1,514%
Average Position	45.5	37.4	Improved by 8.1 positions
CTR	1.6%	0.8%	Slight drop due to increased impressions volume

## Performance on Search results

EXPORT

24 hours

7 days

28 days

3 months

✓ Compare

Search type: Web

+ Add filter

Reset filters

Last update: 3.5 hours ago

☒ Total clicks

706

Last 6 months

87

Previous 6 months



☒ Total impressions

86.4K

Last 6 months

5.35K

Previous 6 months



☐ Average CTR

0.8%

Last 6 months

1.6%

Previous 6 months



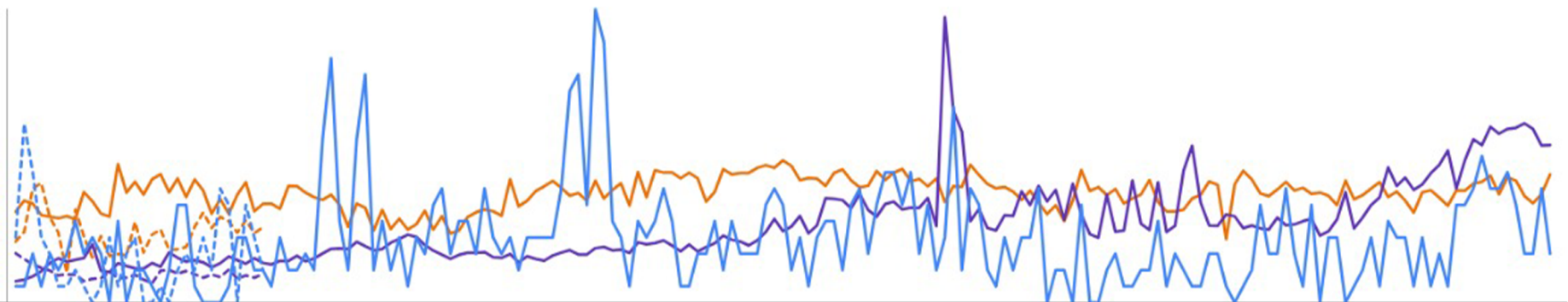
☒ Average position

37.4

Last 6 months

45.5

Previous 6 months





## CLIENT FEEDBACK

"We're seeing clear visibility increases in highly competitive markets like Florida and California. Our localized pages are finally showing up, and we've started receiving direct leads from organic search — especially for featured listings."

## CONCLUSION

This campaign demonstrates how a structured SEO strategy can transform a real estate business's digital presence. From local keyword optimization to content expansion and technical fixes, the brand scaled from low visibility to thousands of impressions and lead-generating traffic in just six months.