

seo case study

Real Estate

Campaign Information

Industry: Property Management

Location: Vancouver, WA

Campaign Type: Local

Campaign Start Date: 11/23/2020

SEO Hours per Month: 25

Goal: Generate more customers in and around Vancouver, WA.



Strategy

When we first started working on our client's SEO, they had multiple keywords on pages 2-3 of Google, but hadn't been able to break onto the first page. To improve their rankings, we made crucial optimizations to their website and wrote custom content to highlight the different facets of their business. Additionally, we increased their online presence through link building and created a robust onsite blog to increase our client's authority. With these tasks completed, our client quickly reached the first page for a variety of keyword phrases in the first four months of their campaign.

Results

KEYWORD PHRASE	PAGE	RANK
property management services camas wa	2 ↗ 1	11 ↗ 2
property managers vancouver wa	2 ↗ 1	12 ↗ 2
property management vancouver wa	2 ↗ 1	11 ↗ 1
property management services vancouver wa	2 ↗ 1	13 ↗ 3
property management company vancouver wa	2 ↗ 1	11 ↗ 2

Performance

11

**Keywords on page
1 of Google**

2

**Keywords Ranked
#1 on Google**