

# seo case study

## Real Estate

### Campaign Information

**Industry:** Real Estate — Luxury Homes

**Campaign Type:** Local

**Location:** Houston, TX

**Campaign Start Date:** 02/21/2020

**SEO Hours per Month:** 20

**Goal:** Rank higher with luxury homes in the local area



### Strategy

Our team focused on keywords with high conversion opportunity that landed on the first page of Google in just three short months. We wrote onsite optimizations, including new page content centered around the targeted keywords. A strong link building strategy was also implemented. With quick implementation from our client, these onsite and offsite updates brought in enough traffic to warrant a new round of keywords. Our teams have since researched and targeted four new keywords that are performing very well and continue to see success with both the old and the new rankings.

### Results

KEYWORD PHRASE	PAGE	RANK
luxury single family homes hedwig village	11 ↗ 1	101 ↗ 1
luxury single family homes hedwig village tx	2 ↗ 1	11 ↗ 1
sell my luxury home bunker hill village tx	6 ↗ 1	51 ↗ 3
luxury houses spring valley village tx	2 ↗ 1	17 ↗ 4
sell my luxury property bunker hill village tx	5 ↗ 1	45 ↗ 4

### Performance

18

Keywords on Page  
1 of Google

155

Links Built

1

Current Top Rank