

## SEO Case Study

# Real Estate Company in Central Florida

Local Campaign

**\$6000**

Spend/Month

**20**

Keywords on Page 1

**13**

Average Ranking for All Keywords

## SEO Strategy

Our client opened their business in 1997 and specializes in providing commercial real estate services. With offices in both Orlando and Kissimmee, they joined us in December of 2019, looking to drive leads to their firm, increase their online ranking, and grow their brand awareness in Central Florida.

To accomplish these goals, we started with a thorough audit of their website. During this process, we discovered multiple services provided by their company were clumped together, rather than having their own separate pages. To increase their appeal to search engines, we encouraged the owners to create separate landing pages with engaging and unique copy.

During their first months of service, we focused their SEO campaign on the following business services: commercial real estate near me, property for sale Orlando, apartment broker Orlando, local commercial property firm, and class A office space Orlando. After building presence in the Orlando area, we were able to begin focusing more on targeting Osceola County. Their campaign was incredibly successful and within just 5 months they have 20 keywords on the first page of Google resulting in increased brand awareness and more inbound traffic for their firm.

## Keyword

	Start Rank	Start Page	Current Rank	Current Page
commercial real estate near me	68	7	↑ 2	↑ 1
property for sale Orlando	56	6	↑ 4	↑ 1
apartment broker Orlando	23	2	↑ 5	↑ 1
local commercial property firm	15	2	↑ 6	↑ 1
class A office space Orlando	15	2	↑ 6	↑ 1