



LONG-TERM SEO PROGRAM DRIVES IMPACT

Client: A leading commercial real estate firm with a focus on digital growth

Objective: Our client aimed to enhance their digital presence and attract high-quality leads through their website. Their key goals were: increasing website traffic, improving search visibility and driving more conversions through organic search

Solution: To address these challenges and achieve long-term success, our team developed and executed a strategic SEO program:

- Conducted a **technical audit** to identify and resolve site issues affecting search performance
- Optimized existing **onsite content** and implemented an **internal linking strategy** to improve navigation and keyword relevance
- Launched a **content strategy** focused on creating 2-3 new, high-value pieces of content per month to target industry-specific search terms
- Implemented a **review strategy** and optimized the **Google My Business** page to strengthen local search visibility

Conclusion: This long-term SEO strategy not only positioned our client as a leader in their industry but also ensured a **sustainable, cost-effective** source of inbound leads. The client continues to see **consistent digital growth and increased lead generation**.

RESULTS

After four years of partnership, the SEO strategy has become the **primary driver of site traffic and conversions:**

- **160% increase** in organic search traffic from January 2019 to May 2021
- **3x growth** in organic search-driven leads between May 2019 and May 2021
- Continuous month-over-month improvements in traffic and conversion rates

Looking to drive long-term organic success?
Let's build a results-driven SEO strategy tailored to your business.

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