



## SEARCH ENGINE MARKETING

Harcourts Hills Living is a multi-award winning real estate agency based in Baulkham Hills, Sydney.

### TRAFFIK DIGITAL WAS ENGAGED TO:

Implement Search Engine Marketing Strategy.

**ANALYSIS:** The website is locked by Harcourts International, where a third party provider is not given huge access to make significant optimisation changes. Traffic to the website was good, but there was minimal traffic from Google.

#### Visibility

1% visibility online.

#### Ranking

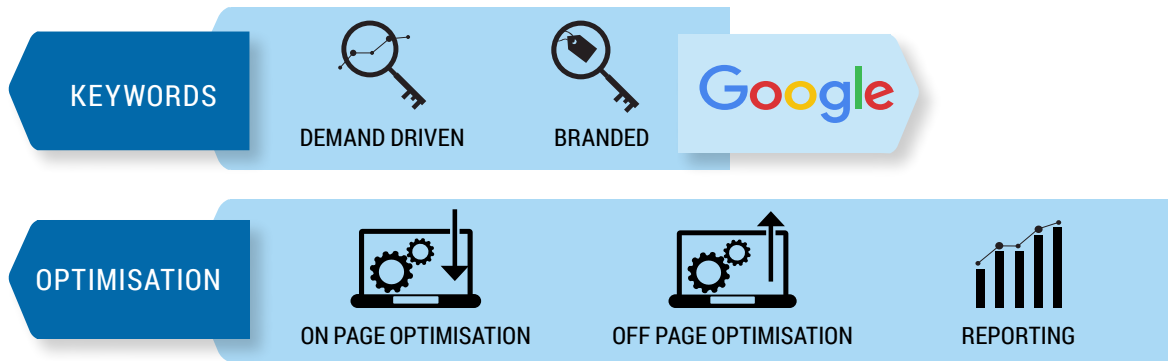
Was not featuring in any first page (position +10) results in Search Engines for brand specific keyword or discretionary, demand driven keyword phrases.

#### Optimisation

Website optimisation was nil.

# STRATEGY:

## Harcourts



# SOLUTION:

- + Branded keyword research.
- + Demand driven keyword research and patterns.
- + On page and off page optimisation of website.



# RESULTS:

48	270	35%	+56.96%
1st PLACE GOOGLE RANKINGS (ORGANIC)	1st PAGE GOOGLE RANKINGS (ORGANIC)	VISIBILITY	INCREASE IN TRAFFIC YEAR ON YEAR