

# Harcourts

BAY OF PLENTY



## SEARCH ENGINE MARKETING

With seven offices situated throughout Tauranga, Mt Maunganui, Papamoa and Te Puke, Harcourts Bay of Plenty has specialised sales consultants covering residential, rural, lifestyle, commercial, property development, sections, apartment developments, apartment sales, investment properties and property management.

## 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

2% visibility online.

### Ranking

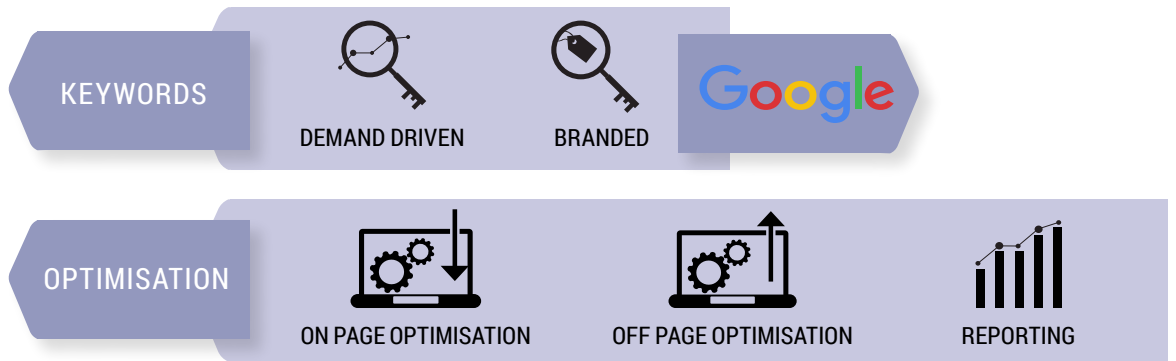
Was not featuring in any first page (position +10) results in Search Engines for brand specific keyword or discretionary, demand driven keyword phrases.

### 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:

46	213	23%	+211%
1st PLACE GOOGLE RANKINGS (ORGANIC)	1st PAGE GOOGLE RANKINGS (ORGANIC)	VISIBILITY	INCREASE IN TRAFFIC YEAR ON YEAR