



Harcourts

INTEGRITY

SEARCH ENGINE MARKETING

Harcourts Integrity is one of the top Harcourts offices in Western Australia. Their expert knowledge and passion for property enables them to provide a real estate service that is second to none.

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

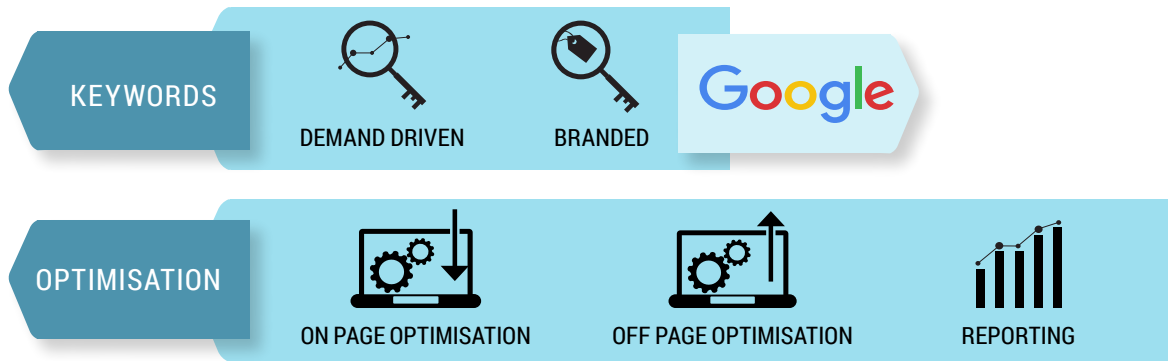
Was not featuring in any first page (position +10) results in Search Engines for brand specific keyword or discretionary, demand driven keyword phrases.

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	432	25%	120%
1st PLACE GOOGLE RANKINGS (ORGANIC)	1st PAGE GOOGLE RANKINGS (ORGANIC)	VISIBILITY	INCREASE IN TRAFFIC YEAR ON YEAR