



Harcourts

OVERTAKING COMPETITORS VIA SEARCH ENGINE MARKETING

Harcourts International is one of the fastest growing real estate brands worldwide, with someone buying one of their properties every

10 minutes - it can be no surprise then that they sold over \$26 Billion worth of property in 2015. Founded in 1888 by JB Harcourt, today they have over 830 offices in 10 different countries with a team of 10,000 members worldwide.

TRAFF1K D1G1TAL WAS ENGAGED TO:

Traff1k D1g1tal's digital partnering task was - simple: to make Harcourts the most dominant real estate brand in Google over three countries; Australia, New Zealand and South Africa.

ANALYSIS: The technology department operates its own CRM, Harcourts One (H1). H1 drives data from the agent up, propelling all listings from agent, to franchisee, to country website portals.

- Poor Google performance in Australia, New Zealand & South Africa.
- Core access to H1 limited/restricted.
- Core access to agent websites, franchisee websites, and country websites limited/restricted.
- Change implementation allowed Traff1k D1g1tal to address structural issues with H1.

STRATEGY:

Harcourts



STRATEGIC ANALYSIS
CHANGE IMPLEMENTATION



Google



BRANDED KEYWORDS

DEMAND DRIVEN KEYWORDS



Harcourts



AUSTRALIA

NEW ZEALAND

SOUTH AFRICA



FRANCHISES

FRANCHISES

FRANCHISES



AGENTS

AGENTS

AGENTS

SOLUTION:

- + Strategic analysis
- + Digital strategy
- + Change implementation within technology department
- + Brand and demand driven keyword research
- + Optimisation of websites (SEO)
- + Marketing of websites (SEM)

RESULTS:

500+	3000+	+23%	+63%	+65%	HIGHEST RANK
1ST PLACE KEYWORD RANKINGS	1ST PAGE KEYWORD RANKINGS	INCREASE IN VISITORS – HARCOURTS AUSTRALIA	INCREASE IN VISITORS – HARCOURTS NEW ZEALAND	INCREASE IN VISITORS – HARCOURTS SOUTH AFRICA	RANK OF REAL ESTATE AGENCY IN ALL THREE COUNTRIES

Source: Harcourts International Google Analytics & Google SERPS, 2016 vs. 2015.

TESTIMONIAL:

“I am thrilled with the record numbers of visitors to the websites, particularly the high number of organic visitors.

This shows our search engine optimisation (SEO) is working, that the profile of our brand both on and off line continues to grow, and most importantly that the same high level of client experience we deliver in person one on one, we are also delivering online”.

Mike Green, Managing Director