

ALBUQUERQUE REALTOR RELIES ON CONSULTING FIRM FOR AN INNOVATIVE APPROACH TO FINDING NEW CLIENTS.



Case Study

Sean Remington & Associates

“The real estate market was beginning to cool in 2006, and I was searching for an economical way to find more potential clients to keep my pipeline full. I wanted to better leverage my website so I began to research search engine optimization and realized it might be time to call in a professional who could dedicate the proper time to improving my site’s search engine positioning. Initially, I was a little skeptical because of some things I had read about some search optimization scams, but that’s when Roger approached me with an offer I couldn’t refuse—one month of free services. He sounded like he knew his stuff so I took a chance on him. He hasn’t let up in his pursuit of improving my search rankings and increasing my search based traffic. The results have been fantastic thus far. I couldn’t be more pleased.”

**> Sean Remington,
President, Sean Remington
& Associates**

<http://www.nmhomesonline.com>



- Customer:** Sean Remington & Associates
Location: Albuquerque, New Mexico (USA)
Industry: Real Estate
Challenge:
- Increase number of client leads
 - Improve search engine based traffic
 - Elevate positioning within major search engine results pages (SERPs) for targeted search key phrases
- Solution:** Basic Search Engine Optimization (SEO)
Benefits:
- Improved online presence via search engines, directories, & blogs
 - Increased business exposure through article submission services
 - Consistent overall public relations boost

Scenario

In 2005, the United States' real estate market was red hot, and Sean Remington risked everything to make a career change to become a Realtor in the Albuquerque, New Mexico market. He was very successful in his first full year, being named Albuquerque Metropolitan Board of REALTORS® Rookie of the Year and earning Platinum Club status with RE/MAX International. During 2006, however, the housing market began to cool rapidly due to skyrocketing gasoline prices and rising interest rates. Sean quickly realized his real estate firm would need to do some things differently moving forward in order to keep the pipeline full and his business thriving or risk having to backtrack from growing further to stay afloat. He needed a way to market his agency which provided consistency, exposure, and value.

Traditional marketing and advertising methods proved cost prohibitive, but Sean Remington & Associates did have a good website to leverage. The website had been producing a fair amount of traffic, but Sean wanted to better utilize his website to produce new leads and potential clients via improved search engine results. He also wanted something long term versus a quick fix or one shot event. Above all, he wanted an ethical solution that tied into his beliefs and methodologies of doing business.

Solution

To achieve his business objectives of increasing his pipeline, Sean Remington decided to pursue search engine optimization (SEO) with a goal of increasing awareness of his website via improved positioning within the search engine results pages (SERPs). In order to improve search positioning, Sean's site required link building and on page optimization strategies.

With a rise in the search engine results pages, Sean believed his site would draw more visitors which would generate more leads and hopefully more clients.

After researching several firms and realizing SEO required more of a time investment than was available to the existing in house staff, Sean Remington & Associates decided to give SMB Consulting, a Louisville, Kentucky based small business consulting firm, an opportunity to help improve the Realtor's website traffic and popularity.

The two firms agreed to enter into a working SEO relationship on October 6, 2006. SMB Consulting's tasks included improving the overall web presence, foremost with the major search engines of Google, Yahoo, and Microsoft Network of the website <http://www.NMHomesOnline.com> with the designated primary targeted keyword phrase "Albuquerque Real Estate." SMB quickly derived an inbound link building, competition monitoring, online marketing, and webpage improvement strategy to consistently increase the value of the website to the major search engines.



Results

Since October 6, 2006, <http://www.NMHomesOnline.com> has seen an increase in overall weekly search engine based traffic of 302% which can be broken down as follows:

Search Engine	Avg. Weekly Traffic Before*	Avg. Weekly Traffic Since	% Change
Google	12	105	+768%
Yahoo	31	87	+179%
MSN	19	58	+207%
Overall	62	250	+302%

**—Comparison based on weekly traffic reports during the time period of 7/9/2006-9/30/2006. SEO process began the week of 10/1/2006. Last statistics compiled and analyzed on 5/6/2007.*

During the week of March 25, 2007 to April 1, 2007, the site saw an all-time high of 559 search based visitors



which included 267 from Google and 208 from Yahoo! The most visitors guided to the site from MSN occurred during the week of January 28, 2007 to February 3, 2007 when 106 searchers landed on the Albuquerque Realtor's site. These numbers represent significant increases over the baseline period of July 9, 2006 to September 30, 2006.

In mid-to-late January 2007, the site has seen it's overall ranking for the primary search term "Albuquerque Real Estate" improve to the top 20 for each of the major three search engines including a #3 ranking with Google (up from 150 on October 6, 2006), #5 with Yahoo! (from #529), and #3 with Microsoft's

MSN/Live search engine (not ranked in the top 1,000 on October 6, 2006). The site has also achieved top 10 rankings at various stages throughout the process for such terms as "Albuquerque NM Real Estate," "Corrales real estate," "Albuquerque home sales," and "Albuquerque Realtor." Since these are secondary terms, the rankings and traffic numbers for each aren't monitored as closely, but there is evidence to support an overall increase in awareness of the <http://www.NMHomesOnline.com> site for multiple keyword phrases all related to the focal keyword phrase.

When the SEO process began, Sean's site had 846 links pointing to it from external websites. This means its overall popularity wasn't overly strong within the online community. As of February 4, 2007, the site had 10,749 inbound links (+1171%) which indicates a much stronger online presence and popularity. This is the key to solidifying good search engine rankings which ultimately leads to increased traffic meaning more potential qualified leads and customers.