

IAB Award Winning Case Study: The Power of Longtail

Focus Property is Sydney's leading property management firm, they realized that an increasing amount of new business was being generated through the web, especially through the search engines but wanted to increase the quantity and quality of their leads and also rank #1.

The Strategy

First Rate was engaged to help improve search engine visibility and drive qualified organic leads and increase footprint. Long tail local keywords were focused on because collectively the volume of these keywords was large and anticipated that conversion rate and lead quality would be greater. Personalized landing pages were created for the target suburbs, giving more personalized pages and relevant content. Suburb pages were created and optimized for terms such as "<suburb> property management" and variants of that. This would then result in high quality localized leads.

Tactics

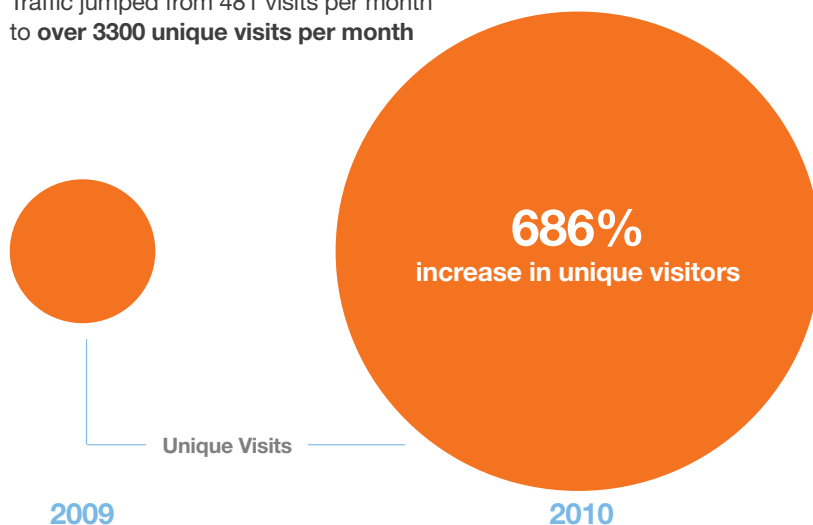
Content would be needed to target the identified keywords, First Rate created pages for each of the 118 target suburbs, containing information and photos specific to each suburb, this created rich content for the search engines, as well as creating a relevant, personalized landing page experience for prospects as originally forecast.

Results

First Rate achieved a significant increase in unique visits and visits from organic search but also an increase in ranking for head and secondary terms securing the head term as ranking number 1.

RESULTS

Traffic jumped from 481 visits per month to **over 3300 unique visits per month**



OBJECTIVES

1. Increase traffic from a natural search
2. Improve search engine rankings against key terms as well as longtail search terms
3. Improve quality of the leads coming to the site to improve conversion

CAMPAIGN

Search Engine Optimisation

RESULTS

- In 12 months traffic jumped from 481 visits per month in Dec 09 to over 3300 unique visits per month in Dec 10.
- Monthly visits from non-paid, non-brand organic search increased 15 fold (from roughly 110 visits in Dec '09 to over 1,700 visits in Dec '10).
- #1 ranking in Google for head term "property management" achieved in early 2011.
- Top 5 rankings for a variety of secondary terms.

IAB 2011 AWARD WINNERS

First Rate wins first IAB Award for Organic Search (SEO) on Focus Property Management site.

