

CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

Rank Improvements and 258.72% in
Increased Traffic for a Real Estate
Photography Company

Real Estate Photography & Signage Company



OVERVIEW



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A well-established Real Estate Photography & Signage Company in Austin, Texas, sought to enhance its online visibility and attract more clients through search engine optimization (SEO). This case study outlines the strategies employed and the results achieved over a specific period.



ABOUT THE CLIENT

Their real estate media and realtor sign post installation company aims to support agents, brokers, builders, and owners in simplifying their operations and focusing on their core business of buying and selling real estate. They have been serving Austin, Dallas, Houston, and San Antonio since 2010, handling residential and commercial listings valued at over \$25B.



PROBLEM STATEMENT

The company faced challenges with low online visibility and attracting new clients in a competitive market.

GOALS

The primary goal was to improve search engine rankings for key real estate photography and signage-related terms to drive more traffic to the website, increase impressions, and ultimately boost client inquiries and sales.





STRATEGY

The strategy focused on showcasing industry knowledge. Local SEO efforts included optimizing the Google Business Profile, encouraging positive client feedback, and maintaining accurate NAP details. We conducted extensive keyword research and optimization to align with the website content. Additionally, we created valuable blog posts, service pages, and educational content focused on real estate photography and signage. On the technical SEO front, we enhanced website speed and mobile-friendliness, fixed broken links, ensured accurate page indexing, and implemented structured data markup to improve search engine perception of the content.

DETAILED RESULTS

The data reveals significant improvements in search engine rankings for all targeted real estate photography and signage-related keywords. For instance, "real estate aerial photography houston texas" rose from rank 45 to 5, greatly enhancing visibility and traffic. Other keywords, like "real estate sign placement service" and "real estate sign post installation services," also saw major ranking boosts.

FINAL OUTCOME

The data reflects significant improvements in search engine rankings for all targeted keywords, leading to increased visibility and traffic. Several key terms saw notable jumps in rankings, driving better online presence and engagement for the business.

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Oct 19	Pos. May 8	Diff
> <input type="checkbox"/> premier real estate photography <div>+ add tag</div>	C	7	11	10	1	↑9
> <input type="checkbox"/> premier real estate services	I	6	8	1	1	0
> <input type="checkbox"/> real estate sign placement service	I C	6	0	9	1	↑8
> <input type="checkbox"/> real estate sign post installation services	I	6	4	10	1	↑9
> <input type="checkbox"/> real estate sign post installation services near me	T	5	2	10	1	↑9
> <input type="checkbox"/> realtor sign post installation	C	6	2	7	1	↑6
> <input type="checkbox"/> real estate videography houston	I C	7	0	7	3	↑4
> <input type="checkbox"/> real estate sign services	C	5	1	15	4	↑11
> <input type="checkbox"/> real estate aerial photography houston texas	I	8	19	47	5	↑42

CONCLUSION

These SEO strategies led to substantial improvements in search rankings, traffic, and visibility. This case study highlights the effectiveness of comprehensive SEO tactics such as keyword optimization, content creation, link building, local SEO, and technical SEO. By refining these strategies, the company is now well-positioned to enhance its online presence, attract more clients, and grow its business in the competitive real estate photography and signage industry.

