

CASE STUDY - SEO

KIRKPATRICK MANAGEMENT COMPANY



About the Client:



Kirkpatrick specializes in Homeowner's Association (HOA), Condo Association (COA) and Cooperative Housing Property Management. The mission of Kirkpatrick Management Company is to professionally and ethically manage community associations and Housing Cooperatives throughout the Midwest. Kirkpatrick Management Company provides service's as follows:

1. Property management
2. Association Management
3. Property Maintenance
4. Property Repairs and Maintenance
5. Multifamily Property Management
6. HOA Property Management



SEO Goals

Now a days digital marketing plays an important role in real estate. Every home buyer now using internet to make purchase decisions.

- ❖ The goal was to attain more qualified leads for buying and renting within their communities
- ❖ The Clients wants his business to be known locally.
- ❖ The Client wants to Improve traffic and Organic visibility
- ❖ On-page website optimisation and make it user friendly



Our Strategy

- ❖ Detailed website audit before starting SEO
- ❖ Keyword research and analysis to identify the top 20 keywords in relation to industry and geographic region.
- ❖ Focused on local business submission to Google.
- ❖ Manual submission to top engines.
- ❖ Evaluate existing backlink profiles
- ❖ Identify and remove spammy links



Achievements

70% of keywords are on 1st page of google search engine. These are few keywords:

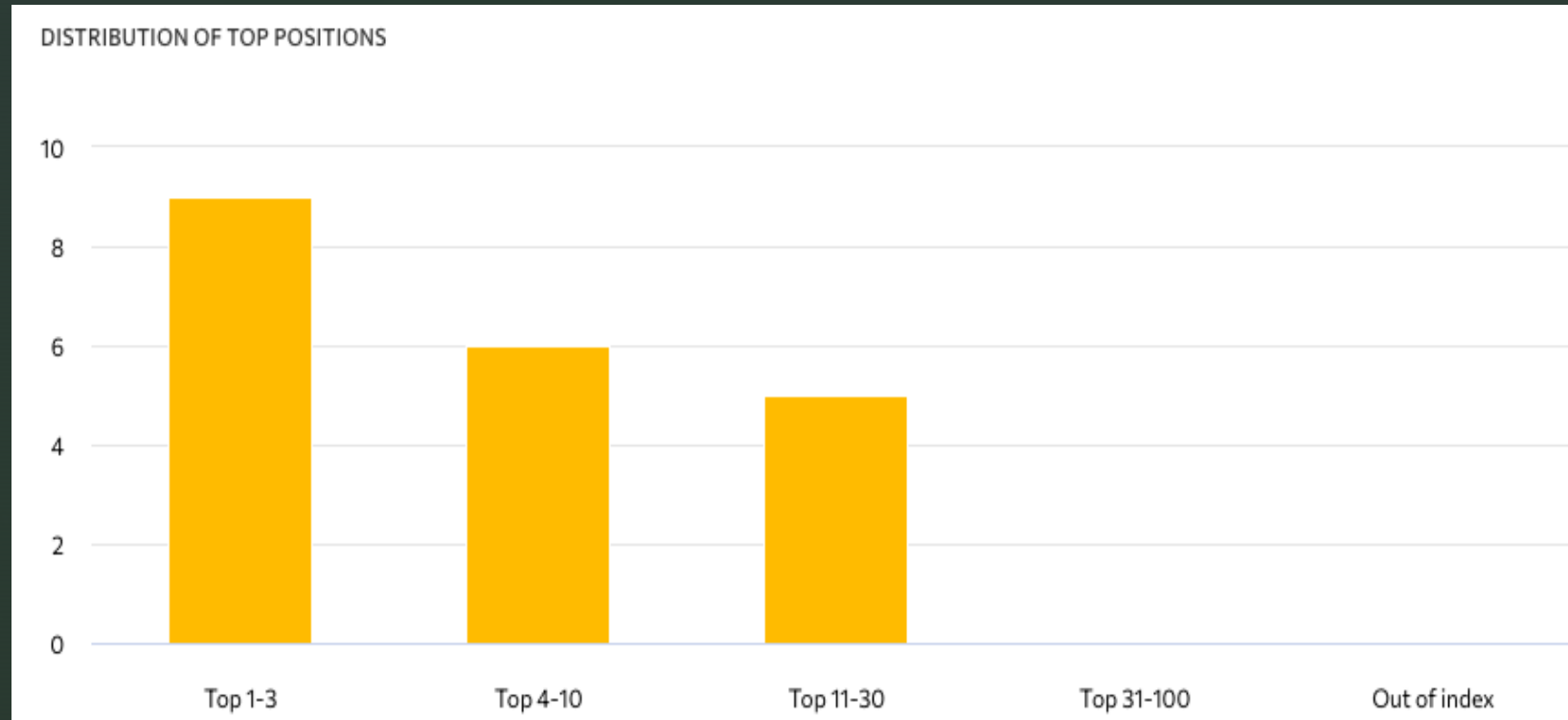
Keywords	Search Vol.	Before SEO	Current Ranking
Property Management Companies for HOA	480	121	2
Multifamily Property Management	320	109	4
Co Op Management Companies	40	Not in 200	1
Condominium Property Management	210	26	5
Condominium Property Management Companies	170	Not in 200	2
Homeowner Property Management	2900	Not in 200	7
Property Management for HOA	1000	124	1
Homeowner Association Management	720	Not in 200	9
Homeowner Association Management Company	480	95	6
HOA Property Management Companies	480	Not in 200	4

Google Analytics

There is an increase in organic traffic. Now 41.49% traffic came from the organic searches

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	69,016 % of Total: 100.00% (69,016)	67,538 % of Total: 100.03% (67,520)	105,635 % of Total: 100.00% (105,635)	54.28% Avg for View: 54.28% (0.00%)	1.88 Avg for View: 1.88 (0.00%)	00:01:17 Avg for View: 00:01:17 (0.00%)
1. Organic Search	30,056 (41.49%)	26,985 (39.96%)	45,859 (43.41%)	42.12%	2.17	00:01:38
2. Direct	25,322 (34.96%)	25,007 (37.03%)	37,454 (35.46%)	59.43%	1.71	00:01:08
3. Paid Search	6,254 (8.63%)	5,294 (7.84%)	8,133 (7.70%)	66.09%	1.62	00:00:46
4. Referral	5,701 (7.87%)	5,244 (7.76%)	7,271 (6.88%)	60.14%	1.83	00:01:14
5. Display	2,916 (4.03%)	2,899 (4.29%)	4,435 (4.20%)	90.21%	1.17	00:00:26
6. Social	2,179 (3.01%)	2,107 (3.12%)	2,473 (2.34%)	81.04%	1.38	00:00:29
7. (Other)	5 (0.01%)	2 (0.00%)	10 (0.01%)	70.00%	2.20	00:00:54

Distribution of Keywords



Google Analytics

As we can see there is an increase in traffic on the website. Users has been increased by 82%. Bounce rate has been decreased BY 1% and goal completion rate is 100%

Users

Organic Traffic

82.14%

30,056 vs 16,502

Bounce Rate

Organic Traffic

-1.10%

42.12% vs 42.59%

Pageviews

Organic Traffic

71.06%

99,486 vs 58,158

Sessions

Organic Traffic

74.30%

45,859 vs 26,311

Goal Completions

Organic Traffic

100.00%

4,000 vs 0

