



greenapple

a search engine strategy company

Case study: "The Breeze"

Nearly 50% of buyers found them online at
www.CondosInAirdrie.com

Introduction

In a survey of condo purchasers at the Breeze, nearly 50% confirmed that they used a search engine to find their condo. This case study provides details on how our Search Engine Strategy played an instrumental role in their success, and is designed to help you understand the processes that make Green Apple internet marketing solutions so powerful. Please contact us to find out how you too can begin your journey to online success.

The Challenge

Real estate marketing has been difficult to do, especially in the 1st three quarters of 2009's down economy. The Breeze condos in Airdrie, Alberta had a great product to sell, but were competing for attention with all the other real estate developers in the area and having trouble finding buyers.

The Solution

To address this challenge, Green Apple provided the developer with several studies (see Green Apple's Search Engine Strategy Research) and confirmation of previous successes in real estate marketing. The evidence is clear; customers use internet search engines to look for real estate more than any other method.

Green Apple Research

Green Apple then researched the top “keywords” buyers would use when searching for Airdrie condos on search engines (see figure 1). Then, determined just how effective these keywords were – that is, how many people were using these keywords monthly. The strategy took competition for these keywords into account to ensure the greatest chance for the website to appear on the first page of the search engines.

1. Keyword Search Term

2. Number on Monthly Searches = 170

The screenshot shows the Google Keyword Tool interface. A green circle with the number '1' highlights the input field where 'condos in airdrie' is entered. Another green circle with the number '2' highlights the 'Global Monthly Search Volume' column in the results table, which shows a value of 170 for the keyword 'condos in airdrie'.

Keywords	Advertiser Competition	Local Search Volume: August	Global Monthly Search Volume
Keywords related to term(s) entered - sorted by relevance			
condos in airdrie	Not enough data	170	
Additional keywords to consider - sorted by relevance			
realestate condos	Not enough data	880	
mls condos	Not enough data	3,600	3,600

Figure 1: Google’s ‘Key Word’ Tool.

As a result of this Search Engine Strategy, Green Apple created the website: www.CondosInAirdrie.com for The Breeze condos. This keyword-rich website name combined with the initial and ongoing search engine optimization strategies ensured that people using a search engine to find Airdrie condos would find The Breeze on page one. Did it work?

The Results

The website, www.CondosInAirdrie.com, obtained a page one organic ranking with #1 & #2 positioning in Google (see Figure 2). The increase in potential new clients was massive. Nearly 60% of visitors to The Breeze's website arrived through search engines (see Figure 3 next page). An average of 168 searches per month (that's almost 1200 targeted visits!) led straight to The Breeze's website over a five-month period after the Search Engine Strategy was initiated

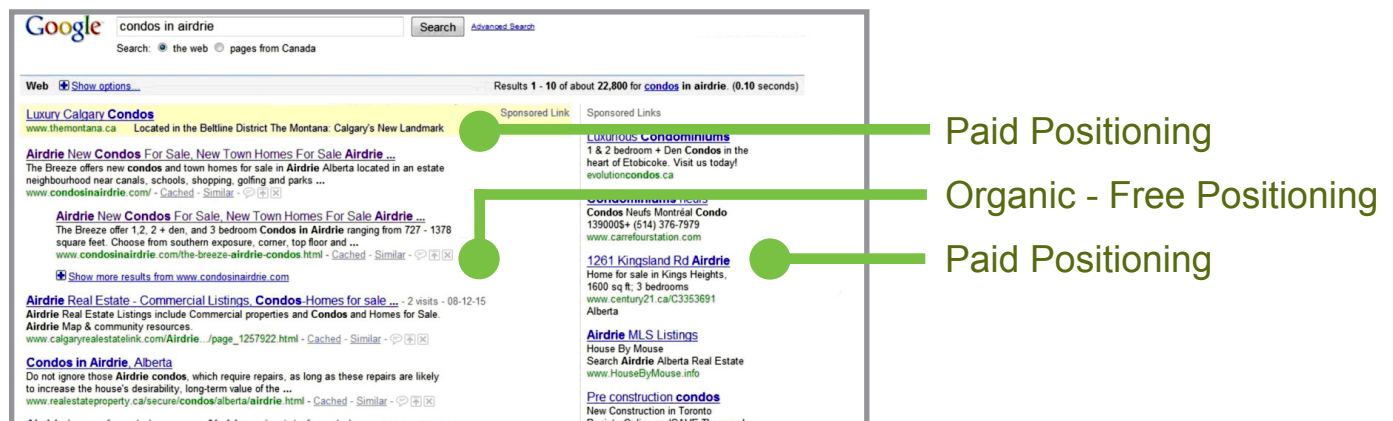


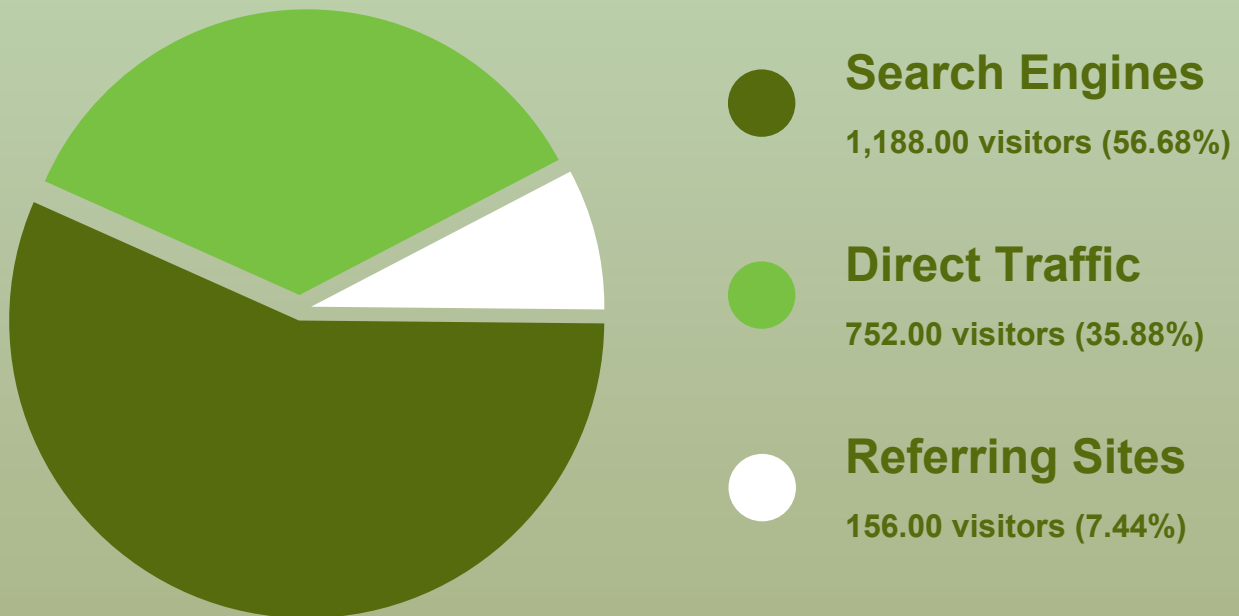
Figure 2: Google Search Engine Results, Oct 7 2009

Improving on the Results

Additionally, Google Analytics was installed and free monthly reports were provided. The ongoing maintenance and improvement of the Search Engine Strategy proved equally important as it allowed us to make changes that improved upon sales. For example, the statistics initially revealed that a large percentage of people were exiting the website on the 'floor plan' page, indicating that the page was not holding their interest. As a result of this observation, we improved upon the floor plans and subsequently reduced the number of people exiting on this page.

Google Analytics Results

Figure 3: Google Analytics results from Mar - Sept 2009.



Resulting Effect on Sales

Thanks to Green Apple's efforts in increasing The Breeze's search engine presence, more people are finding their new condo in this development through search engines, leading to drastically increased sales.

Testimonial

Dear Corey,

Just an update on where the Breeze traffic seems to be originating from. At least 50% of all people through the Breeze mention that they found their way here through the website. The majority of the balance comment that they found us in print (some bring in the ad) or driving by. Seems like regardless of the age group, most people are doing their research online before venturing out to view properties. The recurring comment is "I viewed the floor plans online. Do you have the Santa Fe or Catalina etc..."

In addition to that, after collecting 15 surveys so far, seven have indicated they used Google to find us. Those surveys are people that actually purchased at The Breeze.

Unit 1107 is case in point. P.C. is a middle aged single lady who was looking to relocate from BC because she had a job starting here in Airdrie. She did all her research online and narrowed it down to a handful of properties to view because she was here for two days to decide on something, then wouldn't be back until possession. She had a list of everything she wanted to know about The Breeze that wasn't available online and, once those questions were answered over the phone, she was here within 20 minutes and purchased the last Catalina unit.

In my experience here at The Breeze between the calls that come in from people who were on the site and those who mention that's how they found us, I think a strong (easy to use) internet presence is crucial.

Sincerely,

Chris Suraci,

"The Breeze" Condo Sales Staff:

Genesis Builders Group

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