



SEO CASE STUDY

December 2020 - September 2022



Challenges

- Competitive Market - Sacramento, CA.
- Average search queries per month is 18k.
- COVID + increased level of competition in the market.

Benefits

Despite the challenge of trying to rank for an area with this level of competition, this community had leverage over others as they strictly offered Townhomes. A new SEO strategy, updating the focus to “townhome” keywords, was recommended, and their strategy was updated in August of 2022.

Objectives

Our goal was to focus on the niche property type (luxury + townhomes) in this competitive market in order to rank higher in the search results much faster, while also driving significantly more qualified traffic.

Results

There were some definite challenges that were posed when this community started with us, such as:

- External Issues (COVID)
- Competition
- Market Search Volume

With the new Townhome strategy, 100% of their Organic keywords are ranked with a 9.85 avg rank and 100% of their Maps keywords are ranked with a 14.44 avg rank. Of the 18 Organic keywords, 6 are in the 3-pack or on page 1, and for Maps, all keywords are on pages 1, 2, or 3. We were able to significantly increase both Organic and Maps rankings by targeting the product/layout type offered by the community and will continue to see growth and progress with their SEO.