



SEO (Search Engine Optimization)

Bringing the website in Google ranks

About the company

Property Affaire is a technology driven One-Stop-Shop for Global Real Estate Investment Solutions. Property Boutique showcases the Projects of Select Global Developers to HNI investors in India and NRIs worldwide.

The challenge

The company's website had a low digital visibility. Social Media Channels were almost inactive. There was almost no work done previously on this site, so it did not show up in Google Page Rankings. There are numerous companies in Real Estate working on the same keywords across the globe, which made it even more challenging. Some of the keywords on which we worked are: buy house, buy home, buy apartment in India.

The strategy

Team Stratagem worked on this project under stringent deadlines. We made a strong and comprehensive SEO Strategy for it. We developed a comprehensive blog for it, got the content re-written to make it highly



SEO friendly and emphasized on selected keywords. We focused on the following areas to get the website to rank on Google

Architecture and Design: We went through the website's design and overall looks so that users can feel the content and its description. We designed and developed it keeping in mind the Real Estate industry and the client's specific requirements

Website Submission: We submitted its articles, links and keywords at different places to get quality back links for it.

Results

Following is a snapshot of the results on Google analytics



When we initiated the project, the results showed negligible traffic searches and within 6 months of SEO we made it 18,000+ per month.

- Exponential Increase in Organic Traffic
- Improved keyword positions on Google
- Contribution to revenue goals by generating relevant leads