



This Posirank.com client manages a major site that is in the commercial real estate niche – specifically, operating a portal for those looking to be tenants.

What were the issue(s) driving this client to contact Posirank?

This client had recently done a major update to their site and had a lot of on-site changes made. However, their priority was to leverage the SEO impact of their many pages for each of the city/metro areas that they currently list. As they are in the real estate industry, these pages literally run into the thousands – presenting a formidable challenge for any SEO campaign.

What were their goals for SEO as they began work on this project with us?

Their goal was to be highly ranked in Google for businesses who are searching actively for space for their business and/or have a lease currently. They compete with a number of other sites in this niche and were curious about what types of SEO campaigns to utilize to allow them to take advantage of the size of their site and the fact that they update each of their building pages quite often (rate changes, rating, reviews etc..) so they stay current.

What specific campaigns were run for them and what budget levels?

This client has spent a little over \$4,000 USD with us – this was over a 9-month period and the average monthly budget was \$483. This was very reasonable to the client, especially considering that it was not paid out all at once, but over the course of 9 months. Promotions have mostly included guest posting, backlink boosting, EDU scholarship service, Web 2.0 properties, Local Business Listings, and a press release. Additionally, a full on-site audit and link analysis & disavow was done.

Specific campaigns over this 9-month period are as follows:

(1 Credit = \$1)

Month 1

1 x DA30+ Guest Post (500 words) – 199 credits

1 x DA20+ Guest Post (1500 words) – 199 credits

1 x DA10+ Guest Post (500 words) – 99 credits

Total: 497 credits

Month 2

2 x DA40+ Guest Posts – 738 credits

1 x SocialRank with Facebook – 249 credits

8 x High DA BlogPosts (DA28+) (backlink boosting) – 200 credits

2 x DA20+ Guest Posts - 298 credits

1 x Press Release – 149 credits

Total: 1634 credits

Month 3

1 x High PR Squared 15 Links – 99 credits

February 2018

10 Manual High Quality Social Bookmarks – 25

1 x High PR Squared 15 links – 99 credits

Total: 124 credits

Month 4

Full-Scale, In-Depth On-site Audit (up to 500 pages analyzed – 199 credits

Month 5

1 x 10 EDU Links – DoFollow (1 Year Scholarship) – 999 credits –

1 x Sites.Google.com Page – 23 credits

Link Analysis and Disavow of up to 100 unique domains – 399 credits

Total: 1421 credits

Month 6

No promotion done

Month 7

1 x 100 Local Business listing Submissions + Cross Check – 170 credits

1 x Wordpress.com page – 23 credits

Total: 193 credits

Month 8

2 x Sites.Google.com Page - 46 credits

1 x Wordpress.com Page - 23 credits

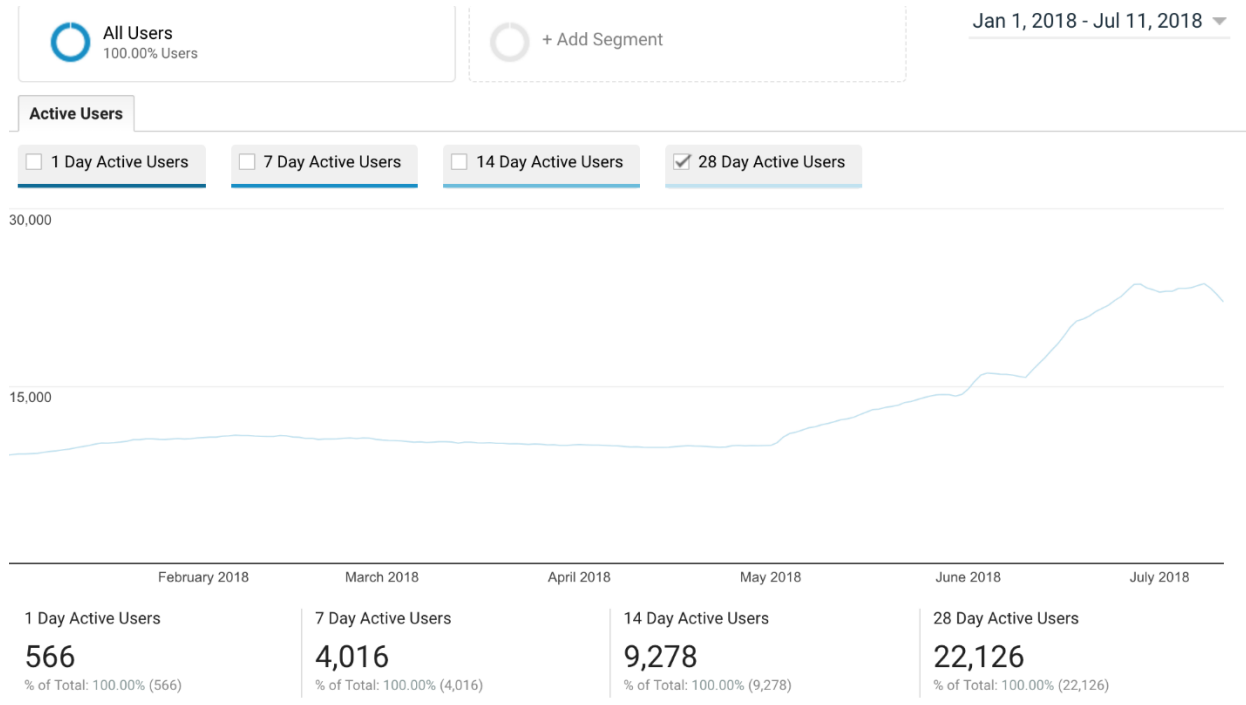
5 Web 2.0 Authority Properties (PR5+) + 5K Reinforcement Links (TIER 2) - 119 credits

Total: 188 credits

What Have Been Some Recent Results?

As the following screenshot from Google Analytics shows, this site has seen a massive increase in traffic:

- Visitors defined by the client as 7-day visitors have increased 8-fold, from 566 to 4,016.
- Visitors defined by the client as 14-day visitors have increased +100%, from 9,278 to 22,126.



PosiRank

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