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Home Builder Search Engine Optimization Case Study

Objective:

Our client, a Pittsford New York home builder, needed an online strategy to increase website traffic and build sales leads. The existing site had on average 40 visitors a month and was not ranking well for keyword phrases that were relevant to their core business.

Solution:

- Met with client to discuss SEO goals and strategy.
- Conducted an in-depth keyword analysis to determine top keywords and establish baseline rankings.
- Optimized the existing site with the agreed upon keywords.
- Created a site map to help spiders navigate through the site.
- Manually submitted the site to popular search engines and directories.
- Developed and implemented a strategic link campaign.
- Monitored and analyzed the site's position in search engines and directories.
- After the success they had during the first year of services they engaged BizWonk to redesign their website which resulted in a minimal decrease in traffic to the website.

Results:

Category	Number of Visitors		Increase/Decrease
	06/01/08 – 10/31/08	11/01/08 – 02/28/09	
Visits	1,184	1,401	+18.33%
Pageviews	12,448	6,224	+100.00%
Absolute Unique Visitors	1,019	922	+10.52%
Direct Visitors	284	394	-27.92%
Referring Site Visitors	258	203	+27.09%
Visitors from Search Engines	859	587	+46.34%
Google Organic Traffic	576	410	+40.49%
Yahoo Organic Traffic	233	131	+77.86%
MSN Organic Traffic	12	15	-20.00%

Category	Percentage of Visitors		Increase/Decrease
	06/01/08 – 10/31/08	11/01/08 – 02/28/09	
Direct Traffic	20.27%	33.28%	-39.08%
Traffic from Referring Sites	18.42%	17.15%	+7.41%
Traffic from Search Engines	61.31%	49.58%	+23.67%
Total:	100%	100.01%	