

ORGANIC SEO CASE STUDY:

INDIGO REAL ESTATE

The Organization

Indigo Real Estate specializes in premium lifestyle properties. real estate and property management company offering properties in thailand, Vietnam , Bali , Seychelles,Grenada, Argentina , Philippines , Whistler Mountain.

The Challenge

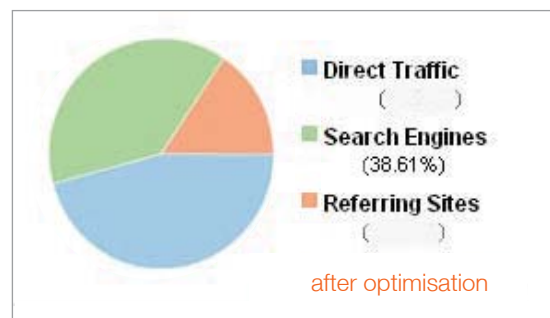
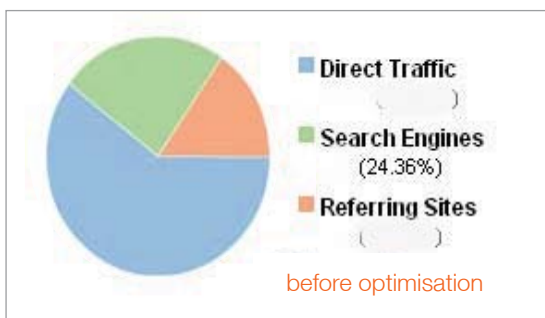
After 4 years in business, Indigo RE wanted to use its website to generate leads. with search engine optimization .The company’s goal was to gain Good rankings in the natural search engine results for the keywords - Real Estate Phuket , Real Estate Viet Nam , real estate Thailand, phuket property, phuket properties etc.

Approach

We initially conducted research to identify a keyword list that matched the interests of the client’s potential customers as well as keywords that would drive the most qualified and, therefore, most valuable visitors to the site

The Results

After 2 months, Indigore gained Good positions for some competitive keywords in their industry.



After Optimization Indigore Search engine Traffic increases Approx. 60%. And more leads from website.

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The site ranks well for numerous Keywords in Google :

No.	Keyword	Position
1	phuket luxury real estate	3
2	real estate phuket thailand	2
3	property real estate phuket	4
4	phuket thailand property	19
5	property phuket thailand	16
6	phuket property	21
7	phang nga real estate	1
8	property in the north of phuket	1
9	real estate hoi an vietnam	5
10	real estate phuket	7
11	east coast phuket	4
12	real estate viet nam	5
13	hoi an vietnam real estate	2
14	properties in grenada	9
15	thailand villas real estate	5
16	beach front property for sale thailand	5
17	phuket east coast land for sale	1
18	seychelles islands real estate	4
19	property ocean thailand	6
20	real estate thailand	17
21	beachfront for sale in vietnam	2
22	culu culu	1
23	nam hai for sale	1
24	thailand property for sale phang	1

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No.	Keyword	Position
25	property for sale thailand east coast	1
26	villa maya in phuket	1
27	vietnam beachfront real estate	1
28	real estate kamala	3
29	property in whistlers	3
30	phuket property for sale	19
31	phuket properties	19
32	thai properties elite	1
33	culu culu polo resort	1
34	kingfisher villa thailand	1
35	nam hai residence vietnam	1
36	villa maya phuket	1
37	land for sales phang nga	2
38	private properties for sale in the philippines	1
39	luxury properties for sale in seychelles	1
40	nam hai for sale	1
41	real estate viet nam	5
42	phuket development	6
43	private islands in seychelles for sale	3
44	hongkong real estate for sale	3
45	phuket bali	6
46	phuket real estate for sale	8
47	phuket sale apartment	9
48	real estate in seychelles	11
49	bali residential villa	11
50	seychelles properties	11
51	land phuket thailand	12
52	tamarind hills phuket	12
53	nam hai residences	13

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No.	Keyword	Position
54	condominium apartments phuket	13
55	land for sale thailand beach	15
56	thailand elite	16
57	real estate company thailand	21
58	villa in thailand for sale	22
59	phuket real estate	23
60	seychelles property for sale	24
61	villas in vietnam	25
62	houses for sale seychelles	27
63	phuket apartments	29
64	seychelles real estate	36
65	Natai Beach	1
66	real estate Hoi An	12
67	Nam Hai Villas	8
68	Villa Laeticia	2
69	Nyambu Villa	8
70	Villa Istana	30
71	Zil Pasyon	2
72	Vista Cebu	3