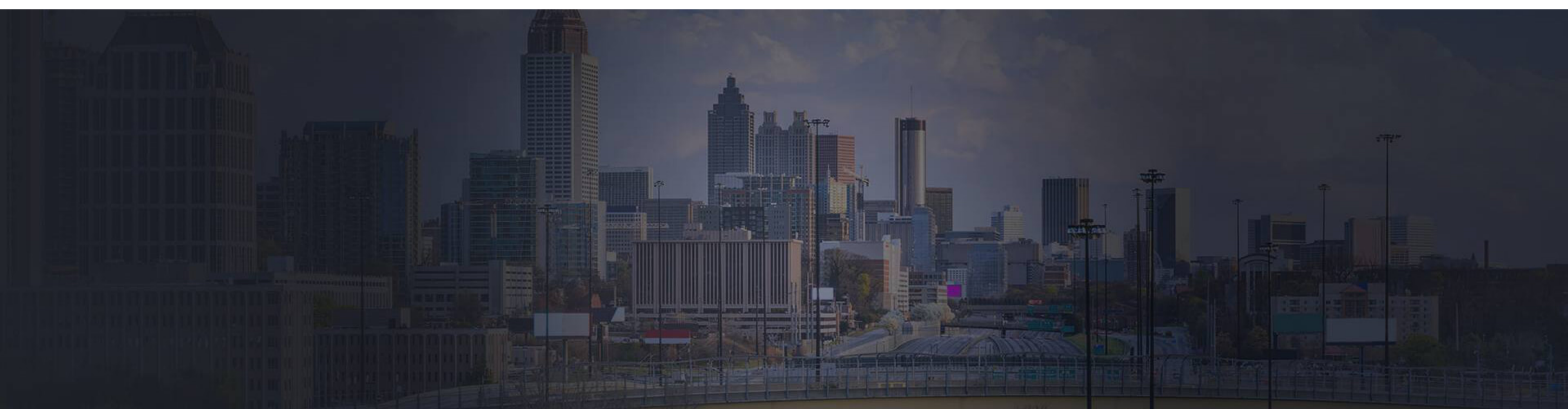


How Excalibur Homes Increased Sitewide Users By 223%



Background

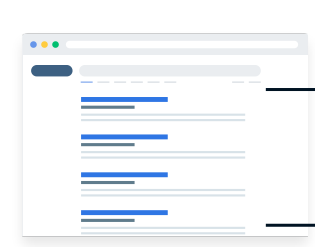
Excalibur Homes, LLC has been providing leasing and property management services to the owners of residential property throughout the Metro Atlanta area. Excalibur Homes management has excelled as an Atlanta property management company. They have provided positive experiences to landlords, owners, and tenants with their strong work ethic and knowledgeable staff.

Excalibur Homes has owned and managed rental properties since 1980, and their company has been in business since 1985. Their experience will help you make better decisions about how to handle your property.

Key Metrics



223%
Increase in Users
(sitewide)



148%
Increase in First Page
Keywords

"As an investment real estate firm, we understand how important it is to work with a team of experts who have your best interests in mind. Logical Position has done an incredible job of aligning their interests with ours to create a strong relationship built on trust... and the results speak for themselves! In just over a year, our keyword rankings on the first page of Google have tripled, our goal conversion rate has increased over 100%, and we continue to add rich, relevant content to the site, allowing us to gain the attention of potential clients and continue increasing our domain authority month over month. The partnership we have formed with Logical Position is integral to the growth of our company. Whether it is PPC Management, SEO, or Social Marketing, Logical Position continues to surpass our expectations and prove to us that we chose the right agency to handle all our digital marketing needs."

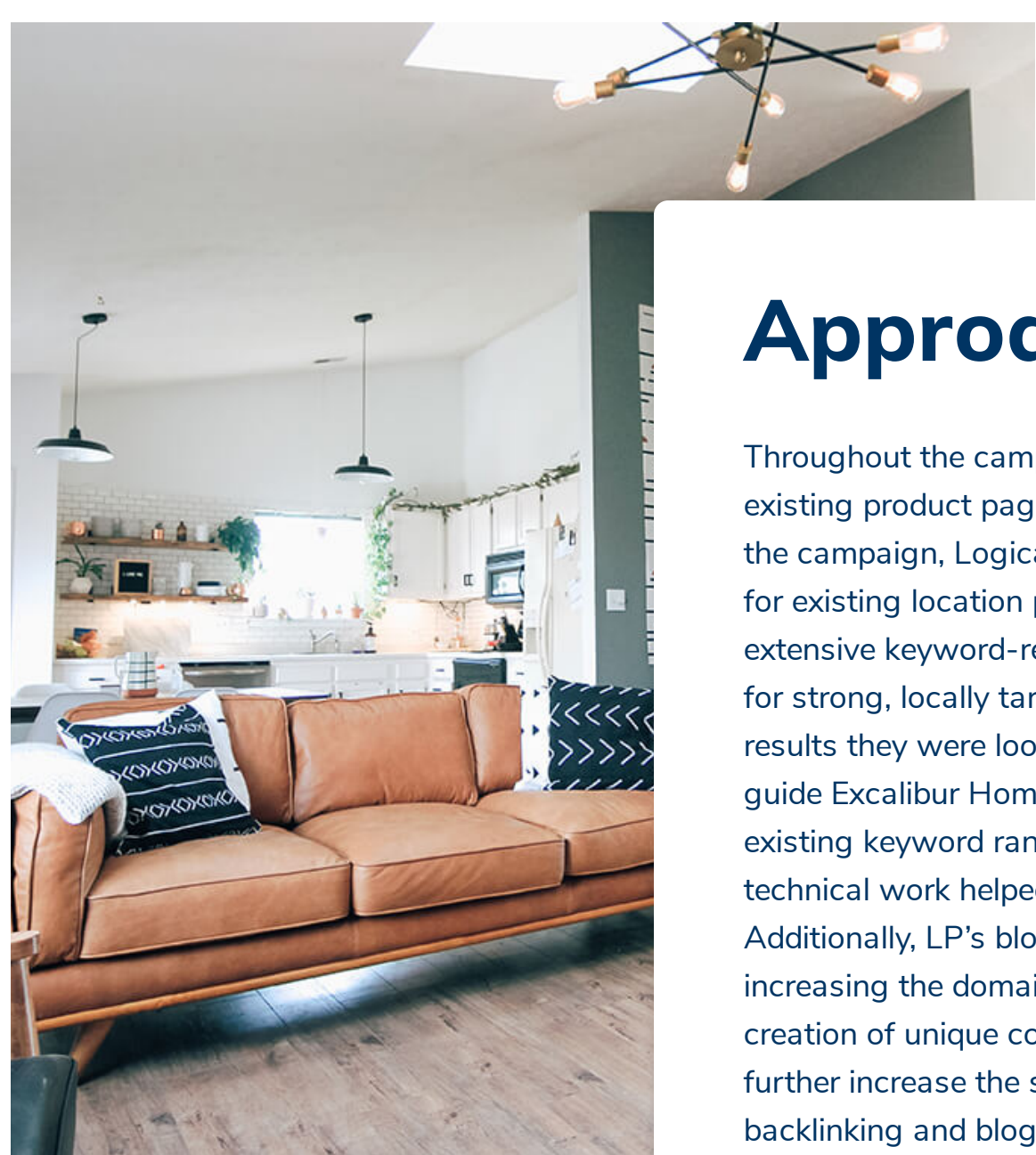
-Matt Nelson / Associate Broker, GRI® Vice President of Property Management

Goals

🚀 To increase site speed

🎯 To increase overall targeted traffic to the site

👁️ To increase brand awareness



Approach

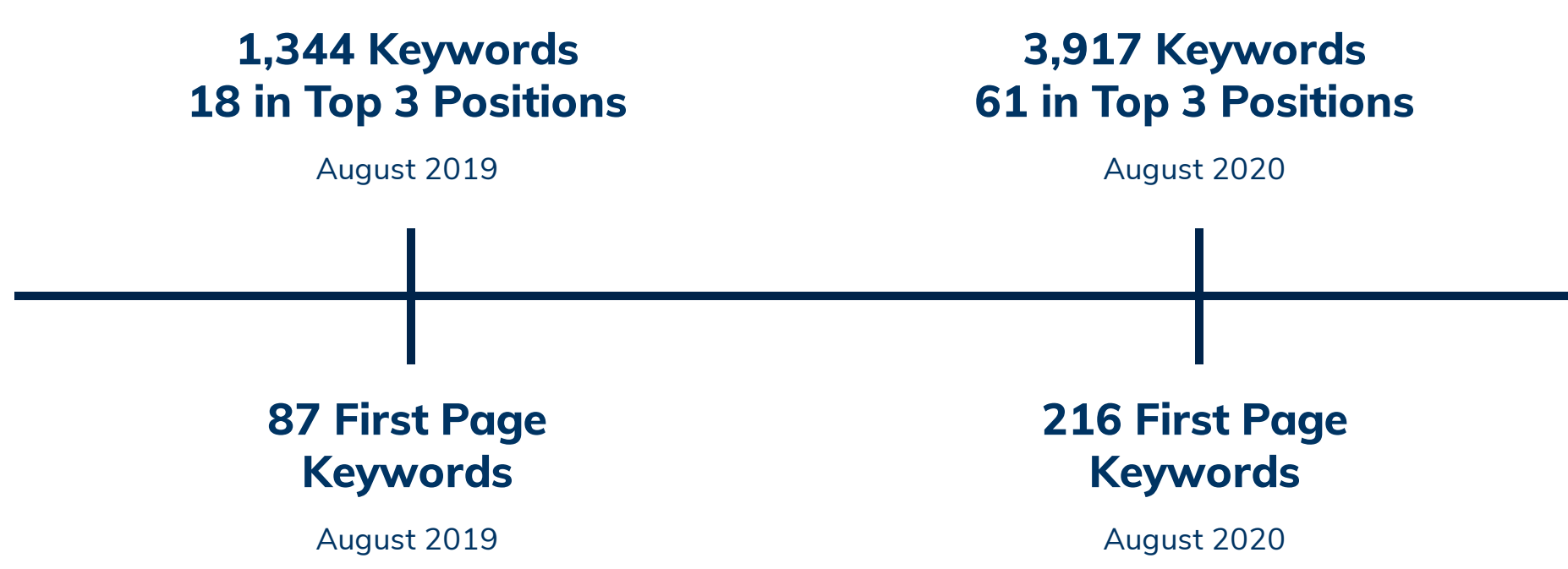
Throughout the campaign, Logical Position prioritized optimizing existing product pages while creating new resource pages. Throughout the campaign, Logical Position prioritized writing new, optimized content for existing location pages that contained duplicate content. After extensive keyword-research, LP was able to identify and optimize pages for strong, locally targeted keywords, which gave Excalibur Homes the results they were looking for. Additionally, Logical Position was able to guide Excalibur Homes through a site migration, with minimal loss of existing keyword rankings and organic traffic. Completing website technical work helped improve user experience and website crawlability. Additionally, LP's blogging and backlinking efforts played a large role in increasing the domain authority of the site. Extensive keyword research, creation of unique content, and completing website technical work. To further increase the site's domain authority, LP also works on consistent backlinking and blogging efforts.

Results

Back in October 2015, Excalibur Homes partnered with Logical Position for 10 hours of SEO consulting. Since they were not seeing great results, they decided to re-partner with Logical Position in June 2019 for a National – Standard SEO campaign.

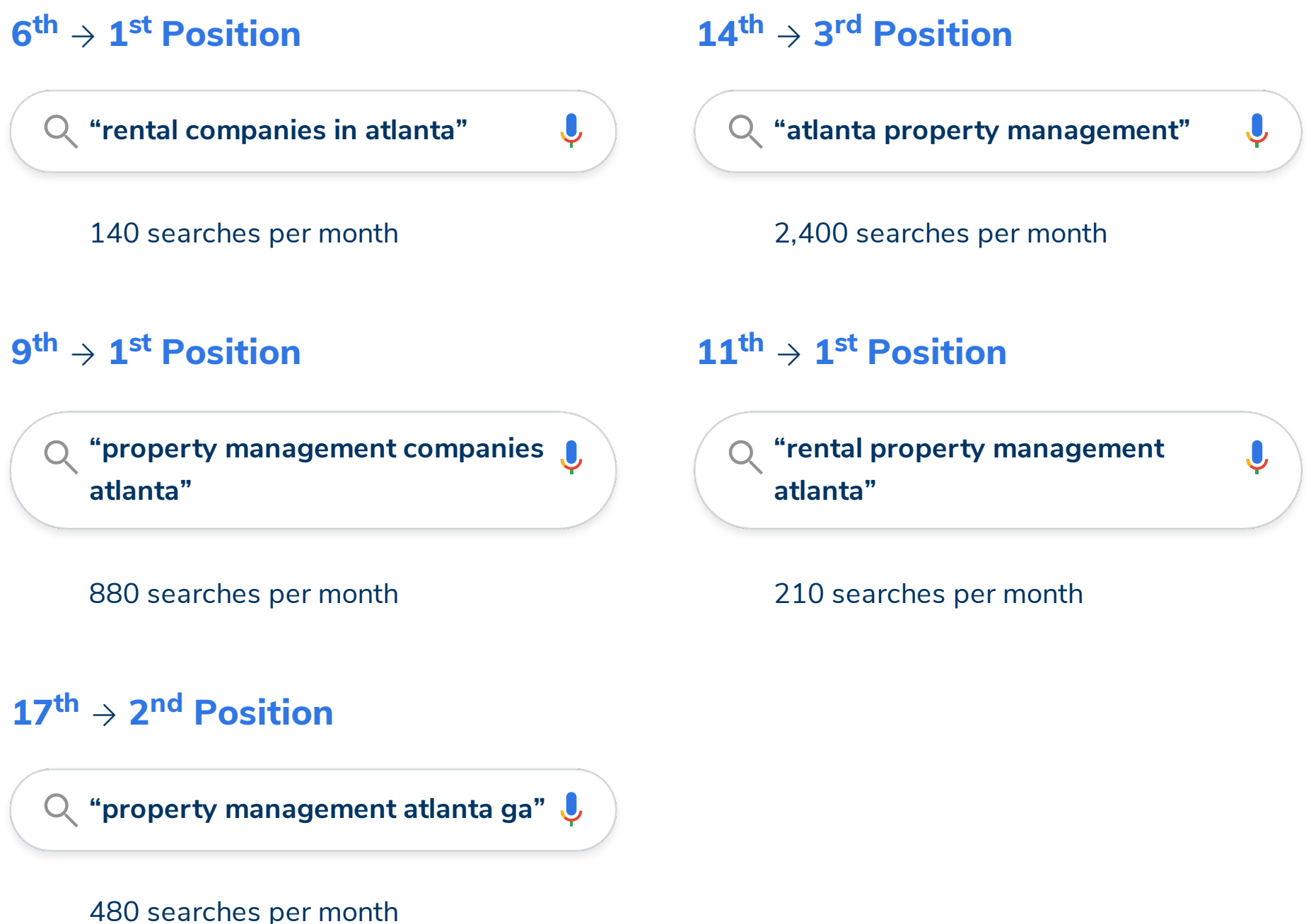
Since working together, Excalibur Homes has experienced incredible growth in numerous areas. Logical Position was able to maintain existing organic rankings and traffic, and they helped Excalibur Homes continue to grow throughout the campaign. Due to Logical Position's efforts in helping out with the site migration, comparing August 2019 to August 2020, Excalibur Homes keywords have grown 191% (1,344 to 3,917). When comparing first page keywords, there was an increase of 148% from August 2019 with 87 keywords to August 2020 with 216 keywords.

Keywords



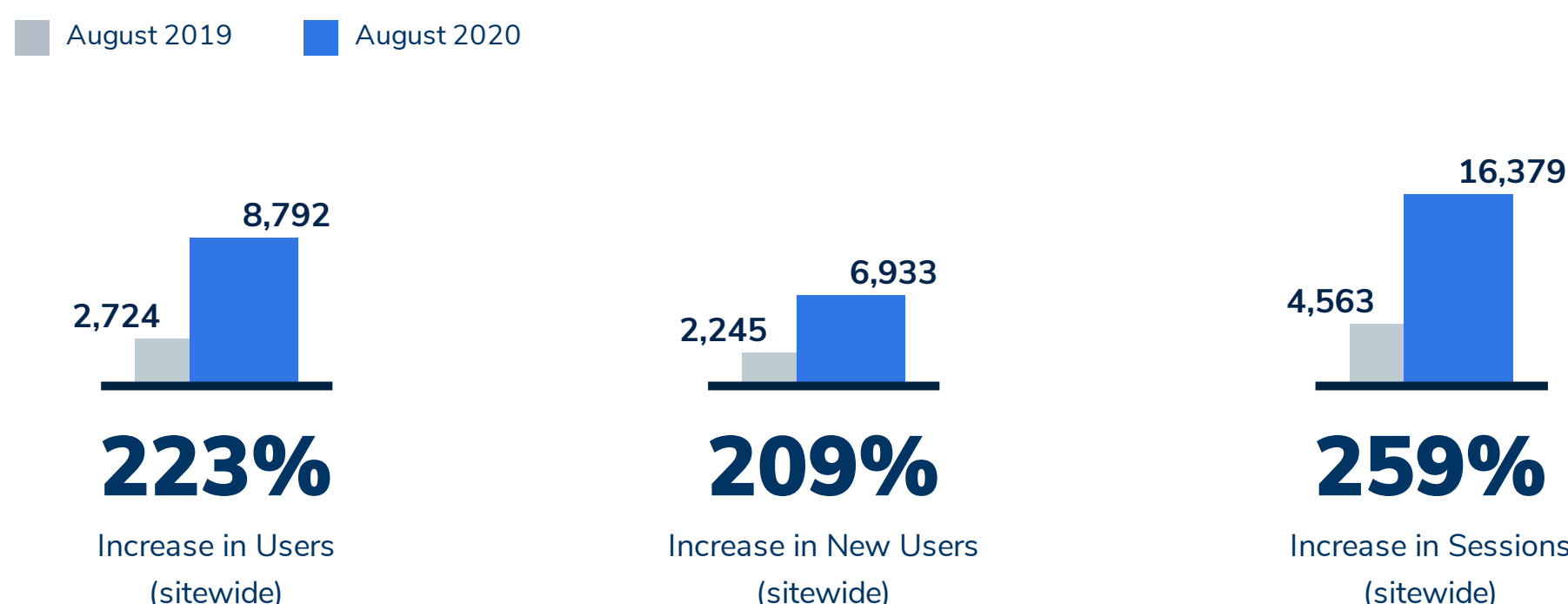
Targeted Keywords

From August 2019 to August 2020



Based on Google Analytics' data, the site's overall organic traffic improved significantly from August 2019 to August 2020. Excalibur Homes saw a 223% increase of users to their site (2,724 to 8,792), a 209% increase in new users (2,245 to 6,933), and a 259% increase in sessions (4,563 to 16,379).

Analytics



Ready to Find Out What Makes Us Different?



GET STARTED NOW

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