

SpanishProperty-Direct



Duration: 90-100 hours/4-6 weeks

URL: www.spanishproperty-direct.com



we needed approximately 10,000 visitors or more. The initial big task was to study and explore all the possibilities in detail and to envision ways to take it to the top position. Search Engine Optimization being a comparatively new domain required a lot of Research and Analysis on understanding and determining the techniques and strategies to optimize a website so as to produce 100% satisfactory results. There is an element of challenge in each project such as devising ways of improving traffic and customizing search engine strategies to cater to areas of the website that need to be enhanced.

Project Description and Need

Spanish Property-Direct is a small family run business based in Oliva situated in the North of the Costa Blanca midway between Alicante and Valencia, by the beach. They specialize in real estate like Spanish villas, town houses or apartments, new development or resale, investment or even permanent living in one of the many quaint towns. The website caters to all these needs.

The client wanted professional help on getting traffic in. Not just hits, but to build their newsletter to 10,000 subscribers. They also asked for some advice on how to attract visitors to subscribe to the newsletter.

The requirement was to use search engine friendly techniques - no keyword spamming, doorway pages, or other techniques that would get the site banned. The objective was to obtain and maintain a good ranking for the relevant keywords,

Challenge

There was very less traffic at the website before optimization. A significant task was to increase the number of newsletter subscribers to 10,000 which meant

Solution

The SEO team at Netsmartz consists of engineers with experience of more than 3 years in Search Engine Optimization. They have devoted a great deal of time in researching the techniques and strategies of SEO to attain high results.

We helped our client to achieve better rankings by:

- Identifying the site's search-engine related problems and weak aspects.
- Doing a through competition analysis to list the to-dos.
- Creating a list of best keywords and key phrases by thoroughly understanding the audience and the content of the website.
- Creating keyword phrase positioning (page-one listings on major engines).
- Implementing strategies to make your website search engine friendly.
- Promotion of complete website by in-depth analysis of all key aspects.

SpanishProperty-Direct

- Paid & manual submissions to major search engines and directories.
- Regularly reporting significant changes in the listing positions.
- Maintenance of search engine ranking.

Skills / Expertise Used

- Advanced knowledge of search engine optimization techniques.
- Expertise in Keyword Density, Keyword Prominence, Link Popularity, Internal Linking Structure, Robots, Page Rank Analysis, Traffic Analysis etc.
- Understanding of search engine algorithms.
- Using structured and streamlined processes to reduce the Project Life Cycle.

Benefits

- The website was optimized for all important keywords such as Spanish Villa, Town House, resale, investment etc.
- Significant increase in traffic.
- Top rankings on major search engines such as Google, Yahoo, and MSN.

- Manual submission to 300+ search engines.
- Optimized for all significant keywords ranging from 50-300 keywords.
- Helped client to generate more business opportunities and thus profits.
- Greatly increased web presence.
- The results were visible on Search Engines within 4-8 weeks of submissions.

Client Testimonial

Firstly, the reason I went with Netsmartz - they certainly weren't the cheapest but they seemed to offer ten times more than everyone else did for about 50% more of the price. Their professionalism is what I would have expected of a large company - full project plan submitted before the project and all but a couple of days it was completed on schedule (at least up to now - search engines now determine the rest) Have done searches on some of the keywords and have seen the site on page 1 position 3 of Alta Vista for one of the search terms - albeit not so common as well as page one for Google for another. So far, so good and I have every confidence that when the two months of waiting for search engines to get me indexed is up we will be there with the big guns - and so for that I say thanks to Mike and his team.