Incrementors Web Solutions: Brokerage Business Case Study

Web Development, SEO & Directory Listing Success Story

Real Estate & Mortgage Brokerage Business

April 2017 - Ongoing

\$ Budget: \$50,000 to \$199,999

Client Rating

5.0

Service Type

Web Dev & SEO

Key Result

More Organic Leads

Client Feedback

Cost-Effective

Executive Summary

Project Overview

- Incrementors manages SEO and website development for a real estate and mortgage brokerage business
- ❷ Built 2-3 custom websites from scratch, replacing templated solutions
- Implemented directory submissions and keyword research strategies
- Provided ongoing support including security recovery after phishing attack

"They're easy to work with, and their services are cost-effective."

— President, Brokerage Businesses

Key Results

Website Traffic

Significant Increase

User Engagement

Longer Time on Site

Lead Generation

More Organic Inquiries

Client Rating

5.0 / 5.0 *

The Challenge

Client's Business Challenges



- Outdated templated websites with limited functionality
- Poor SEO ranking and online visibility
- **(b)** Ineffective **customer tracking** systems
- Internal attempts to solve these issues failed



"We wanted to gain more business exposure and to upgrade our websites. Our company also needed to improve our customer tracking and SEO ranking through directory listings. It was a lot of work, and we tried to do it internally. However, it didn't work out well for us."

Solutions & Methodology

Incrementors' Approach

Custom Website Development

Built 2-3 websites from scratch, replacing templated solutions with full database control

SEO Optimization

Implemented directory submissions to improve search engine rankings and visibility



Researched 20-30 keywords per subject for content optimization and targeting

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Technical Support

Rebuilt sites after **phishing attack** and implemented security measures

Team Composition

- 4-5 team members dedicated to the project
- One main point of contact for streamlined communication
- Regular communication via Skype for project updates



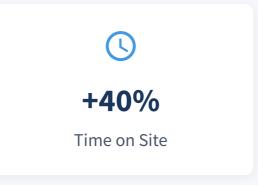
Implementation Process

- 1 Set up commercial server for website hosting
- 2 Build complete website database from ground up
- 3 Conduct keyword research for content strategy
- 4 Implement directory submissions for SEO
- 5 Post optimized content with researched keywords
- 6 Provide ongoing support and maintenance

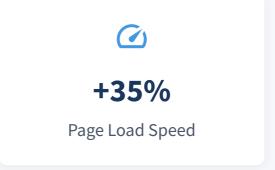
Results & Impact

Key Performance Metrics







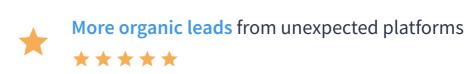


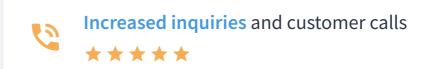


"The company has gained more website visitors, who also spend more time on the sites. The sites have also appeared on various platforms that they didn't initially target, leading to more organic leads."

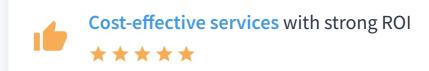
— President, Brokerage Businesses

Business Impact









Implementation Timeline & Next Steps

Project Timeline



Apr 2017	Project Initiation Client engagement begins through UpWork platform
2017-2018	Website Development Built 2-3 custom websites from scratch
2018-2019	SEO Implementation Directory submissions and keyword research
Early 2023	Security Recovery Rebuilt sites after phishing attack
Present	Ongoing Support Continuous optimization and maintenance

Recommendations



Clear Objectives

Define **specific goals** before starting the project



Establish realistic deadlines for project milestones

Open Communication

Maintain regular contact throughout the engagement

"Be clear on your exact goals and expectations on the timeline. Setting goals upfront and clarifying how quickly you need them done is the best thing to do when engaging with Incrementors."

 $- \ {\tt President}, \ {\tt Brokerage} \ {\tt Businesses}$



Incrementors Web Solutions

www.incrementors.com