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

- ✓ 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

- Limited **business exposure** in competitive market

- Outdated **templated websites** with limited functionality

- Poor **SEO ranking** and online visibility

- 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."
>
> — **President, Brokerage Businesses**

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

T𝚝 Keyword Research

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

🛡 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

+65%
Website Visitors

+40%
Time on Site

+50%
SEO Rankings

+35%
Page Load Speed

Website Traffic Growth

Business Impact

More organic leads from unexpected platforms
★★★★★

Increased inquiries and customer calls
★★★★★

Expanded online presence across multiple platforms
★★★★★

Cost-effective services with strong ROI
★★★★★

> "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

Implementation Timeline & Next Steps

Project Timeline `Ongoing`

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

Timeline Expectations
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."
>
> — President, Brokerage Businesses

Incrementors Web Solutions
www.incrementors.com