

TalkCondo Out Performs Competitors & Increases Organic Search Leads by 1,400%

Opportunity

TalkCondo is a real estate agency specializing in condos and pre-construction investments in the GTA.

As serious players in a market with a competitive digital landscape, TalkCondo knew stronger Search performance would give them an opportunity to reach potential clients first.



Background

TalkCondo was being outranked on search by competitors on organic search for critical keywords. Lower search rankings meant they were struggling to acquire new clients.

They reached out to Pedestal so they could outperform their competitors on search by leveraging our SEO expertise and tool set.

Goals

- Search rank improvement for their Condo Project pages
- Compete with competitor tactics, ie. microsites
- Increase brand awareness in search
- Generate more leads from Organic Search for Insider Club registrations

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Solution

Pedestal designed an SEO program around TalkCondo's goals and to counter competitor tactics.

This program included auditing and optimizing pages, and technical SEO to improve the appearance of the site's to Search Engines.

Ongoing SEO content strategy, development and optimization to make the site more visible to relevant searches.

With a high volume of content and website pages, TalkCondo also needed ongoing performance monitoring, crawlability monitoring and error corrections.

Results

One year into TalkCondo's partnership with Pedestal, TalkCondo achieved:

- 1,400% Increase in leads from Organic Search
- 97% decrease in cost per acquisition
- 188% Increase in organic traffic
- Improved search ranking on 775 key search terms

