

CASE STUDY

MEDIAMAGIC & I LOVE REAL ESTATE SCHOOL



Services: Google Ads and SEO



Industry: Real Estate

I ♥ Real Estate

School.com



Objective: bring down the CPC of the keywords and nurture more organic traffic to the website



Website: www.iloverealestateschool.com

CONVERSION RATE

30% INCREASED

COST PER CONVERSION

43% DROPPED BY

“Working with MediaMagic has been a major turning point for my business. They are very knowledgeable and professional. Their, Google Ads and SEO expertise has helped us to generate leads and build our business quickly. Their experience and skill level are very important to our company as they know what strategies will work best for reaching our target market, which has saved us both time and money. We highly recommend the MediaMagic team.”



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

Ours is a very competitive industry and getting quality leads with a limited budget has been our challenge from day one. The cost per click is very high and we can't burn cash without seeing positive ROI from the campaigns. And organically too we are not ranking anywhere on Google for some important keywords for our business.



SOLUTION AND RESULTS



In order to bring down the CPC of the keywords, we did thorough keyword research, selected keywords that are less competitive to control the cost per click, created highly relevant ads for better Quality Score which also helped to bring down the CPC. Recommended to create a service-specific landing page and used that in ads for a higher conversion rate. After the end of the first month, CPC dropped and the conversion rate increased by 30% and the cost per conversion dropped by 43%. For SEO, as it was a competitive niche and the website was new, none of the important keywords were ranking organically. So, we designed a customized SEO strategy for intent-focused traffic and acquired authoritative, thematically relevant links from strong referring domains with exact anchor phrases needed to target specific pages. As a result, organic traffic reached exciting levels of growth, quickly doubling keyword volume and increase in monthly leads by 23%.

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30 MINUTE MEETING



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