

# CASE STUDY

MEDIAMAGIC & KIRKPATRICK  
MANAGEMENT COMPANY



**Services:** SEO



**Industry:** Real Estate



**Objective:** attain more qualified leads for buying  
and renting within their communities



**Website:** [www.ekirkpatrick.com](http://www.ekirkpatrick.com)



# 70%

of keywords are on the 1st page of  
Google Search Engine

# 41%

of traffic came from the organic  
searches

## PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help



### Three things to achieve:

- the business to be known locally
- Improve traffic and Organic visibility
- on-page website optimization and making it user friendly

## SOLUTION AND RESULTS



### What we did to achieve them:

- Detailed website audit before starting SEO
- Keyword research and analysis to identify the top 20 keywords in relation to industry and geographic region
- Focused on local business submission to Google
- Manual submission to top engines
- Evaluate existing backlink profiles
- Identify and remove spammy links

## KEYWORDS RANKING

Keywords	Search Vol.	Before SEO	Current Ranking
Property Management Companies for HOA	480	121	2
Multifamily Property Management	320	109	4
Co Op Management Companies	40	Not in 200	1
Condominium Property Management	210	26	5
Condominium Property Management Companies	170	Not in 200	2
Homeowner Property Management	2900	Not in 200	7
Property Management for HOA	1000	124	1
Homeowner Association Management	720	Not in 200	9
Homeowner Association Management Company	480	95	6
HOA Property Management Companies	480	Not in 200	4

# GOOGLE ANALYTICS STATS

Increase in the Organic Traffic

## Users

Organic Traffic

**82.14%**

30,056 vs 16,502

## Bounce Rate

Organic Traffic

**-1.10%**

42.12% vs 42.59%

## Pageviews

Organic Traffic

**71.06%**

99,486 vs 58,158

## Sessions

Organic Traffic

**74.30%**

45,859 vs 26,311

## Goal Completions

Organic Traffic

**100.00%**

4,000 vs 0

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	69,016 % of Total: 100.00% (69,016)	67,538 % of Total: 100.03% (67,520)	105,635 % of Total: 100.00% (105,635)	54.28% Avg for View: 54.28% (0.00%)	1.88 Avg for View: 1.88 (0.00%)	00:01:17 Avg for View: 00:01:17 (0.00%)
1. Organic Search	30,056 (41.49%)	26,985 (39.96%)	45,859 (43.41%)	42.12%	2.17	00:01:38
2. Direct	25,322 (34.96%)	25,007 (37.03%)	37,454 (35.46%)	59.43%	1.71	00:01:08
3. Paid Search	6,254 (8.63%)	5,294 (7.84%)	8,133 (7.70%)	66.09%	1.62	00:00:46
4. Referral	5,701 (7.87%)	5,244 (7.76%)	7,271 (6.88%)	60.14%	1.83	00:01:14
5. Display	2,916 (4.03%)	2,899 (4.29%)	4,435 (4.20%)	90.21%	1.17	00:00:26
6. Social	2,179 (3.01%)	2,107 (3.12%)	2,473 (2.34%)	81.04%	1.38	00:00:29
7. (Other)	5 (0.01%)	2 (0.00%)	10 (0.01%)	70.00%	2.20	00:00:54

## Miami Office

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## Kyiv Office

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 **30 MINUTE MEETING**



## CONTACT US AT THESE MESSAGING APPS



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Made with  in Miami, Kyiv, Kharkiv and Zaporizhzhya



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