

# Increasing Organic Traffic in the Real Estate Industry

## BACKGROUND:

A real estate company in the mid-Atlantic US region, offering a variety of home services for buying, selling, mortgage financing, insurance, warranty protection, etc.

## THE PROBLEM:

After suffering from consistently poor organic performance, the client partnered with TSA to ensure full content accessibility, improve their organic search presence, and drive more relevant traffic to their site. TSA identified various technical issues that were hindering search engines from being able to properly crawl, index, and rank important real estate property pages. Not only were these issues severely limiting the client's organic traffic potential, but they were also detrimental to the overall user experience on the website.

## THE SOLUTION:

The TSA team performed a thorough site audit, focused on correcting the core technical issues while optimizing the user experience through fundamental SEO best practices. There were several key recommendation areas:

- **Internal Linking:** Previously, the client's property listing and property detail pages were difficult for search engines and users to discover due to a lack of internal linking. The TSA team improved accessibility by creating clear navigational paths, adding a HTML sitemap, and eliminating the use of Javascript for navigation. Next, internal linking signals were further strengthened by optimizing community pages and adding a sidebar widget for linking to related properties. Finally, meta robots "noindex" and rel="nofollow" tags were implemented to reduce crawling of low value RSS feed links found by TSA's proprietary crawler.
- **URLs:** The team simplified URL structure by removing unnecessary parameters and directories, allowing search engines to more easily crawl and parse URLs. 301 redirects were added on the old versions pointing to the new clean URLs.
- **Server Errors:** With TSA's help, the client reduced 404 "not found" errors and resolved internal linking errors for more efficient crawling.
- **Site Speed:** After reviewing the site's various page templates, TSA worked with the client to improve page load times. Specific focus was given to mobile page speed optimization in anticipation of Google's mobile-first index.

## RESULTS:

In order to implement these recommendations, the TSA team worked closely with the client's website platform team to review and monitor all changes. After launching the updates, monthly organic traffic increased 347% over seven months with continual optimizations.

