

CASE STUDY

Search Engine Optimisation

CLIENT: **CBRE**

SECTOR: REAL ESTATE

BACKGROUND STORY

World renowned real estate broker CBRE's success hinged largely on their ability to form personal, long-term relationships with clients. This proved to be a winning formula as the organisation always managed to sell units and close deals. However, this tried-and-trusted method was slowly losing its effectiveness in the modern day. Without a great deal of marketing experience, CBRE struggled to increase their reach and attract investors in the Middle East. This is where NEXA comes in. Our team devised a digital marketing and lead generation strategy that specifically focused on targeting investors in the region by tailoring all messaging and communication that would appeal to and attract high-net-worth individuals in the Middle East.

This strategy included introducing a CRM system via HubSpot, a landing page for the website, and emails and ad sets with the goal of nurturing leads. As a result, NEXA increased CBRE's organic traffic and improved their overall search visibility of the localised UAE site across the region, with a focus on key service lines and industries. Overall, NEXA did more than just provide CBRE with high-quality leads for their developments - we brought the company into future and equipped them with the necessary digital marketing tools and knowledge to replicate and improve upon their success with other projects.

OBJECTIVES

Increase CBRE's organic traffic and improve the overall search visibility of the localised UAE site across the region, with a focus on key service lines and industries.

CHALLENGES

- Limited SEO activity conducted previously.
- Large number of target keywords due to the numerous client services and industries covered.
- A highly competitive industry with a number of authoritative sites, CBRE needs to compete against these sites for organic ranking and search visibility.
- Poor site and page structure which was not fit to facilitate potential traffic growth.

SOLUTIONS

- Creating a content and blog strategy with article titles that target high-value keywords.
- Optimising all existing and new page content as part of a Search Engine Ownership strategy.
- Backlinking and o-page activity to accelerate article distribution and increase domain and page authority.
- Improving SEO impact and identifying opportunities through monthly analytics, competitor analysis, and reporting.
- Facilitating organic traffic growth through technical performance and website updates.

RESULTS

- 35%** increase in new users from organic traffic over the first 12 months.
- 40%** increase in organic traffic year on year over the first 12 months.
- 30%** increase in average time on page from organic traffic over the first 12 months.
- 15%** increase in page views from organic traffic over the first 12 months.
- 22%** decrease in bounce rate from organic traffic over the first 12 months.
- 75+** keywords ranking in the top 10 on SERPs in the first 12 months.