

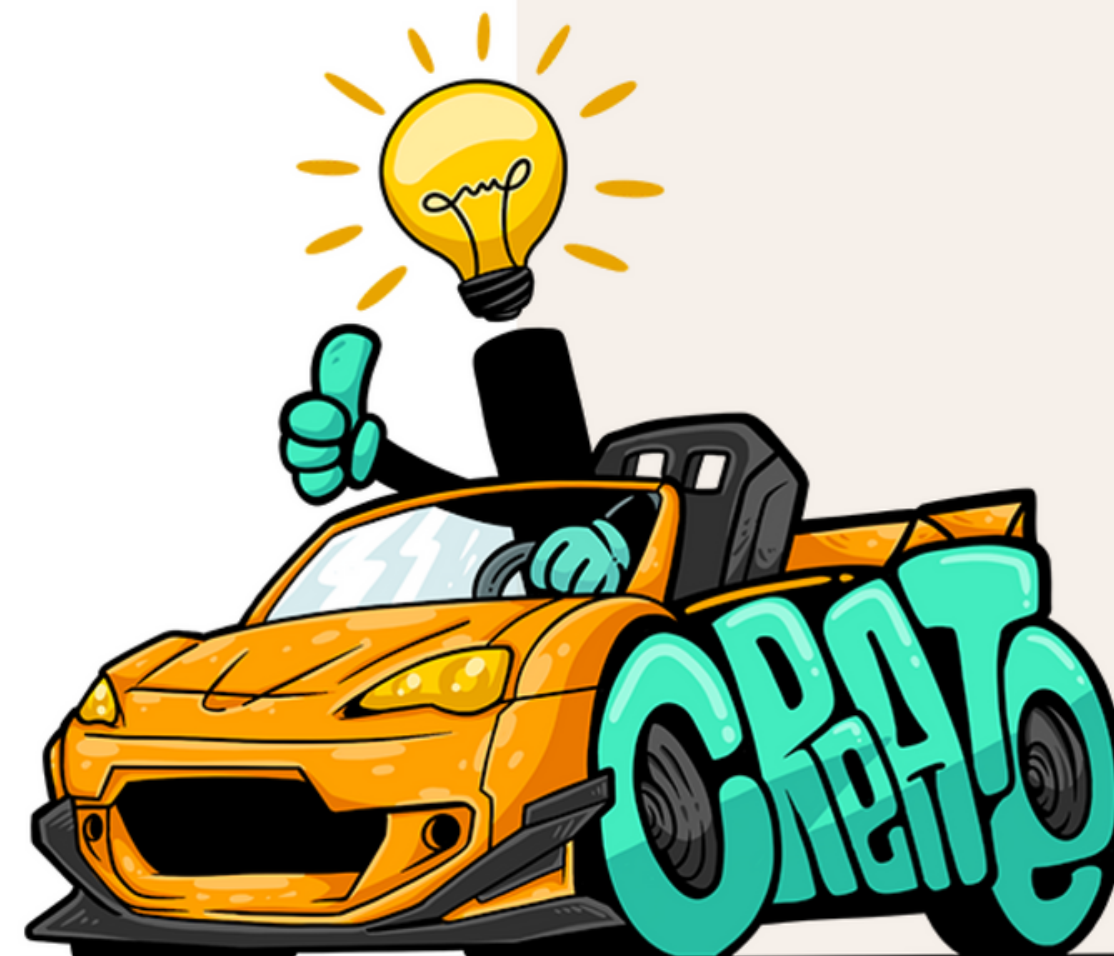


CASE STUDY:

DRIVING GROWTH THROUGH LOCAL SEO & PAID STRATEGY OPTIMIZATION

Real Results for a Real Estate Client in Just 60 Days

- **Client:** Mid-sized Real Estate Group (Confidential)
- **Location:** New Jersey Metro Area
- **Services Provided:** Local SEO Optimization, Google Ads Management, SEM Strategy Development



PUTTING IDEAS INTO ACTION



THE CHALLENGE

In a competitive local market, our client—a real estate group managing residential and commercial listings—was investing heavily in digital advertising but struggling to see measurable returns.

Despite spending over **\$60,000/month** on Google Ads, their **lead quality was inconsistent**, and **cost-per-click (CPC) continued to rise**. They needed to improve local visibility, increase ROI, and attract high-intent prospects in specific geographic zones.



THE STRATEGY

iCreate implemented a **dual approach**: refining the client's **Google Ads strategy** while enhancing their **local SEO presence**.

KEY ACTIONS:

LOCAL SEO OPTIMIZATION

- ✓ Updated and optimized the client's Google Business Profile
- ✓ Developed location-specific landing pages targeting key zip codes and neighborhoods
- ✓ Built out schema markup and citation consistency to improve local pack rankings

SEO & SEM ALIGNMENT

- ✓ Conducted keyword audits to ensure ads and organic content were aligned
- ✓ Improved website load speed and mobile usability to increase Google Ads Quality Score
- ✓ Used SEO insights to inform ad copy, landing page structure, and keyword grouping

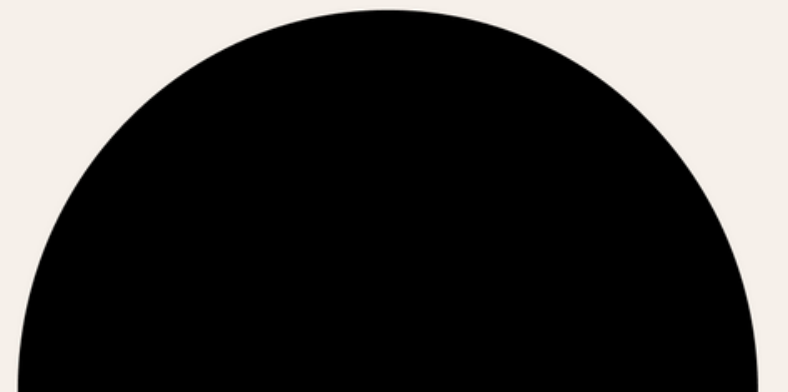
CONVERSION-FOCUSED CAMPAIGN REBUILD

- ✓ Restructured ad groups around buyer/seller personas and property types
- ✓ Created split-tested landing pages designed to convert based on local intent
- ✓ Implemented call tracking and form conversion analytics for deeper attribution



THE RESULTS (WITHIN FIRST 60 DAYS)

- ✓ **+52% increase in qualified leads**
- ✓ Local SEO brought in **high-intent traffic** from searchers looking for agents and listings near them, significantly increasing lead quality and conversion rates.
- ✓ **38% reduction in cost-per-click (CPC)**
- ✓ By improving website relevance, loading speed, and ad structure, the client's **Google Ads Quality Score** improved—leading to **cheaper, better-placed ads**.
- ✓ **160% Return on Ad Spend (ROAS)**
- ✓ With an average monthly ad budget of **\$60,000**, the revamped strategy generated a **160% return** within the first quarter—**turning advertising into a revenue engine**.



WHY LOCAL SEO MATTERS

This case highlights a core truth: **Local SEO isn't just about visibility—it directly impacts ROI.** When your business ranks locally for high-intent keywords, you attract prospects who are ready to engage.

For service-based businesses like real estate, medical practices, law firms, or even trades—**local presence is often the deciding factor for customers.** Combined with an optimized SEM strategy, local SEO drives quality, cuts costs, and builds long-term visibility.





READY TO SEE RESULTS LIKE THIS?

If your business is investing in digital marketing but not seeing the return you expect, let's talk. iCreate specializes in **human-centered marketing strategies** that align SEO, SEM, and automation to fuel sustainable growth.

Book a Free Strategy Call

 (609) 493-7316

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