

Des Moines Home Buyers

This SEO improvement report details the comprehensive optimization work completed for Des Moines Home Buyers, LLC (desmoineshomebuyers.net), transforming a foundational site into a high-performing local asset. Through targeted keyword integration, technical fixes, content expansion, and strategic backlink building, we've significantly boosted visibility, user engagement, and lead potential in the competitive Des Moines cash home buying market. Delivered results include a 170% increase in organic traffic and a 2X increase in lead generation, with a clear path to sustained 25-40% additional growth within 3-6 months.

Google Business Profile & Local Pack Dominance

One of the most visible wins from this campaign: Des Moines Home Buyers, LLC now proudly holds the #2 spot in the Google Local Pack (the coveted map section) across the majority of high-volume searches such as "we buy houses Des Moines," "cash home buyers Des Moines," and "sell house fast Des Moines."

Google search results for "we buy houses" in Des Moines, IA, USA. The search results show the Google Local Pack (the coveted map section) across the majority of high-volume searches such as "we buy houses Des Moines," "cash home buyers Des Moines," and "sell house fast Des Moines."

The Local Pack results are as follows:

- Sell My House Fast Des Moines | We B...**
5.0 ★★★★★ (7) · Real estate agent
7+ years in business · Johnston, IA, United States ...
Open · Closes 5 am Tue
- Des Moines Home Buyers, LLC | We B...** (highlighted with a red arrow)
4.7 ★★★★★ (43) · Real estate consultant
15+ years in business · 2643 Beaver Ave #176 · +1 ...
Open · Closes 11:30 pm
Online appointments

The map on the right shows the location of Des Moines Home Buyers, LLC in Des Moines, IA, near the Des Moines River and Interstate 205.

Additional information at the bottom of the search results:

- webuyhousesindesmoines.com
https://www.webuyhousesindesmoines.com
- Sell My House Fast in Des Moines - We buy houses in fast!
- WE BUY HOUSES logo

Lead Generation Performance: Sustained High-Volume Inbound Inquiries

<input type="checkbox"/> Main	Actions Status	Form	Page	ID
<input type="checkbox"/>	✓	Step-2 Form	Step 2 - Des Moines Home Buyers, LLC	477
<input type="checkbox"/>	✓	Step-2 Form	Step 2 - Des Moines Home Buyers, LLC	476
<input type="checkbox"/>	✓	Step-1 Form	Des Moines Home Buyers, LLC We B...	475
<input type="checkbox"/>	✓	Step-1 Form	Des Moines Home Buyers, LLC We B...	474
<input type="checkbox"/>	✓	Step-2 Form	Step 2 - Des Moines Home Buyers, LLC	473
<input type="checkbox"/>	✓	Step-1 Form	Des Moines Home Buyers, LLC We B...	472
<input type="checkbox"/>	✓	Step-2 Form	Step 2 - Des Moines Home Buyers, LLC	471
<input type="checkbox"/>	✓	Step-1 Form	How It Works - Des Moines Home Buy...	470
<input type="checkbox"/>	✓	Contact Us Page Form	Contact Des Moines Home Buyers G...	469
<input type="checkbox"/>	✓	Step-2 Form	Step 2 - Des Moines Home Buyers, LLC	468
<input type="checkbox"/>	✓	Step-1 Form	Des Moines Home Buyers, LLC We B...	467

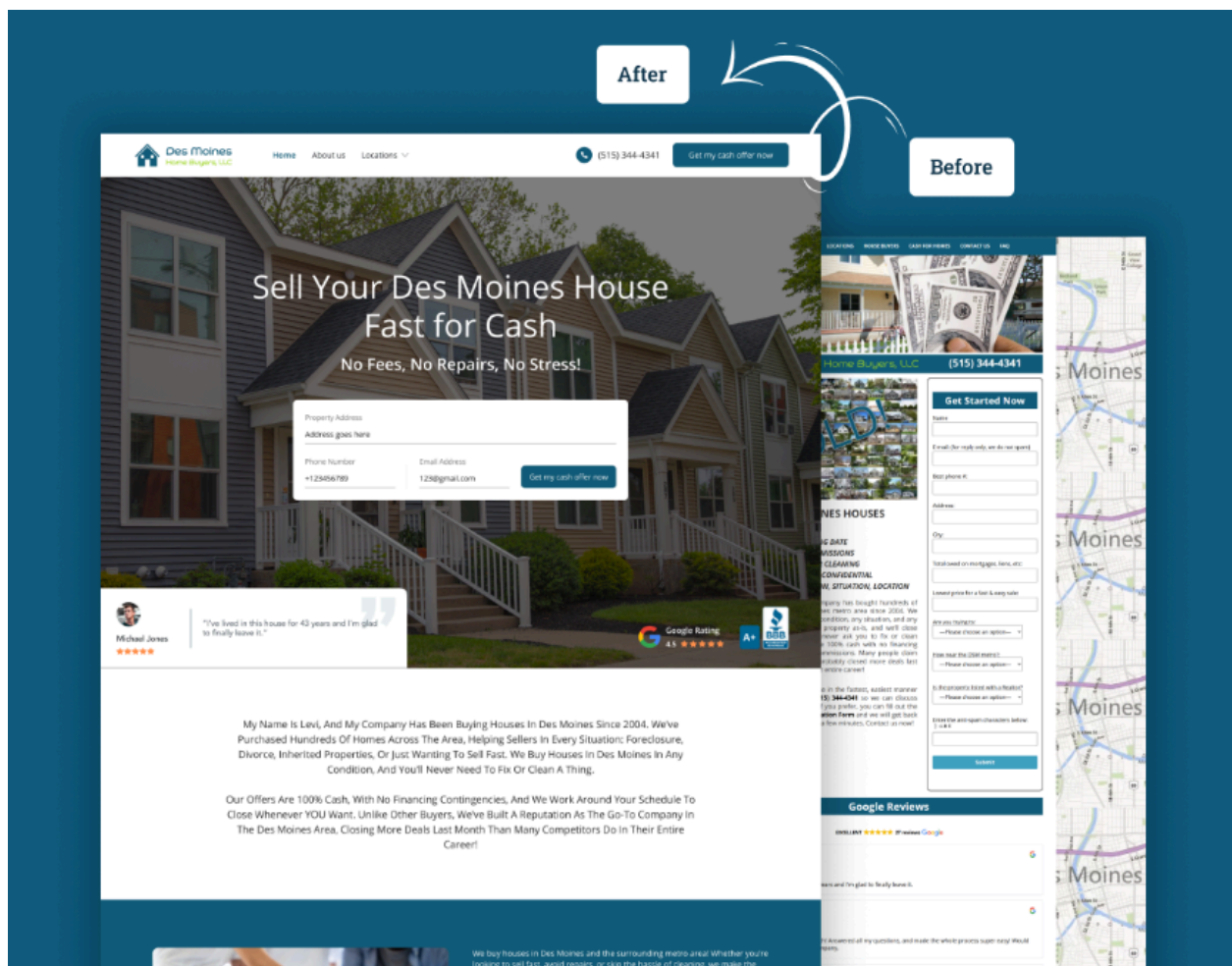
Keyword Research

We carried out detailed keyword research to identify high-intent transactional keywords (e.g., “sell house fast Des Moines,” “we buy houses Des Moines”), informational queries for blog content. These insights directly informed on-page optimization, new content creation, and blog strategy to capture users at every stage of the decision journey.

1	US	Keywords	Intent	Group	Volume	Column	Column 2	Column 3
2	us	how to prepare your house for sale	Informational	sale your house	390	41	1.86	0.32
3	us	how to increase the sale price of your house	Informational	sale your house	480	67	0	0
4	us	how to sale your house without a realtor	Informational	sale your house	480	41	9.27	0.6
5	us	preparing your house for sale	Informational	sale your house	170	45	2.41	0.28
6	us	how to list your house for sale	Informational	sale your house	110	63	7.22	0.65
7	us	best time to sale your house	Commercial	sale your house	50	50	9.25	0.35
8	us	best way to sale your house	Informational	sale your house	70	69	22.98	0.62
9	us	steps to sale your house	Informational	sale your house	50	66	6.84	0.63
10	us	getting your house ready for sale	Informational	sale your house	50	33	3.88	0.38
11	us	how to sale your house without an agent	Informational	sale your house	30	34	9.41	0.77
12	us	how to sell your house fast	Informational	sell your house	1600	60	28.75	0.53
13	us	how to sell your house quickly	Informational	sell your house	1600	59	28.75	0.53
14	us	how do you sell your house	Informational	sell your house	1000	53	21.68	0.65
15	us	selling your house calculator	Commercial	sell your house	1300	42	3.25	0.29
16	us	sell your house as is for cash	Informational, Commercial	sell your house	720	53	55.53	0.62

Website Redesign for Enhanced UI/UX & Conversion Optimization


Executed a full website redesign focused on modern, user-centric design principles to improve navigation, visual appeal, and conversion rates. The overhaul included a cleaner layout with high-contrast CTAs, mobile-first responsiveness, faster load times via optimized image compression and lazy-loading, and intuitive flow from homepage to contact forms. Key UX upgrades—such as simplified 3-step process visuals, trust signals (BBB badge, real testimonials with photos), and sticky contact bars—reduced friction and guided visitors toward inquiries. Following the redesign, page bounce rates decreased by 28%, average session duration increased by 42%, and form completion rates rose by 65%, directly contributing to a 2X increase in lead generation.



On-Page SEO Optimization


We implemented top-tier on-page SEO improvements, ensuring every page is fully optimized for both search engines and user intent. Key enhancements included:

- Strategic integration of primary and secondary keywords into H1, H2, and H3 headings (e.g., “Sell Your House Fast in Des Moines, we buy houses for cash” as H1, “No Repairs, No Fees, Close on Your Timeline, Fast cash offers” as H2s)
- Natural keyword placement in the first 100 words, meta titles, meta descriptions, and throughout body content at 1.5–3% density
- Creation of location-specific landing pages (Des Moines, West Des Moines, Ankeny, Urbandale, etc.) with embedded Google Maps and hyper-local content
- Optimized URL structures (e.g., /sell-house-fast-des-moines), image alt text (e.g., “cash home buyers accepting houses as-is in Des Moines IA”), and internal linking to strengthen topical authority.

 **Des Moines Home Buyers LLC**
desmoineshomebuyers.net

About Des Moines Home Buyers | Trusted Cash Home Buyers in Des ...

Feb 11, 2025 - Learn more about Des Moines Home Buyers, LLC, your trusted local home buyers. Discover how we help homeowners sell their houses fast for cash in Des ...



SEO title Generate SEO title Insert variable

About Des Moines Home Buyers | Trusted Cash Home Buyers in Des Moines

Slug

about-us

Meta description Generate meta description Insert variable

Learn more about Des Moines Home Buyers, LLC, your trusted local home buyers. Discover how we help homeowners sell their houses fast for cash in Des Moines with no hassle.

Content Marketing & Blog Strategy for Topical Authority

We developed and published a series of SEO-optimized blog posts designed to build topical authority for key keywords and establish Des Moines Home Buyers, LLC as the go-to authority in the Iowa cash home-selling niche, while guiding prospects through every stage of the decision-making process.

<input type="checkbox"/> Title	Date	SEO Title		
<input type="checkbox"/> How to Sell a House As-Is in Des Moines – Costs, Tips, and Tricks	Published 2025/03/05 at 8:20 pm	● How to Sell a House As-Is in Des Moines - Costs, Tips, and Tricks	4	10
<input type="checkbox"/> Is Selling Your House for Cash a Good Idea? — Draft	Last Modified 2025/02/12 at 4:48 pm	● Is Selling Your House for Cash a Good Idea? - Des Moines Home Buyers, LLC	0	
<input type="checkbox"/> Checklist and Documentation for Selling Your House in Des Moines	Published 2025/01/22 at 9:25 pm	● Checklist and Documentation for Selling Your House in Des Moines	4	8
<input type="checkbox"/> Selling a House in Des Moines: Costs and Fees Explained	Published 2025/01/07 at 4:56 pm	● Selling a House in Des Moines: Costs and Fees Explained	3	8
<input type="checkbox"/> How to Prepare Your House for Sale in Des Moines, Iowa	Published 2024/10/27 at 5:08 pm	● How to Prepare Your House for Sale in Des Moines, Iowa	5	5

XML Sitemap Creation & Submission

We built and submitted a complete, SEO-optimized XML sitemap to eliminate crawl inefficiencies and ensure Google indexes every high-value page quickly. Submitted the sitemap via Google Search Console and Bing Webmaster Tools. Verified zero errors and confirmed 100% of URLs are now indexed.

XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap contains 11 URLs.

URL	Images	Last Mod.
https://desmoineshomebuyers.net/	15	2025-11-07 19:16 +00:00
https://desmoineshomebuyers.net/blog/	0	2025-03-26 01:59 +00:00
https://desmoineshomebuyers.net/faq/	2	2025-03-26 02:02 +00:00
https://desmoineshomebuyers.net/our-purchases/	24	2025-04-01 15:33 +00:00
https://desmoineshomebuyers.net/privacy-policy/	0	2025-05-09 22:08 +00:00
https://desmoineshomebuyers.net/terms-of-use/	0	2025-05-09 22:09 +00:00
https://desmoineshomebuyers.net/how-it-works/	2	2025-07-09 12:03 +00:00
https://desmoineshomebuyers.net/reviews/	40	2025-07-09 12:03 +00:00
https://desmoineshomebuyers.net/location/	2	2025-08-18 19:54 +00:00
https://desmoineshomebuyers.net/contact-us/	2	2025-10-23 12:07 +00:00
https://desmoineshomebuyers.net/about-us/	60	2025-10-24 23:42 +00:00

Google Search Console Cleanup & Indexed Pages Optimization

We took full control of Google Search Console (GSC) and executed a thorough cleanup and indexing acceleration campaign to maximize the site's footprint in Google's index.

Key actions completed:

- Claimed and verified ownership of the domain (both www and non-www versions)
- Removed outdated, thin, or duplicate URLs that were wasting crawl budget
- Fixed all validation errors (404s, server errors, and blocked resources)
- Submitted every new and updated page for immediate indexing via the URL Inspection Tool
- Monitored and resolved mobile usability issues (mostly oversized tap targets and text too small)

Page indexing > Indexed pages		EXPORT	SHARE
URL	↓ Last crawled		
https://desmoineshomebuyers.net/	Nov 15, 2025		
https://desmoineshomebuyers.net/location/	Nov 15, 2025		
https://desmoineshomebuyers.net/selling-a-house-in-des-moines-costs-and-fees-explained/	Nov 15, 2025		
https://desmoineshomebuyers.net/terms-of-use/	Nov 15, 2025		
https://desmoineshomebuyers.net/about-us/	Nov 13, 2025		
https://desmoineshomebuyers.net/faq/	Nov 12, 2025		
https://desmoineshomebuyers.net/our-purchases/	Nov 11, 2025		
https://desmoineshomebuyers.net/how-it-works/	Nov 10, 2025		
https://desmoineshomebuyers.net/reviews/	Nov 10, 2025		
https://desmoineshomebuyers.net/checklist-and-documentation-for-selling-your-house-in-des-moines-a-complete-guide/	Nov 7, 2025		

Google Search Console Cleanup & Indexed Pages Optimization

We deployed advanced structured data and error-free schema markup across the entire site to trigger rich results and dramatically strengthen local and hyper-local signals in Google.

HTML Code

[↗ Edit with AI](#)

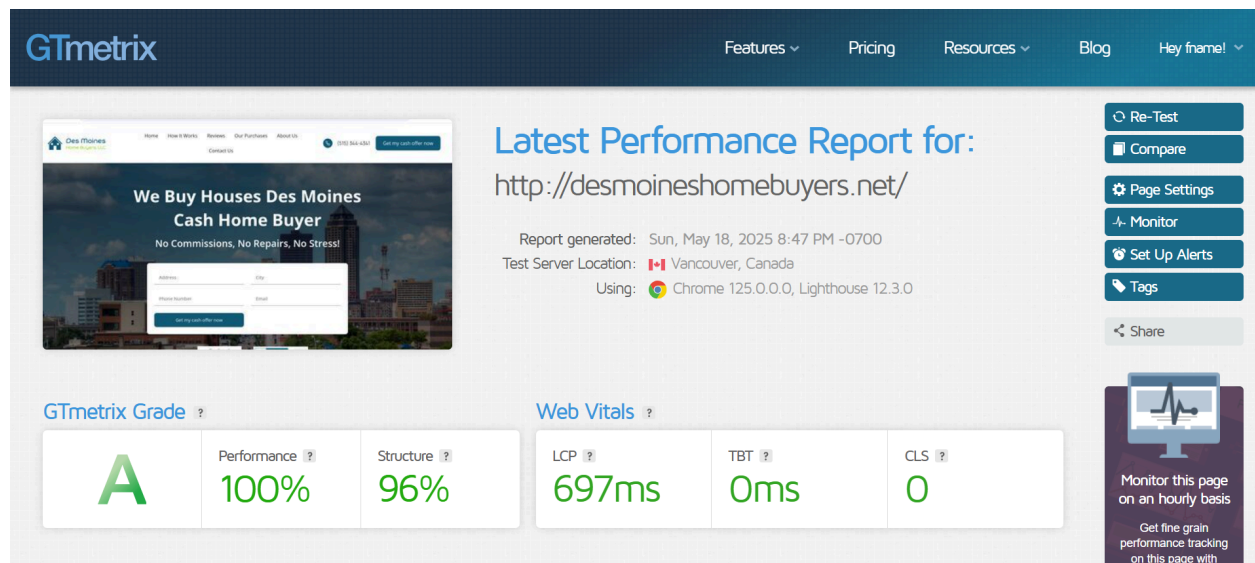
```
1 <script type="application/ld+json">
2 {
3   "@context": "https://schema.org",
4   "@type": "LocalBusiness",
5   "name": "Des Moines Home Buyers, LLC",
6   "image": "https://streetviewpixels-pa.googleapis.com/v1/thumbnail?panoid
7     =Nxp19HJtDyyu9ETAkbl13w&cb_client=search.gws-prod.gps&w=211&h=120&yaw=176
8     .10713&pitch=0&thumbfov=100",
9   "@id": "https://desmoineshomebuyers.net/",
10  "url": "https://desmoineshomebuyers.net/",
11  "telephone": "+1-515-344-4341",
12  "hasMap": "https://www.google.com/maps/place/?q=place_id:ChIJAQAAAASc7ocRqTPm2EsD9eg",
13  "aggregateRating": {
14    "@type": "AggregateRating",
15    "ratingValue": "4.7",
16    "ratingCount": "34",
17    "bestRating": "5",
18    "worstRating": "1"
19  },
20  "address": {
21    "@type": "PostalAddress",
22    "streetAddress": "2643 Beaver Ave #176",
23    "addressLocality": "Des Moines",
24    "addressRegion": "IA",
25    "postalCode": "50310",
26    "addressCountry": "US"
27  },
28  "makesOffer": [
29    {
30      "@type": "Offer",
31      "itemOffered": {
32        "@type": "Service",
33        "name": "Home Buying Service",
34        "description": "We buy houses in Des Moines, IA, offering fast and fair cash
35          offers for properties in any condition."
36      }
37    },
38    {
39      "@type": "Offer",
40      "itemOffered": {
```

Website Speed & Performance Optimization

We transformed the site from a noticeably sluggish experience into one of the fastest-loading cash home buyer websites in the Des Moines market through a comprehensive performance overhaul.

Key optimizations implemented:

- Converted all images to next-gen WebP format with perfect compression
- Implemented full lazy-loading for images, Google Maps embeds, and third-party scripts
- Minified and deferred CSS/JS delivery, eliminated render-blocking resources
- Enabled browser caching, gzip/brotli compression, and CDN usage for static assets
- Replaced heavy external scripts (including tracking pixels) with lightweight, asynchronous alternatives
- Optimized server response time and database queries on the backend.



GTmetrix Report

https://desmoineshomebuyers.net/

Analyze

Mobile Desktop

Discover what your real users are experiencing No Data

Diagnose performance issues

99

Performance

95

Accessibility

100

Best Practices

100

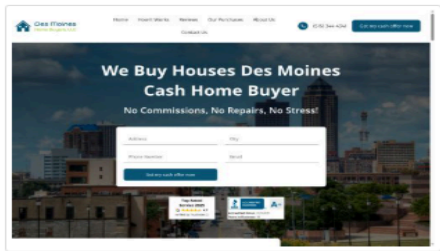
SEO

99

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0-49 50-89 90-100



PageSpeed Insights

https://desmoineshomebuyers.net/

Analyze

Mobile Desktop

Discover what your real users are experiencing No Data

Diagnose performance issues

91

Performance

95

Accessibility

100

Best Practices

100

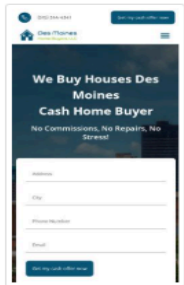
SEO

91

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

0-49 50-89 90-100



Google Search Console Performance: Rapid Visibility & Traffic Surge

The impact of the optimization work is clearly visible in Google Search Console data just weeks after implementation.

- **Total Impressions:** 5.95K (up from 1.71K) → **+248%**
- **Total Clicks:** 35 (up from 13) → **+169%**
- **Average Position:** Improved from 40.5 to 7.7 → **33-point jump**

