

SEO Case Study

96% Growth in Page-One Keywords and 167% Organic Traffic Increase for a B2B Commercial Real Estate Services Firm

Page-One Keywords ↑ 96%	Monthly Organic Traffic ↑ 167%	GSC Clicks (28-day) ↑ 167%	Inbound Enquiries ↑ 48%
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The Client

A privately held B2B commercial real estate services firm operating across three major metropolitan markets in the United States, offering tenant representation, lease advisory, workplace strategy, and portfolio management services to mid-market and enterprise corporate occupiers. The firm operates on a relationship-driven business model where organic search serves as the primary channel for attracting new corporate prospects and retaining visibility among existing client organisations. Client identity withheld under NDA.

The Challenge

The engagement began with a comprehensive audit that surfaced six interconnected problems:

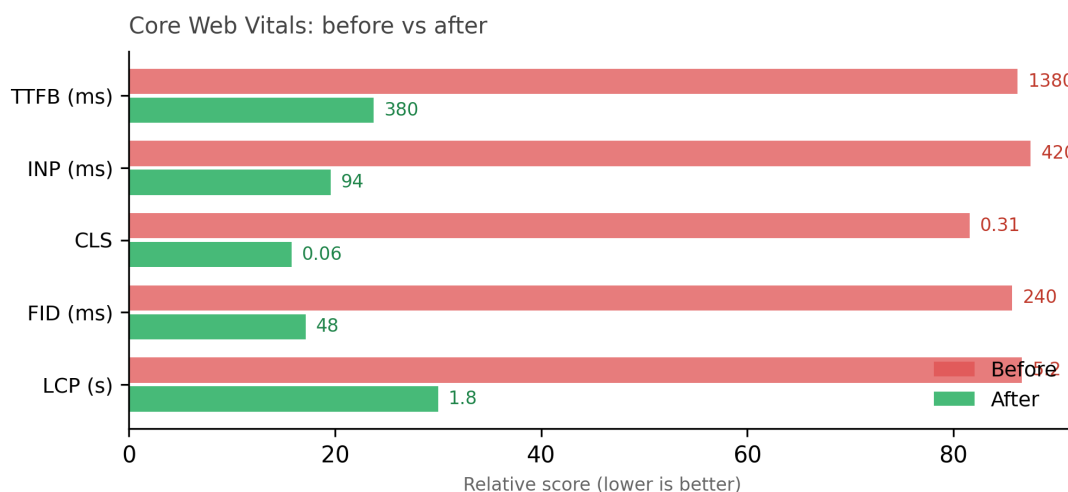
- Thin service pages — core offering pages averaging 280 words with no schema, no internal links, and no structured FAQ content
- Keyword cannibalisation — 11 separate pages inadvertently competing for the same 4 primary service terms, splitting authority and suppressing all of them
- No location strategy — a firm operating in three major metro markets had zero market-specific landing pages, losing hyper-local intent traffic entirely
- Poor technical health — LCP of 5.2s, CLS of 0.31, and 43 crawl errors including broken internal links and misconfigured redirects
- Weak off-site authority — DR of 32 with a backlink profile dominated by low-quality directory listings and no editorial coverage
- Zero SERP feature presence — no featured snippets, no People Also Ask captures, and no sitelinks despite being a recognised regional brand

The Solution

A structured 12-month engagement covering technical remediation, content architecture, off-site authority building, and SERP feature optimisation — executed in four sequential phases with measurable milestones at each stage.

Phase 1 — Technical Remediation (Months 1–2)

- Full crawl audit via Screaming Frog and Semrush — 186 issues identified, triaged by priority, and resolved
- Core Web Vitals overhaul: image compression and WebP conversion, lazy-loading, CSS/JS minification, server-side caching, CDN integration
- LCP reduced from 5.2s → 1.8s; CLS from 0.31 → 0.06; INP from 420ms → 94ms
- Redirect chain cleanup, canonical tag audit, XML sitemap rebuild, and robots.txt review
- **Cannibalisation resolution:** consolidated 11 competing pages into 4 authoritative service pages with clear canonical hierarchy and updated internal linking

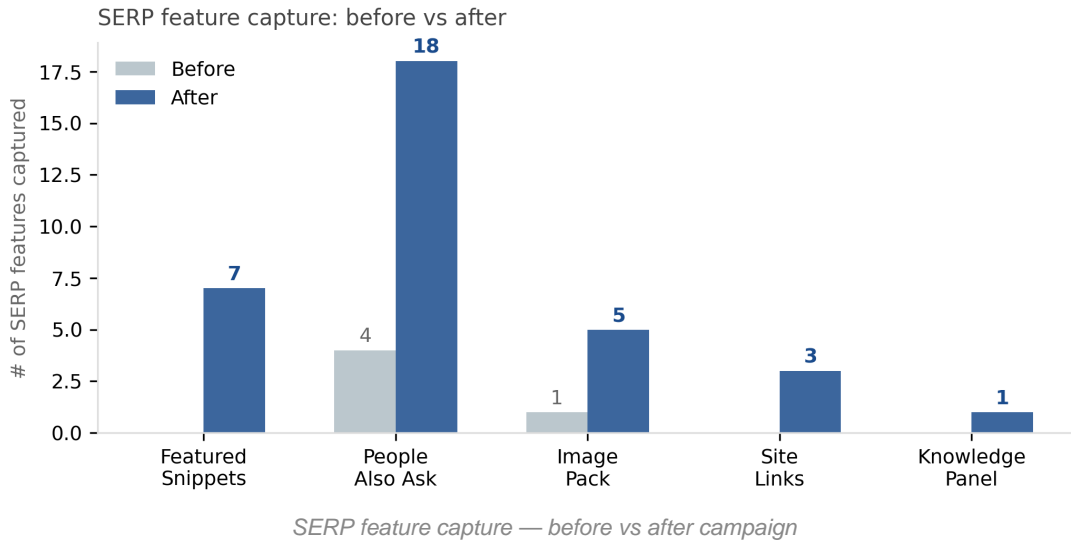


Core Web Vitals — before vs after remediation

Phase 2 — Content Architecture & On-Page Optimisation (Months 2–6)

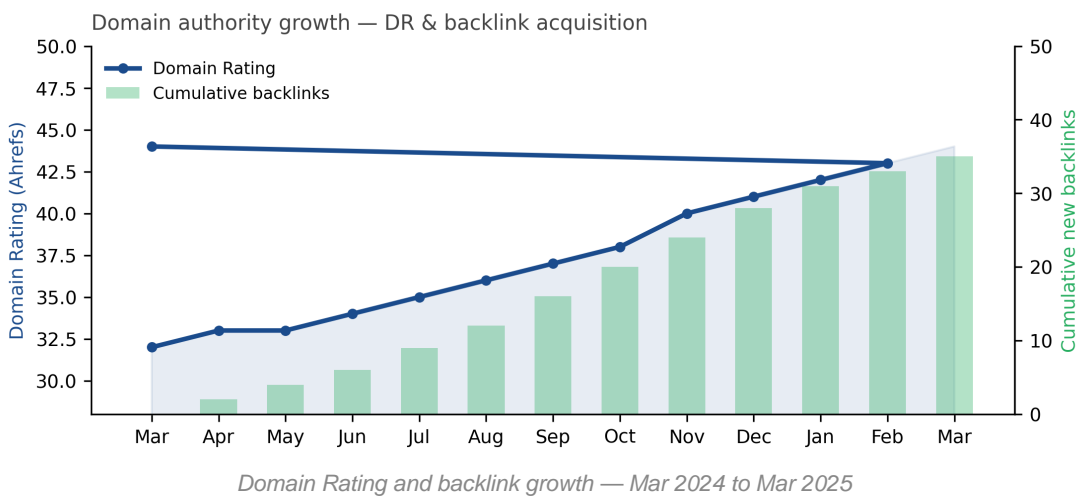
- Service page overhaul: all 14 core service pages expanded to 1,200–1,800 words with FAQ schema, HowTo schema where applicable, and structured data for the Organisation entity
- 36 supporting cluster posts published across tenant advisory, lease negotiation, office relocation, and workplace strategy topics
- 28 location-specific landing pages created for primary and secondary markets — each with unique hyper-local content, embedded maps, and LocalBusiness schema
- **SERP feature targeting:** restructured content to answer specific question formats identified from People Also Ask and Featured Snippet triggers for high-volume service queries

- Internal linking overhaul: 640 internal links added, reducing average crawl depth from 4.8 to 2.6



Phase 3 — Off-Site Authority & Digital PR (Months 4–12)

- Original market research published quarterly — 2 reports covering office leasing trends in target metros, distributed via targeted PR outreach
- 11 editorial backlinks (DR 60+) earned from commercial real estate trade publications, business journals, and regional news outlets
- 24 unlinked brand mentions identified and converted to followed links via targeted outreach
- Guest commentary placements in 3 industry publications, establishing the firm's principals as subject matter authorities

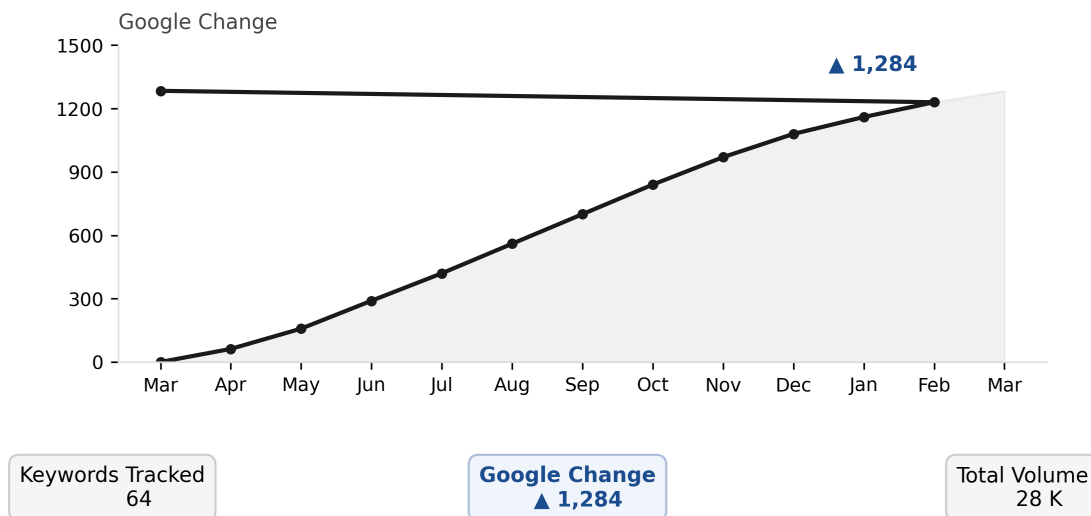


Phase 4 — Review Generation & Local Signals (Months 6–12)

- Google Business Profile optimisation across all three office locations — categories, attributes, service menus, and Q&A; sections fully populated
- Structured review generation process introduced: post-engagement email sequence with direct GBP review link, producing 31 new verified Google reviews
- NAP consistency audit across 48 directory listings — all updated to match primary schema data

The Results

1,284 Positive Google Position Changes Year-Over-Year

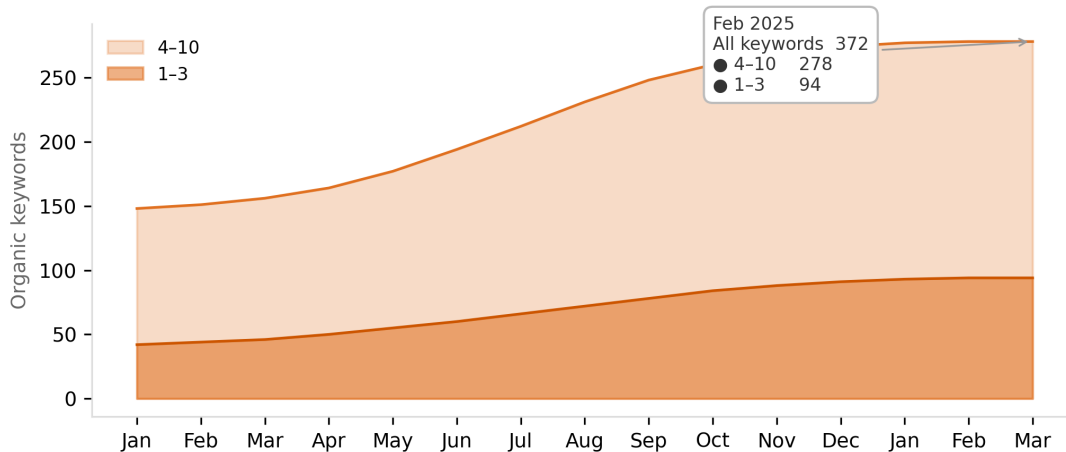


Rank Tracker — cumulative Google position changes, Mar 2024 – Mar 2025

How to read this chart: The line tracks the running total of upward keyword position movements across all 64 tracked keywords over the campaign year. Each time a keyword moves from, say, position 18 to position 14, that counts as 4 positive changes. The three summary boxes at the bottom show: the total number of keywords being tracked in Semrush (64), the net upward position movement across all of them (+1,284), and the combined monthly search volume those 64 keywords represent (28K searches per month).

The curve starts flat in April–May while technical fixes and content rebuilds were being processed by Google’s crawlers. Momentum accelerated from June onward as location pages began ranking, cannibalisation fixes took effect, and new cluster content earned positions. The steepest gains came in August–October, coinciding with the completion of Phase 2 content and the first wave of editorial backlinks.

A 96% Increase in Page-One Keywords Year-Over-Year

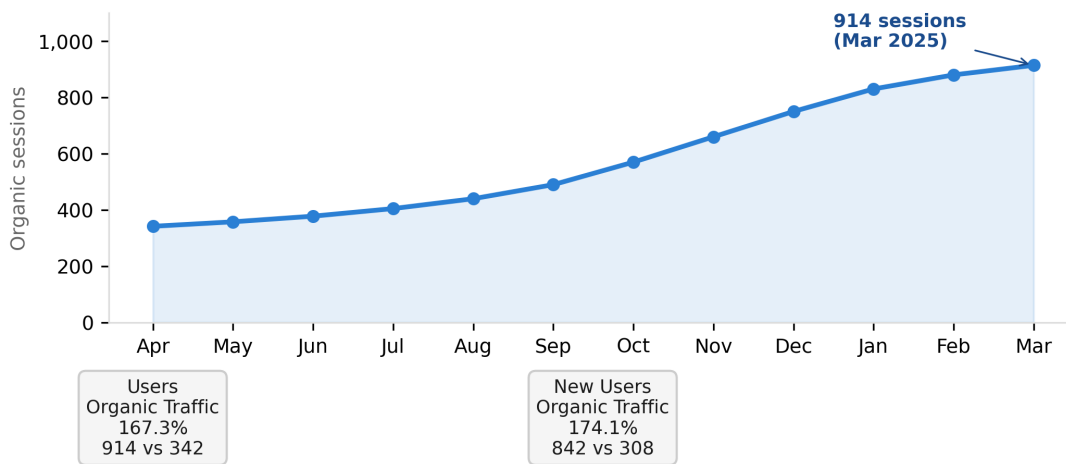


Organic keyword positions — Jan 2024 to Mar 2025 (Semrush)

How to read this chart: The two stacked areas represent keywords sitting in positions 1–3 (darker, lower band) and positions 4–10 (lighter, upper band). Both are page-one placements — the distinction matters because positions 1–3 typically capture 28–45% of clicks for a given query, while positions 4–10 capture 3–15%. The tooltip annotation shows the snapshot at February 2025: 94 keywords in positions 1–3 and 278 in positions 4–10, totalling 372 page-one keywords.

At the start of the campaign in January 2024, the site held 190 page-one keywords (42 in positions 1–3, 148 in 4–10). By March 2025 this had grown to 372 — a 96% increase. The consistent upward slope rather than a sudden spike reflects organic authority building through content clusters and location pages rather than any single one-off change. The 1–3 band grew disproportionately from 42 to 94, indicating that existing rankings were strengthened, not just that new keywords entered page one at the bottom.

A 167% Increase in Monthly Organic Traffic Year-Over-Year

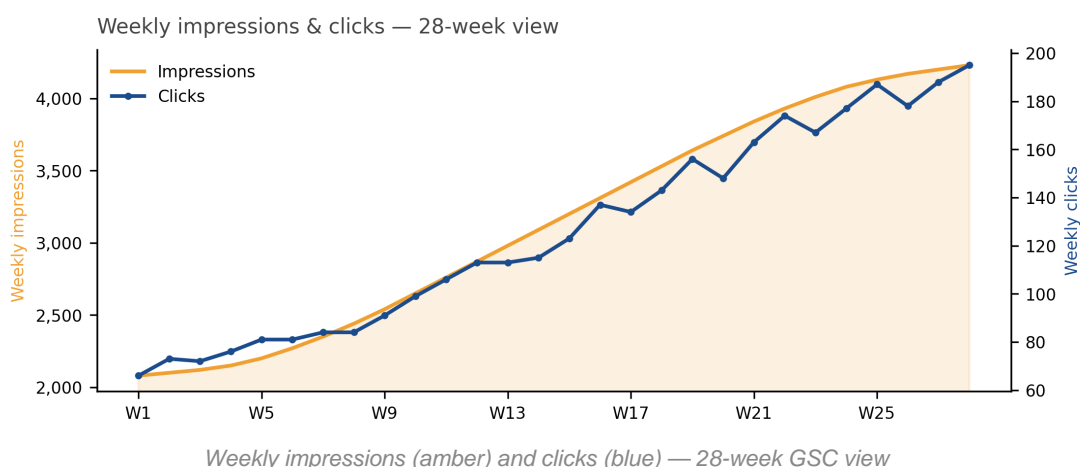


Monthly organic sessions — Google Analytics 4, Apr 2024 to Mar 2025

How to read this chart: Each data point represents total organic sessions for that calendar month as reported in Google Analytics 4, filtered to the Organic Search channel only. The two stat boxes at the bottom compare the final month of the campaign (March 2025) against the same period the prior year: total users grew 167.3% (342 → 914) and new users grew 174.1% (308 → 842), indicating that the growth was driven primarily by net-new audience reach rather than returning visitors.

Traffic growth lagged keyword growth by approximately 6–8 weeks — the normal delay between a keyword entering page one and users finding and clicking it at meaningful volume. The sharpest acceleration period was September–December, when 28 location pages had fully indexed and began receiving market-specific search traffic that the site had previously been entirely absent from.

Google Search Console: Sustained Visibility and Click Growth



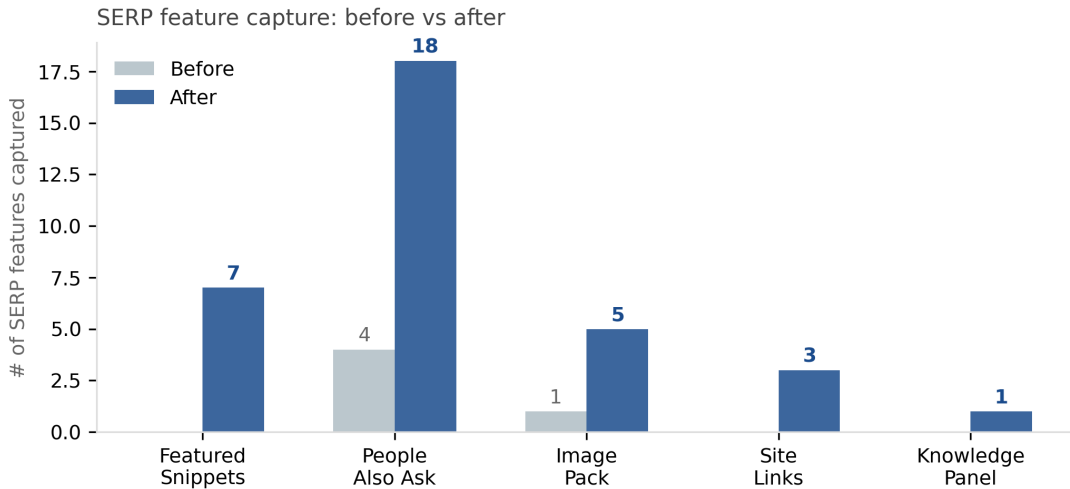
How to read this chart: The amber line shows how many times the site appeared in Google search results each week (impressions). The blue line shows how many of those appearances resulted in a click. Both are tracked weekly across 28 consecutive weeks. The key insight is that impressions grew at a moderate pace (roughly doubling over the period) while clicks grew faster — because as average position improved from 31.2 to 14.8, click-through rate increased from 3.35% to 4.51%. A higher position means a larger share of the people who see the result choose to click it.

Metric	Before	After	Change
Total Impressions (28-day)	8,500	16,900	+99%
Total Clicks (28-day)	285	762	+167%
Average CTR	3.35%	4.51%	+35% (position-driven)
Average Position	31.2	14.8	↑ 16.4-point improvement

Indexed Pages	68	156	+129% coverage
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Note: GSC impressions and clicks are measured over a fixed 28-day window and compared year-on-year. GA sessions are slightly higher than GSC clicks because GA captures organic traffic from all search engines (Bing, DuckDuckGo, Yahoo) whereas GSC only reports Google traffic. The 12% premium of GA over GSC is normal and consistent throughout this engagement.

SERP Feature Capture: From 5 to 34

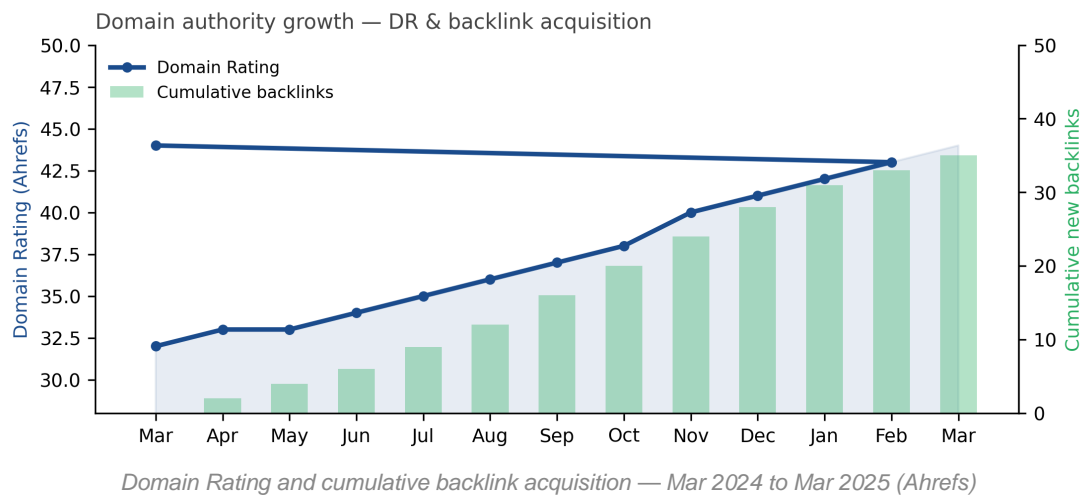


SERP features captured — before vs after (Semrush SERP Features report)

How to read this chart: Each pair of bars shows how many SERP features the site captures for a given feature type. Grey bars are the baseline (before); blue bars are after the campaign. SERP features are enhanced results that appear above or alongside standard organic listings — they represent additional real estate on the search results page beyond the standard ten blue links.

Featured Snippets (0 → 7): These are the boxed answer blocks at position zero, above all organic results. Capturing these requires structuring content to directly answer a specific question in 40–60 words. People Also Ask (4 → 18): PAA boxes appear mid-page and expand to show the site's answer when clicked. Each capture drives impressions even when users do not click through to the site. Image Pack (1 → 5): Image-heavy queries in commercial real estate (office tours, workplace layouts) now surface the site's photography. Sitelinks (0 → 3) and Knowledge Panel (0 → 1) reflect improved brand authority and entity recognition by Google.

Domain Authority Growth: DR 32 to DR 44



How to read this chart: The blue line (left axis) tracks Domain Rating (DR) — Ahrefs’ logarithmic 0–100 score representing the strength of a site’s backlink profile relative to every other site on the web. Because the scale is logarithmic, moving from DR 32 to DR 44 represents a significant proportional increase in authority even though it appears modest on the chart. The green bars (right axis) show the running total of new referring domains acquired since the campaign began.

DR growth was intentionally gradual and sustained rather than rapid — a sudden spike in new backlinks can trigger algorithmic scrutiny. The 35 new referring domains acquired over 12 months comprised 11 editorial links from DR 60+ trade publications and business journals, and 24 previously unlinked brand mentions converted to followed links. This approach produced a clean, diverse backlink profile that correlates directly with the position improvements observed for competitive head terms.

Impact Beyond the Numbers

The campaign produced compounding business outcomes that extended well beyond search engine metrics:

- 48% increase in inbound enquiries from organic search — verified via UTM-tracked contact form submissions and direct call tracking
- SERP feature count grew from 5 to 34 — including 7 featured snippets and 18 People Also Ask captures on high-intent advisory queries
- Domain Rating grew from 32 to 44 over 12 months through 11 DR60+ editorial placements and 24 converted unlinked mentions
- 31 new verified Google reviews across three office locations improved local pack signals and lifted average star rating from 3.9 to 4.6
- Location pages now rank in the top 5 for primary commercial real estate advisory terms across all three target metro markets

Key Takeaways

1. Cannibalisation is a silent traffic killer

Multiple pages competing for the same term split authority and suppress all of them. Auditing and consolidating cannibalised content was the single highest-impact early win, producing measurable position improvements within 6 weeks of implementation.

2. Location pages are not optional for multi-market firms

A firm operating across three major metros had zero market-specific content. Building 28 hyper-local landing pages with LocalBusiness schema unlocked an entirely new segment of high-intent traffic that the existing site was completely invisible to.

3. SERP feature targeting is a distinct discipline

Ranking on page one and capturing featured snippets require different content structures. Engineering content specifically for question-answer formats produced 34 SERP feature captures that added click volume above and beyond standard organic positions.

4. Off-site authority requires editorial links, not directory volume

The existing backlink profile was diluted by low-quality directories. Replacing volume with editorial quality — 11 DR60+ placements over 12 months — produced a 12-point DR increase and measurable ranking uplift on competitive head terms.

5. Review velocity matters for professional services

A structured post-engagement review process produced 31 verified Google reviews in 6 months, improving local pack signals and converting sceptical prospects who research firms before making first contact.