e-Intelligence

How e-Intelligence Improved
Site Traffic, Ranking and Leads
For Forleasebyowner.com

Forleasebyowner.com Case Study

Yet Another
e-Intelligence Customer
Success Story

Contact Us:

eIntelligenceweb.com
☎ +1–678–500–9078
✉ info@eintelligenceweb.com

Forleasebyowner.com develops and offers the premier database of residential lease properties throughout the United States. Its '*Easy Search*' program allows the customers to search for properties that meet their criteria. The company's extensive database of single-family homes, townhouses, condominiums, high rises, duplexes, and other residential property can be searched by location, type, size, price, availability date and many other amenities.

The Objective

Forleasebyowner.com came to **e-Intelligence** with an explicit objective. The company wanted to broaden their current domestic reach to a worldwide coverage. They wanted to augment the number of their daily website visitors who were looking for homes for rent directly by owners. In order to attain this plan, they decided to hire e-Intelligence's SEO services. e-Intelligence's aim hence, was to ensure that forleasebyowner.com achieved the well-deserved position for its content in search engine rankings.

The Challenge

The primary challenge for e-Intelligence was to make sure that the client's website was easily accessible to the search engines. This is mainly because the search engines consider such online database search form as a secluded source of information. Hence, making the website readily available and, simultaneously, attracting the crawlers was a mammoth task for the e-Intelligence SEO team.

The main challenges for e-Intelligence were:

- To search and get placement for most popular and relevant keywords on top ranking on major search engines like Google, Yahoo and Bing.

- The web content on the site was very low. The Titles, Meta Tags, Descriptions, etc. were also not optimized resulting in an adverse effect on the site's rankings.

- There were no external links pointing/coming to the site.

- To rank on top in this highly competitive market of Real Estate.

The e-Intelligence Solution

Given the complexity of the task in hand, the e-Intelligence SEO experts were up for the challenge. The team analyzed the intricacies of the situation and established a strategic road-map to attain the desired goals. e-Intelligence's unique SEO Deployment method concentrated on making the website more visible to potential search engines. The holistic approach towards Keyword Research Analysis provided the client with the best keywords that not only brought them a wave of traffic but also the sort of visitors that converted into leads.

The Results

The e-Intelligence SEO strategy not only helped Forleasebyowner.com gain relatively higher number of leads but also ensured phenomenal multiplications in overall sales. Some of the considerable outcomes of this project have been highlighted below:

1. **Higher Keywords Ranking on Google**

The table shows the position of the site for its industrial terms before and after the SEO strategy implementation.

Keywords	(Initial) January 2009	(Latest) August 2011
Homes for Lease	Not in top 100	1
For Lease by Owner	87	1
Apartments by Lease	48	1
Apartments For Rent by Owner	55	2

2. **Increased Website Traffic**

The table represents the improvements in the traffic coming to the website.

Date	Average Traffic Increase
(Initial) January 2009	1000 Average Visits/day
(Latest)August 2011	11000 Average Visits/day

3. **Greater Lead Generation**

The table depicts the increase in the conversion of visitors to potential customers.

Date	Leads
(Initial) January 2009	1140
(Latest) August 2011	12404

About e-Intelligence

e-Intelligence is a single-stop digital interactive marketing solutions company. As a leading global web agency, e-Intelligence provides customized and constantly revolving solution-based services for a number of marketing applications across various industry verticals, globally. The company has the rich experience, strategic leadership and sound expertise to develop innovative market-leading web solutions for clients of all sizes. Its never-ending research, acute know-how of search engine algorithms and peculiar spider behaviors helps in defining precise SEO and SMM processes for the clients. e-Intelligence constantly thrives to get its clients desired results by applying ethical and white-hat techniques of web marketing.

Are you looking for similar results for your website? Then let's get started!

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