

SEO Case Study

Client: Panama Sol Realty



URLs:

- <http://www.livinginpanamacity.com/> (code name: LIPC)
- <http://www.panamasolrealty.com/> (PSR)
- <http://www.rentinpanamacity.com/> (RIPC)

Product: Renting in Panama

Campaign: search engine optimization, content management

Time Frame: August 2010 - December 2010

* This project came from Elance (<http://www.elance.com>)



Background / "About us" from the client

If one is planning to resell their Panama property in a short time frame, this also becomes challenging without an MLS system. Our commitment to our clients is to provide them with an agent that will be with them throughout the process of buying and reselling, if so desired. There are many details involving the purchase of property in Panama that are different than in the USA or Canada, that one discovers during the transaction. We know these differences and can assist our clients better with that knowledge beforehand so there are fewer surprises along the way.

Our mission is to enable our clients to purchase and/or sell property with ease and knowledgeable direction from our team, all who have gone through the process here in Panama, themselves.

Challenge:

The client came up with a unique way of measuring results. He gave us a list with keywords (100 for PSR and LIPC and 50 keywords for RIPC). If one of those keywords managed to get on first page of google.com than would mean that the curent site has 1% rank.

And then he gave us the target:

Keyword target percentages					
Site	Aug	Sep	Oct	Nov	Dec
LIPC www.livinginpanamacity.com	20%	25%	25%	25%	25%
RIPC www.rentinpanamacity.com	10%	10%	15%	15%	15%
PSR www.panamasolrealty.com	10%	10%	15%	15%	15%

The results:

Green – what was achieved

Red – what was not

We were able to achieve 86% of ranking positions desired, in the time given.

The increased site traffic resulted in significantly increased new client queries and rentals.

Keyword target percentages					
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RIPC www.rentinpanamacity.com	10%	10%	15%	15%	15%
PSR www.panamasolrealty.com	10%	10%	15%	15%	15%