

## SEARCH ENGINE OPTIMIZATION CASE STUDY



Case Study Client:

**Ownermatch International**

Date:

**July 15, 2005**

### OVERVIEW

Ownermatch International is a pioneer in establishing co-ownership relationships. "Co-ownership" is based on the principle that two owners, sharing one resort property, will experience financial and lifestyle benefits that neither owner would achieve acting on their own. As in any healthy business relationship, each person has to receive clear, measurable "value" that makes the relationship work. Prospecting and matching owners and sellers is Ownermatch International's unique selling point in the highly competitive real estate industry. The main challenge for Ownermatch International is that services offered through the company are still in the concept stage.

### RESULTS at a Glance

- 1 Within 1 week of the website launch, [www.ownermatch.com](http://www.ownermatch.com) appeared in Google's index and keyword placements in the top ten results followed one week later.
- 2 The number of visitors increased five-fold within a four week period after the initial launch. The number of unique and repeat visitors has been steady.

**READ MORE** and see **HOW** we did it...

## :: OBJECTIVE

Ownermatch International wanted to:

- Generate real estate purchaser inquiries and leads
- Generate real estate seller inquiries and leads
- Increase qualified and relevant website traffic
- Increase number of unique and repeat visitors
- Increase local, national and international awareness
- Create new market opportunities
- Market 24/7 on the internet

## :: STRATEGY

Search engine services provided by 4AM Group:

- Research & Analysis
- Keyword List Development
- Tag Optimization
- Copy Editing
- Link Building
- Website Submission
- Reports
- Web Analytics
- Monthly Maintenance Package
- Interim Pay-Per-Click Campaign

## :: APPROACH

In order to rank real estate-related keyword phrase, 4AM Group used a 3 phase approach for Ownermatch International.

### Phase 1 - Research, Analysis, and Keyword List

- 4AM Group conducted competitor research and the information was analyzed to develop a keyword list. The keyword list was used through the analysis search engine results, WordTracker and KEI reports. A consolidated list of optimal and competitive keyword phrases was developed.

### Phase 2 - Optimization and Implementation

- The second phase involved the optimization of all website tags (including title, meta and alt tags) as well as the optimization of website copy. A new sitemap page was created for indexing by search engine robots. The website was also submitted to search engines for a period of 3 months.
- 4AM Group provided detailed search engine ranking reports for Ownermatch International. The reports assisted in maintaining the search engine rankings.
- 4AM Group also integrated website analytics and prepared reports on a monthly basis in order to gauge the success of the campaigns.

### Phase 3 - Link Building

- Ownermatch engaged 4AM Group to develop a link building campaign for their website. 4AM Group did research on real estate directories and added 50 relevant backlinks to the website.

[READ MORE about RESULTS and details...](#)

**:: RESULTS**

Ownermatch International has been extremely satisfied with the results generated from the search engine optimization strategy. Within 1 week of the website launch, [www.ownermatch.com](http://www.ownermatch.com) appeared in Google's index and keyword placements in the top ten results followed one week later. The number of visitors increased five-fold within a four week period after the initial launch. The number of unique and repeat visitors has been steady.

Because Ownermatch International is promoting a concept rather than a service or product, 4AM Group was concerned with the number of visitors, leads and inquiries generated through the website. However, results have shown an increase in all areas of awareness and business opportunities. Because of the success of this initial search engine optimization strategy, Ownermatch International has engaged 4AM Group to expand the co-ownership concept to luxury yachts and private aircraft. 4AM Group will be designing & developing as well as optimizing both divisional websites.

**:: EFFECT ON BUSINESS**

Results based on original objectives:

- Generated hundreds of purchaser inquiries and leads
- Generated hundreds of seller inquiries and leads
- Significant increase in qualified and relevant website traffic
- Five-fold increase in unique visitors within 4 weeks
- Significant increase local and national interest
- Creation of new opportunities in luxury yachts and private aircraft
- 24/7 marketing on the internet

**:: SEARCH ENGINE RANKINGS**

results at July 22, 2005

search word *"Whistler shared ownership"*

GOOGLE .....	<b>#1</b>	FIRST PAGE
YAHOO .....	<b>#5</b>	FIRST PAGE
MSN .....	<b>#2</b>	FIRST PAGE
ASK JEEVES .....	<b>#2</b>	FIRST PAGE
AOL .....	<b>#1</b>	FIRST PAGE

search word *"Vancouver Island shared ownership"*

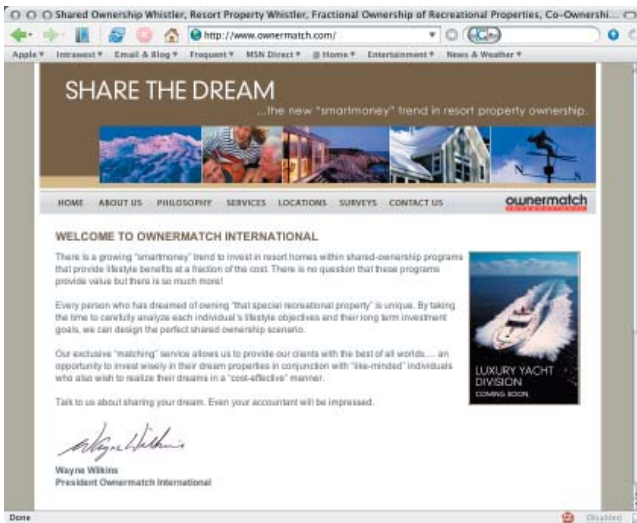
GOOGLE .....	<b>#1</b>	FIRST PAGE
YAHOO .....	<b>#1</b>	FIRST PAGE
MSN .....	<b>#2</b>	FIRST PAGE
ASK JEEVES .....	<b>#1</b>	FIRST PAGE
AOL .....	<b>#1</b>	FIRST PAGE

search word *"Ownermatch"*

GOOGLE .....	<b>#1</b>	FIRST PAGE
YAHOO .....	<b>#1</b>	FIRST PAGE
MSN .....	<b>#1</b>	FIRST PAGE
ASK JEEVES .....	<b>#1</b>	FIRST PAGE
AOL .....	<b>#1</b>	FIRST PAGE

**:: SCREENSHOTS**

[www.ownermatch.com](http://www.ownermatch.com)



**:: OUR STORY**

4AM Group develops businesses, concepts and tools that are designed to bring people together, providing the resources to do greater things. 4AM Group understands how the value of authentic relationships truly affects the performance and growth of every organization. **Think of 4AM as igniting the spark.**

Originating in digital technologies, the specific skill of 4AM rests with understanding the complexity of different organizations and the many different needs for creating great relationships. Unlike the cliché approach to relationships that grace almost every company's "mission statement", 4AM understands how the value of authentic relationships truly affects the performance and growth of every organization.

**:: 4AM SERVICES**



**DRIVE MORE BUSINESS**

**SOLUTION : WEB DESIGN & ECOMMERCE**



**GET GOOGLE'D GUARANTEED**

**SOLUTION : SEARCH ENGINE OPTIMIZATION**



**BUILD MORE LOYALTY**

**SOLUTION : EMAIL MARKETING**



**ENGAGE MORE CUSTOMERS**

**SOLUTION : INTERACTIVE MEDIA**

**GET 4AM TO WORK FOR YOU AND GET RESULTS GUARANTEED  
CALL 1.877.426.8811 OR GO ONLINE [WWW.4AM.CA](http://WWW.4AM.CA) FOR MORE CASE STUDIES**