

The Company

NxtHouse.com has been a trusted destination for home shoppers in search of their dream home for many years.

As a premier online platform, NxtHouse.com provides a wide-ranging and comprehensive list of available properties for sale.

With an emphasis on empowering buyers, the website offers valuable information and a suite of tools to enable informed real estate decisions.

Whether searching for a cozy apartment, a suburban house, or a luxurious estate, NxtHouse.com is dedicated to helping individuals find their ideal home with ease and confidence.

The Challenge

NxtHouse recognized the importance of expanding their reach to potential clients in the Miami, Florida area. To accomplish this, they saw the potential of leveraging inbound marketing strategies, specifically search engine optimization (SEO).

Although they had previously not given it much consideration, they now acknowledged its significance and were ready to pursue it as a serious approach to enhance their visibility.

The Solution

In order to achieve NxtHouse's goals of increasing traffic, generating more content, and obtaining qualified leads, they joined forces with GrowthHac to implement effective marketing solutions. Despite having a limited budget, GrowthHac presented a strategic three-phase plan:

1. Prioritizing search engine optimization (SEO) for high-priority pages.
2. Developing new content tailored to specific vertical markets.
3. Undertaking a complete website redesign, incorporating prominent calls to action.

By following this plan, GrowthHac successfully provided NxtHouse with a cost-effective solution that attracted more qualified visitors to their website.

The implementation of prominent calls to action and lead generation forms facilitated visitor engagement and enabled the capture of valuable information.

Search Engine Optimization

Search engine optimization (SEO) involves enhancing a website's visibility in search engine results, particularly in the organic or natural listings. Major search engines like Google and Bing utilize complex algorithms to determine the ranking of websites for specific user search queries.

GrowthHac employs a proven online marketing strategy and adheres to SEO best practices to help clients secure top positions on search engine result pages, particularly for key keywords that drive lead generation.

Upon evaluating NxtHouse's existing website, GrowthHac identified various areas for improvement.

The plan involved revamping NxtHouse's aging website to specifically target their vertical markets, implementing noticeable calls to action, and optimizing each page with important keyword phrases.

These actions aimed to enhance online visibility and attract new leads. Furthermore, an ongoing promotional strategy was devised, focusing on publishing unique and relevant content that would generate valuable backlinks to the NxtHouse website, ensuring continued success in the long run.

GrowthHac remains committed to monitoring and enhancing NxtHouse's search engine rankings for crucial keyword phrases relevant to the industry, business, vertical markets, and specific geographic targets. The comprehensive solution includes:

- SEO strategy
- Competitor research
- In-depth site audit
- Extensive keyword research
- Content development
- On-page optimization
- Geo-targeting for specific markets
- Off-page promotion, including content marketing, local search, social media and link building
- Ongoing Monitoring and Reporting: Continuously monitoring the website's search engine rankings, traffic metrics, and user behavior to identify areas for improvement.

Web Design & Development

GrowthHac offers web design and development services to enhance site usability and incorporate compelling calls to action that effectively engage visitors.

To achieve increased conversions and optimize SEO practices, GrowthHac advised a comprehensive website redesign. The primary objective of the redesign was to enhance the overall visual appeal and user experience of the site. This involved updating imagery and refining navigation for improved ease of use.

In addition, the redesign emphasized the implementation of prominent calls to action that catered to each stage of the buying cycle. These strategically placed prompts aimed to guide visitors towards desired actions and facilitate conversion.

Furthermore, a dedicated section was added to the website, specifically targeting highly sought-after vertical markets. This segment allowed for tailored content and enhanced engagement with specific audience segments.

By executing these redesign recommendations, GrowthHac aimed to improve the overall functionality and aesthetics of the site, while maximizing conversions and aligning with SEO best practices.

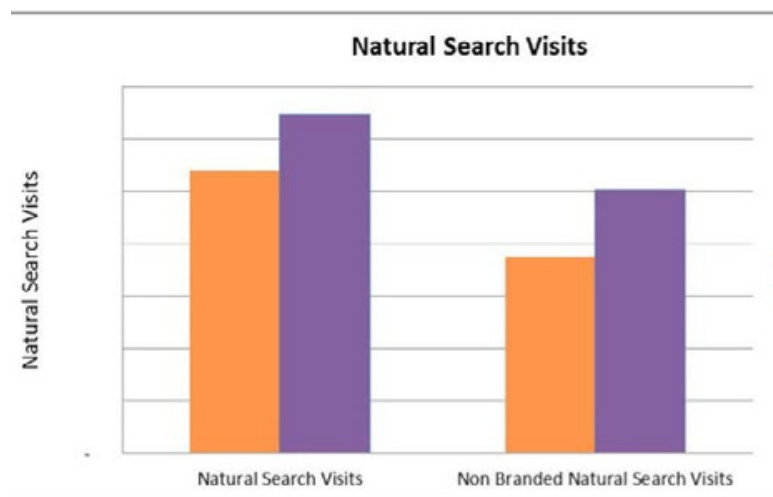
GrowthHac's team of website design and technical experts consistently manage and maintain NxtHouse's website. This comprehensive solution also includes the following:

- Website design and development
- Creative development
- Website usability
- Competitor research
- Site structure review and platform optimization
- Call to action implementation and improvement
- Forms creation and testing
- Google Analytics, Google Webmaster and Bing Webmaster code implementation and monitoring
- HTML user sitemap and search engine XML sitemap development and submission

The Results

Since the first phase of the SEO campaign was initiated in November 2022, NxtHouse has continued to experience measurable results. For example:

- More Traffic: the SEO campaign produced a 20% increase, natural search visits, with non-branded natural search traffic driving the growth (a 34% increase).

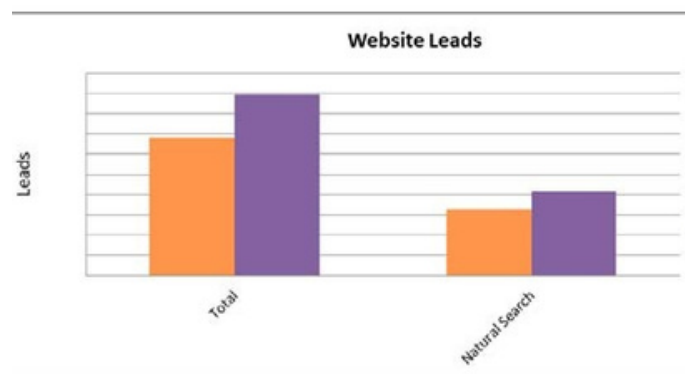


The Results (continued)

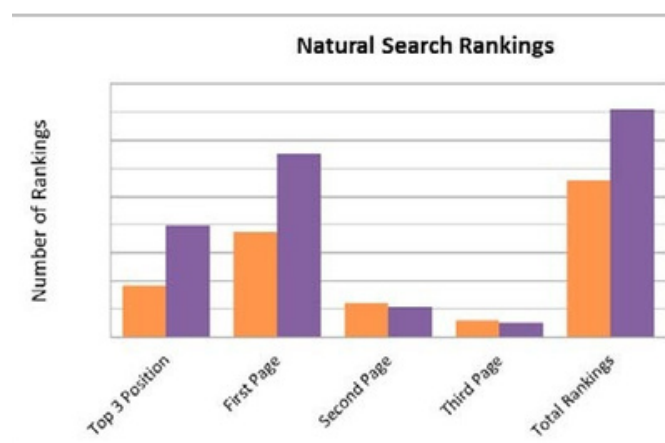
Through initial analysis, it was discovered that NxtHouse had minimal online lead generation. However, after implementing the SEO campaign, there was a significant improvement in lead generation.

Following the website redesign, which incorporated more effective calls to action for site visitors, NxtHouse experienced a notable increase in leads. Specifically, there was a **32%** growth in overall leads, with a substantial **26%** increase in leads generated from natural search visitors.

These results demonstrate the positive impact of the SEO campaign and website redesign on NxtHouse's lead generation efforts. The strategic optimization and enhanced user experience contributed to a substantial growth in leads, highlighting the effectiveness of the implemented changes.

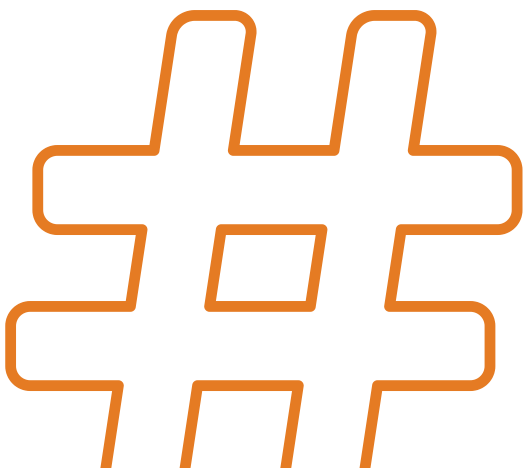


NxtHouse saw a significant boost in natural search rankings as a result of implementing SEO strategies and ongoing keyword promotion. They experienced a remarkable 118% increase in rankings within the Top 3 positions and a substantial 74% increase in first-page rankings. These improvements led to higher visibility, increased organic traffic, and improved conversion rates.



Get In Touch

We would love to discuss how GrowthHac can help your business achieve unparalleled growth in the digital landscape. Reach out to us today to schedule a consultation.



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