



Cayman Luxury Property Group
www.caymanluxuryproperty.com

Industry: Real Estate

Region: Cayman Islands /
United States / Global

SEO Solutions:

- Increase landing pages
- Increase time on site
- Increase Conversion Rates

Customer Since: 2008

WOWbsites SEO Initiatives have helped propel Cayman Luxury Property Group to one of the top Real Estate Brokers in Cayman

Cayman Luxury Property Group (CLPG) is the only boutique real estate company that is able to compete with International Franchises such as Sothebys, Coldwell Banker, Century21 & Remax. No other local company has the same strong online presence and brand visibility.

The Challenge

We have been working with CLPG For 10 years now and every year has brought about new challenges but the constant challenge that we have is how do we bring even more new clients to the table? Every year we have done that by thinking of creative ways to increase Landing Pages, increase Time-On-Site and increase Conversion Rates.

The Solution

We started with a theme: "The Definitive Guide to Real Estate in the Cayman Islands" and we put ourselves in the shoes of Users who knew close to nothing about Cayman. We researched keywords that none of the competitors were targeting and started going after that. We looked for long-tail keywords and keywords that nobody cared about and we started caring for them.



"WOWebsites.com re-designed our Real Estate Website and we could not be happier with the results. Not only does our site look fantastic, its on the first page of all our keywords. We are constantly getting complements on the look and functionality of the website."

Jeanette Totten

Broker / Owner
(First Woman President of CIREBA)

The Results

We created the following

- Condos on Seven Mile Beach landing page
www.caymanluxuryproperty.com/condos-on-seven-mile-beach
- Neighborhoods landing page
www.caymanluxuryproperty.com/neighborhoods
- We also created landing pages for all Condos

At the time no other real estate company had these pages in their websites but now, if you look at all the real estate websites in Cayman, they **ALL** have it. This means that CLPG is truly an online leader and pioneer.

2018 Impressions has already surpassed 1 Million

This is a huge accomplishment for a Real Estate Website

		1,118,213 % of Total: 100.00% (1,118,213)
1.	/	340,766 (30.47%)
2.	/amp	138,814 (12.41%)
3.	/condos-on-seven-mile-beach	122,526 (10.96%)
4.	/condos-on-seven-mile-beach/amp	94,064 (8.41%)
5.	/condos-on-seven-mile-beach-grand-cayman-island-us1-million-and-below	20,181 (1.80%)
6.	/condos-on-seven-mile-beach-grand-cayman-island-us1-million-and-below/amp	16,438 (1.47%)
7.	/caribbean-real-estate	14,279 (1.28%)
8.	/properties-for-sale	13,613 (1.22%)
9.	/neighborhoods/rum-point-cayman-kai	11,810 (1.06%)
10.	/neighborhoods/rum-point-cayman-kai/amp	10,669 (0.95%)

Screenshot from Google Analytics



"When we took over the CLPG website in 2008 they registered about 30 to 50 Users per week and mostly came from the Cayman Islands. Now, CLPG gets an average of 2,500 Users per week. They are also now on the first page of the largest keywords, "cayman islands" which gets over 2 Million searches yearly."

Fevi Yu

Search Director
WOWebsites

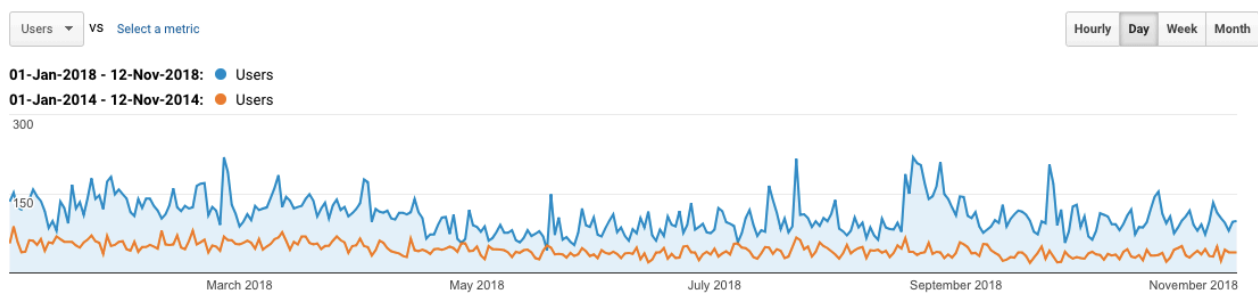
In 2018 we didn't stop at SEO and started Conversion Rate Optimization in which we focused on Conversion Rates rather than Search position



Prior to inserting a map on the banner, we had an image but we noticed that Users would click on the image so we made the homepage banner clickable. Our conversion rates* increased by 21.73% since we changed the banner image to a map.

*Conversion, in this case, is completing a contact form

Compare Stats (2014 vs 2018)



Screenshot from Google Analytics
(Orange line is 2014)



2014 vs 2018 Stats

Sessions

15,472 vs 36,562

Up by 136.31%

Pageviews

90,050 vs 123,485

Up by 37.13%

Users

11,282 vs 29,991

Up by 165.83%

Top Cities

1. George Town
2. New York
3. Houston
4. Toronto
5. Chicago
6. Paris
7. London
8. Dallas
9. Boston
10. Washington

User Demographics

Ages 45-54 -- 24.88%

Ages 55- 64 -- 20.34%

Ages 35-44 -- 20.25%

Ages 25-34 -- 19.06%

Ages 65+ -- 10.31%

Acquisition

Organic Search 19,214

Direct Traffic 5,068

Referral 4,842

Socia Media 1,043

Paid Search 239

Organic Traffic is 300% more effective than other acquisition platforms

Success Indicators

How can we measure our success rate? Below are the following pegs:

- Weekly inquiries for listings have increased from an average of 1 to 2 monthly inquiries to now on average 5 weekly inquiries for real estate listings on the website
- Time on Site of the Users has increased by over 200% from an ave of 1 min to now an ave of 4.68 mins
- Bounce rates have decreased per keyword meaning Users are not easily clicking off the website and are in fact clicking-through.
- High CTR or Click-Through-Rates or 5.73 pages per session
- We receive survey forms from Users with a smiley face on it meaning that they love the website. For every one unhappy user, we have 6 happy users.
- CLPG remains our Client after 10 years

