

Case Study: Local SEO & Google My Business Optimization

Client: Hass C. Realty, – A real estate agency specializing in residential and commercial properties in Nairobi.

Objective: Improve local search rankings, optimize Google My Business (GMB) profiles, and drive high-intent leads from nearby property buyers and sellers.

Challenges:

- The agency's GMB profile was incomplete and not ranking for relevant local searches.
- Lack of localized content on the website led to poor visibility in geo-specific searches.
- Few customer reviews, limiting credibility and trustworthiness in the market.

Optimization Strategy Implemented:

Google My Business Optimization: Updated and fully optimized the GMB profile with relevant categories, keywords, service areas, and high-quality property images.

Local SEO Website Enhancements: Created localized landing pages targeting high-traffic keywords like “Best Real Estate Agents in Nairobi,” “Luxury Homes for Sale in Mombasa Rd.” and [“Top Realtors Near Me.”](#)

Client Reviews & Reputation Management: Developed a review acquisition strategy that increased positive testimonials, enhancing trust and local rankings.

NAP Consistency & Citation Building: Ensured the agency's **Name, Address, and Phone Number (NAP)** were consistent across directories like Yelp, Zillow, and Realtor.com.

Content Marketing for Local Engagement: Published locally relevant blog posts, community news, and property market updates to establish thought leadership.

Results After 4 Months:

#1 Google Maps Ranking for “Best Real Estate Agency in Nairobi” and related keywords.

+65% increase in calls and inquiries directly from Google My Business.

35% more walk-ins and booked consultations from local search results.

Key Takeaways:

GMB optimization is critical for driving local real estate leads.

A strong review strategy boosts credibility and conversions.

Localized content helps dominate geo-targeted search queries.

Want to Get Found by Local Homebuyers & Sellers?

Let's optimize your online presence and get you in front of the right audience.