

From Organic Traffic to Qualified Leads

Commercial SEO, lead generation and conversion optimization for a confidential real estate company.

Real Estate

Lead Generation

Commercial SEO

Commercial intent

Queries with buying/research intent



Useful assets

Listings, calculator, content



Conversion paths

Contextual CTAs and forms



Qualified demand

Leads and sales pipeline

Certain brand identifiers and internal names have been anonymized for confidentiality.

Executive snapshot: SEO tied to commercial outcomes

The case is framed around acquisition and lead generation, not rankings alone.

423K

Organic clicks

GSC 6-month comparison

9.67M

Search impressions

GSC 6-month comparison

10,797

Organic leads

GA comparison period

36,696

Goal completions

GA comparison period

4.58%

Goal conversion rate

+30.8% vs prior GA period

Important: GSC and GA screenshots cover different comparison windows; they support different parts of the story and are not used as a direct traffic-to-lead ratio.

What the case shows:

- The SEO strategy moved beyond traffic growth into high-intent acquisition and enquiry generation.
- New indexable assets — listing pages and a mortgage calculator — created stronger paths from search to lead.
- Commercial-intent content and contextual CTAs improved the quality and actionability of organic traffic.

Where the business started

A strong real estate brand had organic visibility, but the SEO architecture was not fully built around lead generation.

Initial situation

01

Project & community-led architecture

Organic acquisition depended heavily on existing community and individual project pages.

02

Blog traffic lacked conversion paths

Informational content did not consistently move visitors toward enquiries or property exploration.

03

Scalable listings gap

There was no dedicated SEO layer to capture broader property-listing and transactional demand.

Business objective

Turn organic search from an audience channel into a qualified-leads channel.

High-intent visibility → relevant landing experience → enquiry / lead → sales pipeline

What changed: five commercial SEO levers

Each workstream was designed to capture intent and create a clearer route to enquiry.

01

Commercial-investigation content

Targeted queries such as “Best Areas to Buy Property in Dubai” and related buying / investment research topics.

02

Contextual CTAs inside content

Added varied CTA copy within blogs to move users from research into enquiry actions.

03

Listing pages from scratch

Built a scalable listing layer with URL structure, indexability rules and schema.

04

Mortgage calculator

Created a utility page for affordability-stage users; it became one of the stronger lead-generating SEO assets.

05

Selective authority building

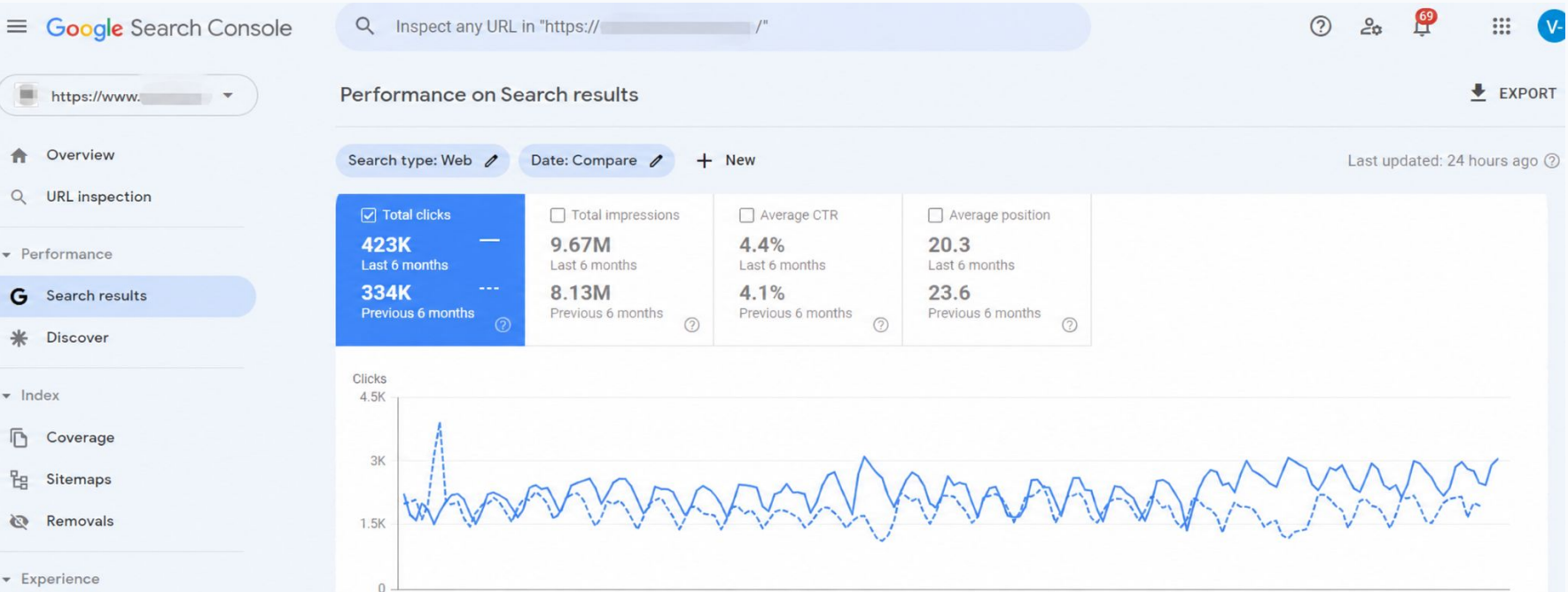
Acquired a smaller number of higher-quality, relevant backlinks to support commercial pages.

Core strategy

Match high-intent search demand with pages that could answer, guide and convert.

Organic search visibility improved

Google Search Console evidence: six-month comparison for organic acquisition and visibility.



GSC 6-month comparison

+26.6%

Organic clicks
334K → 423K

+18.9%

Impressions
8.13M → 9.67M

4.4%

CTR
4.1% previously

20.3

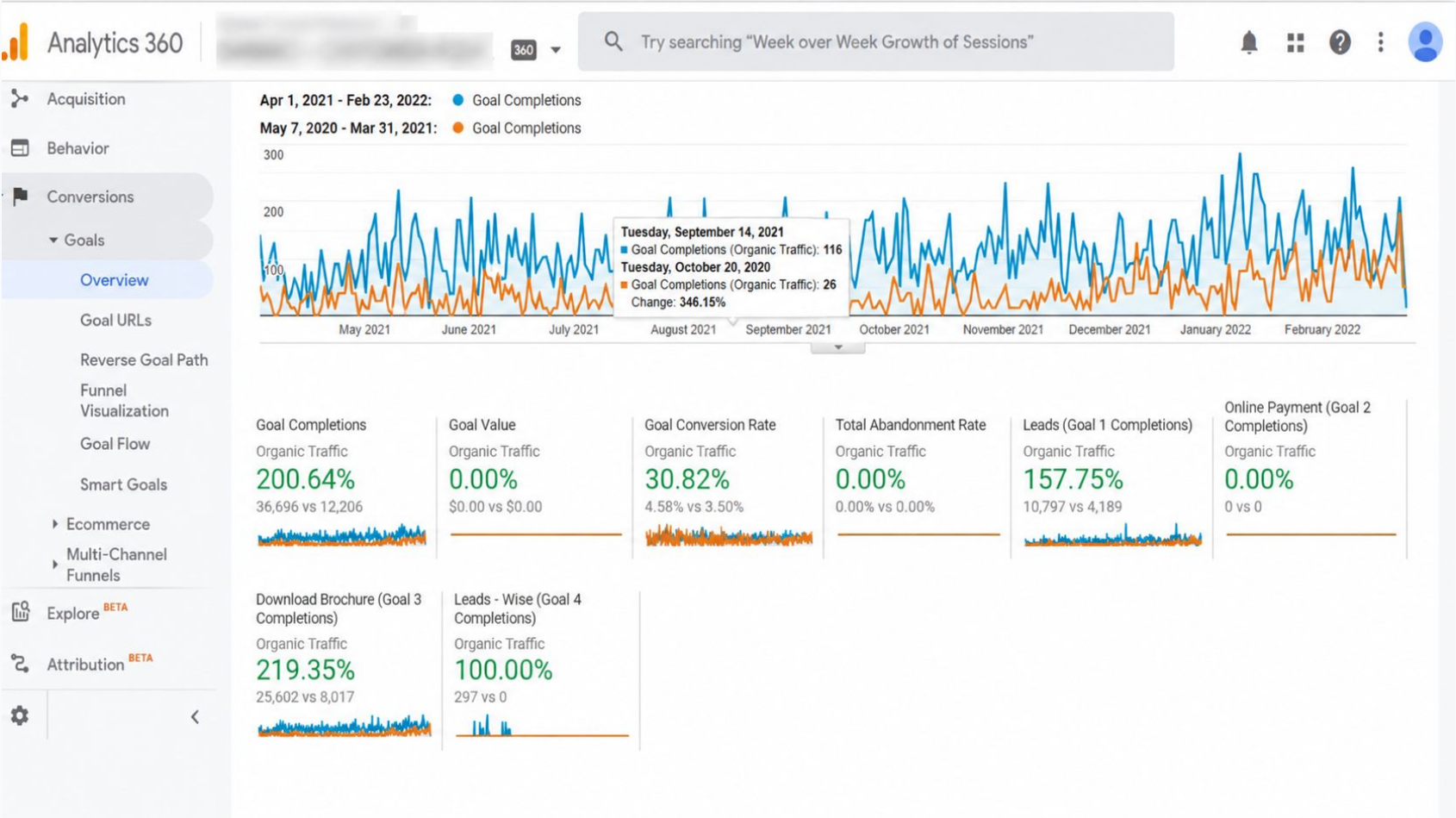
Avg. position
23.6 previously

Interpretation

Visibility and acquisition improved, but this is only one part of the case. The stronger proof of commercial SEO impact comes from conversion data.

Commercial outcomes grew much faster than basic visibility

Google Analytics evidence: organic traffic goal completions and lead outcomes over a separate comparison period.



GA organic traffic comparison

+157.8%

Organic leads

4,189 → 10,797

+200.6%

Goal completions

12,206 → 36,696

+219.4%

Brochure downloads

8,017 → 25,602

+30.8%

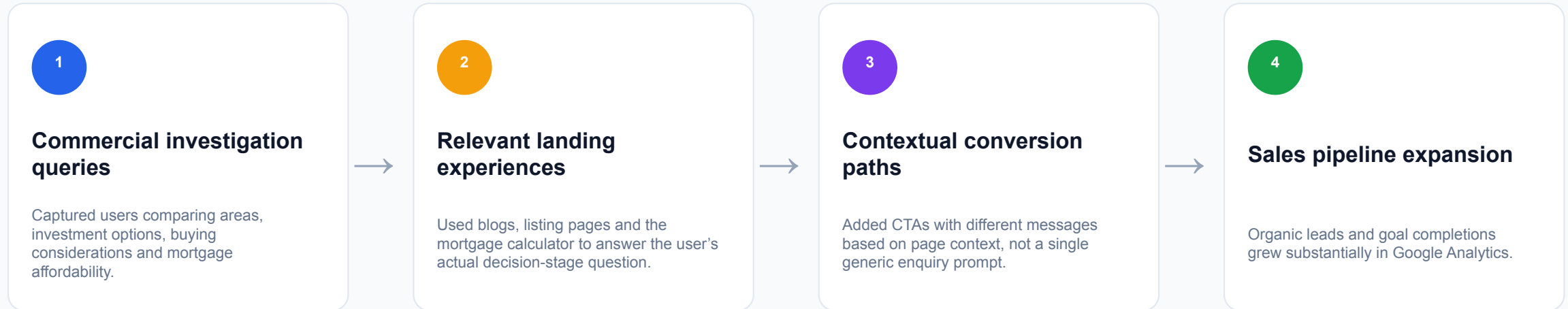
Goal conversion rate

3.50% → 4.58%

This is the core commercial result: organic search generated materially more enquiry actions and higher conversion efficiency.

How the SEO work translated into stronger lead generation

The strongest part of the case is the connection between search intent, page architecture and conversion paths.



Key insight

The work did not rely on traffic volume alone; it improved the match between buyer intent, landing page utility and the next commercial action.

Outcome: SEO became a stronger qualified-demand channel

A commercial SEO program built around buyer intent, scalable architecture and conversion paths.

The business impact was not just more organic traffic — it was more commercially useful organic traffic.

+157.8%

Organic leads

+200.6%

Goal completions

+219.4%

Brochure downloads

+30.8%

Goal conversion rate

Relevance to the SEO Manager role

- Hands-on execution across content, technical SEO, page architecture, schema and authority building.
- Commercial mindset: prioritizing organic demand that can become enquiries and pipeline, not just visits.
- Able to connect SEO decisions to measurable business outcomes while keeping attribution claims defensible.