



**3,641**  
Online Conversions

**165%**  
Uplift in Web Traffic

**1,987,533**  
Audience Reach

# Pacitti Jones Estate Agents

## ABOUT

Pacitti Jones was founded in 1987 as a small independent legal firm, which soon grew to become the largest estate agents & solicitor firm in Glasgow and West Central Scotland, with over 60 staff across 9 branches.

## CHALLENGES

The customer wanted to reach potential clients looking to buy or rent a property, sell their property, rent out their property or secure a mortgage/re-mortgage. They wanted to improve their overall brand awareness and compete with other established businesses in their area who had a greater presence on search engines.

## SOLUTIONS

LOCALiQ devised a comprehensive strategy covering all four pillars of SEO following extensive competitor and keyword research which aligned itself to the customer's aims.

The strategy aimed to improve the customer's presence for keywords their clients search for by enhancing and optimising existing website content and creating several new pages which were mapped closely to user and location intent.

## RESULTS

Our SEO campaign uplifted organic traffic to the customer's website by **165%** and page views by **193%**. The website's improved rankings of **1,786 new keywords** and **432 improved keywords** translated into **1,987,533 impressions** on Google Search. Notably, the website rose from page 8 for the keyword 'estate agents glasgow' to in the top 1-3 results on page 1.

In addition to improved brand awareness, the campaign generated a total of **3,641 conversions**.

*"I've had a real kick seeing us above most of our competitors when we were nowhere to be seen before. I can see you guys have done a really grand job and I trust you know what you're doing. The work you have done has been superb and I can't fault it in any way."*

John, Chief Executive of Pacitti Jones