

# **SEO Case Study for the Roach Family Real Estate**

Webpage URL: <https://roachfamilyrealestate.ca/>

**Industry:** Real Estate

**Primary Keyword:** Real estate agents in Milton

**Targeted Location:** Milton, Ontario, Canada

**Services Provided:** SEO, Local SEO, Technical SEO, AI Optimization, Content Optimization, Google Business Profile Optimization

**Project Duration:** 6 months

**Website Platform:** WordPress

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## **About the client**

Roach Family Real Estate is a real estate business focused on helping clients buy and sell properties in their target market. The website needed stronger organic visibility, better local rankings, improved technical SEO performance, and higher-quality lead generation through search.

## **The Challenge**

Before starting the campaign, the website was facing several SEO and visibility issues:

- Low organic visibility for important real estate keywords
- Weak Google rankings in local search results
- Limited visibility in Google Maps and local packs
- Technical SEO issues affecting crawlability and indexing
- Poor keyword targeting across service pages
- Low conversion-focused optimization
- Limited AI search visibility and entity relevance
- Weak internal linking structure
- Inconsistent on-page SEO optimization

## **Recommendations for UI/UX:**

1. **Homepage Customization** – Improve layout and visuals for better engagement and clarity.

2. **FAQ Section** – Add a detailed FAQ either directly on the homepage or link from the header menu to a dedicated page, addressing buyer/seller questions.
3. **Customer Review Section** – Make reviews visually appealing by **pulling real reviews directly from Google** for credibility.

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*I had the pleasure of working with Lisa on the sale of my condo in Mississauga. Lisa and the entire team were incredible! They were friendly, professional and helpful throughout the entire process. The staging of the condo was beautiful and drew many possible buyers in to view the unit. It was great working with Lisa and I would trust them again in a heartbeat any time I have need of a realtor. Absolutely recommend them!*

Scott Jessop

4. **Social Media Navigation Bar** – Move social links to the **top header** and improve their design for better visibility and engagement.

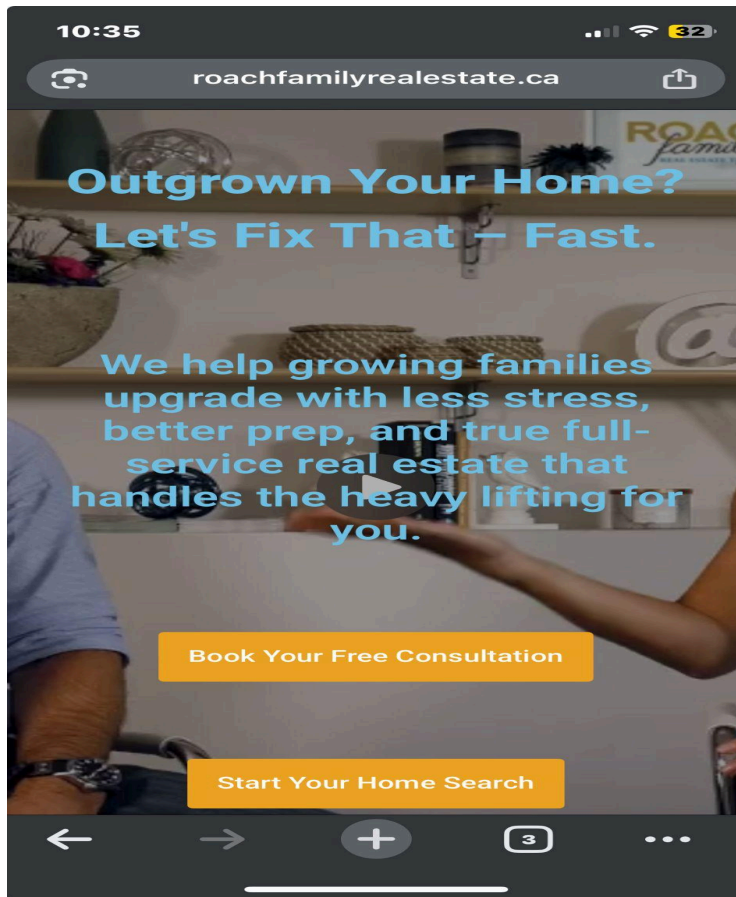


LISTINGS NEIGHBOURHOODS BUYERS SELLERS ▾

adding social icon menubar here



The home page menu bar doesn't appear on mobile devices: **Mobile responsiveness needs to be improved.**



5. **Keyword Optimization** – Insert **primary target keywords** in the **H1** and **meta title** for stronger SEO signals.
6. **Direct Contact Form** – Display a short, easy-to-use **contact form on the homepage** to increase lead conversions.

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## Vital Technical Task:

- **Proper Redirection Setup** – Ensure all old URLs correctly redirect to their new equivalents to preserve SEO equity and avoid broken links.
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## Additional SEO & Tracking Tasks:

1. **Google Analytics Setup** – Connect the new website to Google Analytics for tracking visitor behaviour.
  2. **Profile Updates** – Remove the old website from **Google Business Profile** and **social media profiles**, replacing it with the updated domain.
  3. **Keyword Research** – Identify and target high-value local real estate keywords for content optimization.
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## Social Media & Marketing Recommendations:

1. **Video SEO for YouTube** – Optimize video titles, descriptions, and tags for local real estate keywords to attract organic video traffic.
2. **Paid Advertising** – Run **Facebook Ads** and **Google Ads** targeting **local buyers and sellers** to drive immediate leads.

## What is a major issue?

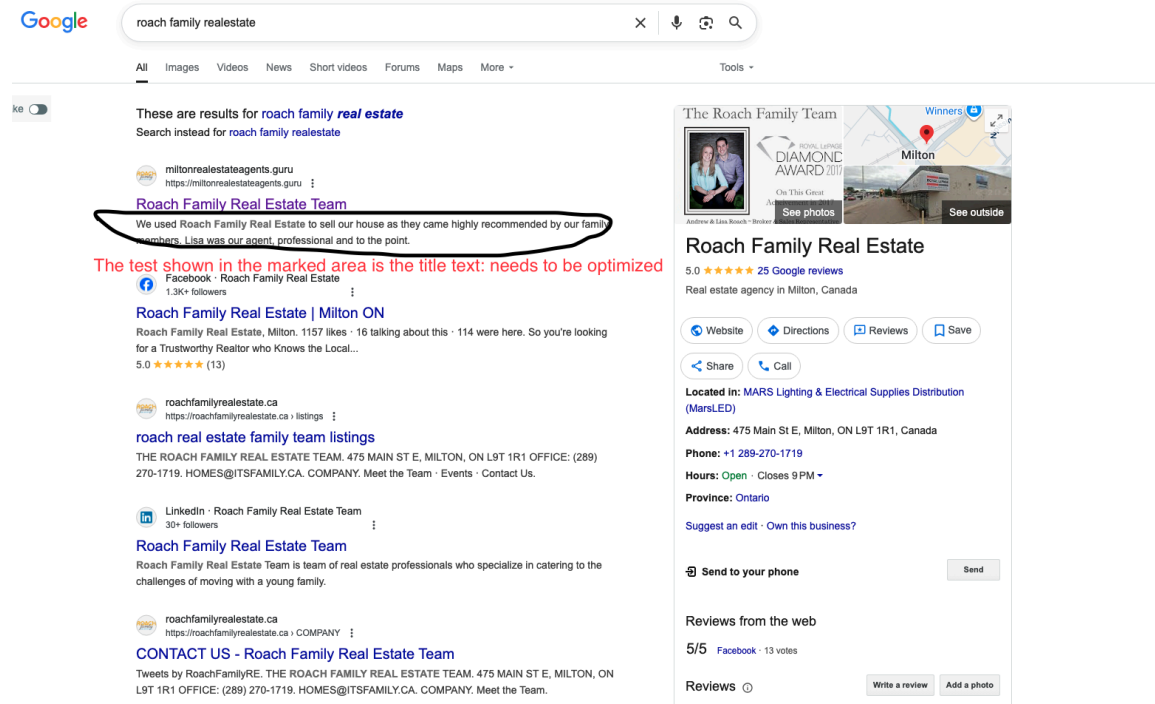
Lots of the pages are not indexed; the reason could be that the site migration and redirection did not happen properly. And it's already been around 5-6 months like that. So customers are landing on the broken, outdated version of the site, which is hurting trust and conversion.

Google detects duplicate content on both domains, which is why this confuses indexing and hurts SEO.

## **On-Page Optimization:**

1. Is the primary keyword in the URL? Yes
2. Is the URL short and User-friendly? **Ans: Yes**
3. Does the URL use hyphens and not underscores? Ans: N/A
4. Is the page title optimized?

Ans: The primary keyword is found in the title tag but needs to be optimized.



Recommendation: Instead of focusing the brand name on the title, we can use search intent or search demand.

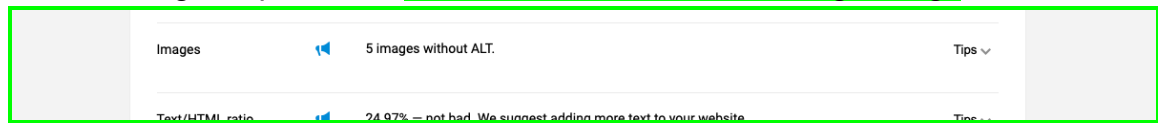
5. Is the Meta Description Optimized? Ans: Yes

```
<meta name="description" content="Family-focused real estate agents in Milton, Ontario helping young families upgrade to larger homes. Stress-free buying and selling with full-service support, staging, and expert guidance." class="yoast-seo-meta-description" />  
<link rel="canonical" href="https://roachfamilyrealestate.ca/" class="yoast-seo-meta-tag" />  
<meta property="og:locale" content="en_US" class="yoast-seo-meta-tag" />
```

6. Is the H1 tag Optimized? Ans: The most focusing headline in your homepage content should be in the H1 tag.

```
<div class="page-content">  
  <div class="page-header">  
    <h1 class="entry-title">Homepage</h1>  
  </div>  
  <div class="elementor-section">  
    <div class="elementor-section-boxed">  
      <div class="elementor-background-video-hosted">  
        <video class="elementor-background-video-hosted" autoplay muted playsinline loop=</video>  
      </div>  
      <div class="elementor-background-overlay"></div>  
      <div class="elementor-container">  
        <div class="elementor-column">  
          <div class="elementor-widget-wrap">  
            <div class="elementor-element">  
              <h2 class="elementor-heading-title">Outgrown Your Home? <br>Let's Fix That - Fast.</h2>  
            </div>  
            <div class="elementor-element">  
              <h3 class="elementor-heading-title">We help growing families upgrade with less stress, better prep, and true full-service real estate that handles the heavy lifting for you.</h3>  
            </div>  
          </div>  
        </div>  
      </div>  
    </div>  
  </div>
```

7. Are the Images Optimized? Ans: Some of them are missing alt tags



8. Is the Primary Keyword mentioned at least 2-3 times on the page? Ans: Seven times

9. Is that page an Orphan page? Ans: Passed

10. Does the page include Latent Semantic Index Keywords or relevant keywords?

Recommendation: Use more relevant keywords.

11. Is the Page free of broken Links? Ans: 1 inbound broken links Found!

### Broken links for <https://roachfamilyrealestate.ca/> ×

Domain including subdomains

Broken links on your site <sup>ⓘ</sup>      Broken links to your site <sup>ⓘ</sup>

**1**                                      **0**

100% dofollow

[Broken outbound links](#) / Broken inbound links

Referring page <sup>ⓘ</sup>	Int. <sup>ⓘ</sup>	Ext. <sup>ⓘ</sup>	Anchor and backlink <sup>ⓘ</sup>
<a href="https://roachfamilyrealestate.ca/is-milton-a-good-place-to-buy-a-home/">Is Milton a Good Place to Buy a Home? https://roachfamilyrealestate.ca/is-milton-a-good-place-to-buy-a-home/</a>	20	14	a strong sense of community, family-oriented events, and safe neighbourhoods, <a href="https://www.milton.ca/en/business-and-development/quality-living.aspx">it's an ideal place to raise children</a> . Find the right neighbourhood for you and your family <a href="https://www.milton.ca/en/business-and-development/quality-living.aspx">https://www.milton.ca/en/business-and-development/quality-living.aspx</a> <b>404</b>

### Technical Optimization:

1. Are the pages indexed? Ans: Lots of the pages are not indexed; the reason could be that the site migration and redirection did not happen properly. And it's already been around 5-6 months like that. So customers are landing on the broken, outdated version of the site, which is hurting trust and conversion. Google detects duplicate content on both domains, which is why this confuses indexing and hurts SEO.
2. Does the page have enough crawlable content, and is all of it accessible to search engines? Ans: Passed
3. Does the page load fast? Ans: Loading speed is ok
4. Is the page mobile-friendly and responsive? Ans: Mobile responsiveness needs to be improved
5. Is the page URL free of redirect issues? Ans: Yes
6. Is Google Analytics properly tracking sessions on the page? Ans: no
7. Is the GT matrix Score okay? Ans: Passed

### Off-page Optimization:

1. Do the backlinks come from trustworthy sites? **Ans: Yes.** Recommendation: Disavow toxic and irrelevant backlinks
2. Are the backlinks contextually relevant? **Ans: A few of them are not relevant**
3. Do the Backlinks have a good DF/NF ratio? **Ans: Ok**
4. Is the anchor text distribution natural? **Ans: A Few of them are coming from Naked Anchor**

Local SEO Issues:

1. Doesn't have dedicated pages targeting the Google My Business Profile Service Category.
2. Nap citation inconsistency.

# SEO Strategy & Implementation

## 1. Technical SEO Optimization

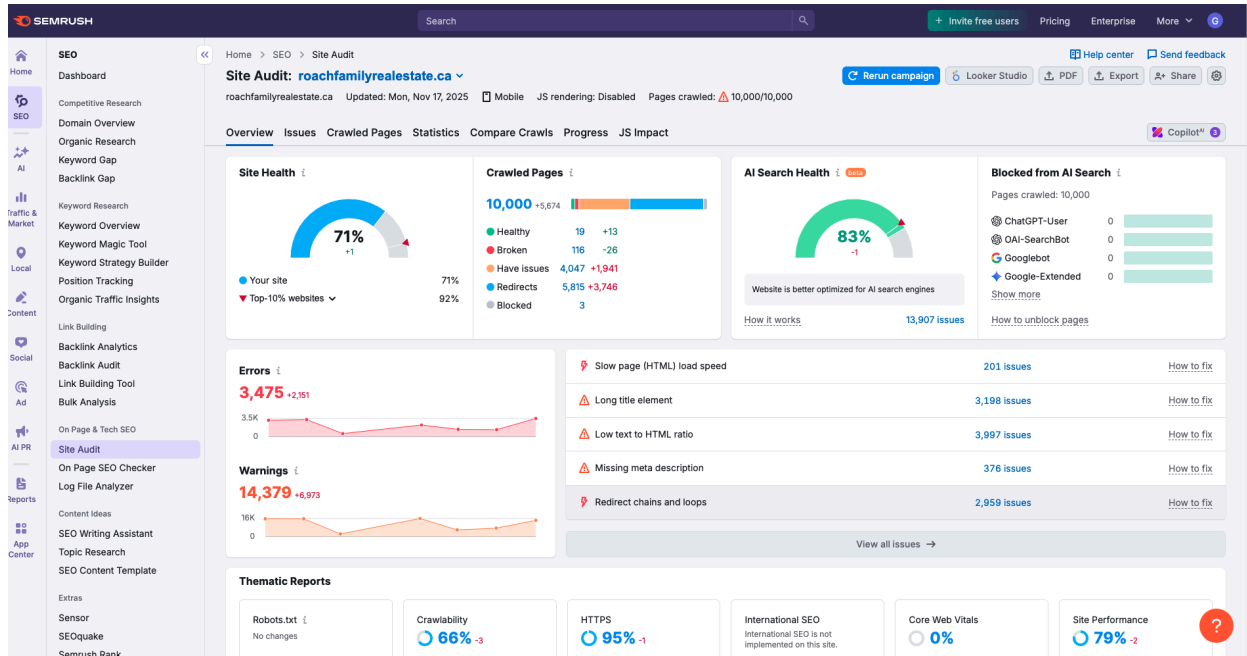
Implemented a full technical SEO cleanup to improve crawlability, indexing, and overall website health.

### Work Completed

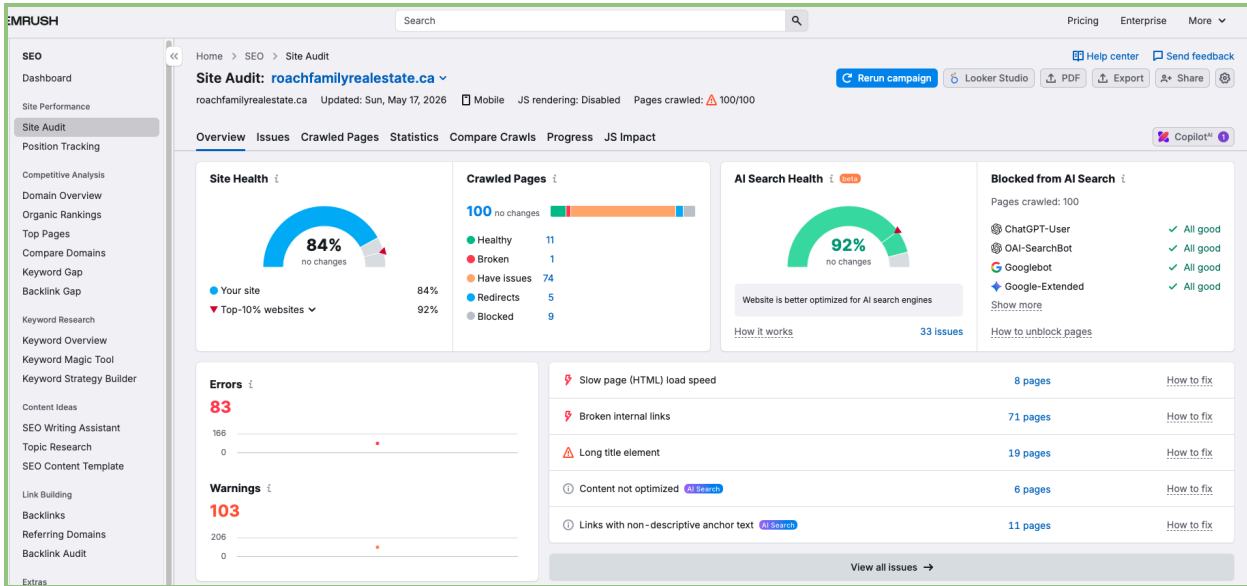
- Fixed indexing and crawl issues
- Optimized XML sitemap and robots.txt
- Improved site speed and Core Web Vitals
- Fixed broken links and redirects
- Optimized website structure
- Improved mobile usability
- Added schema markup
- Fixed duplicate content issues
- Improved URL structure

Results:

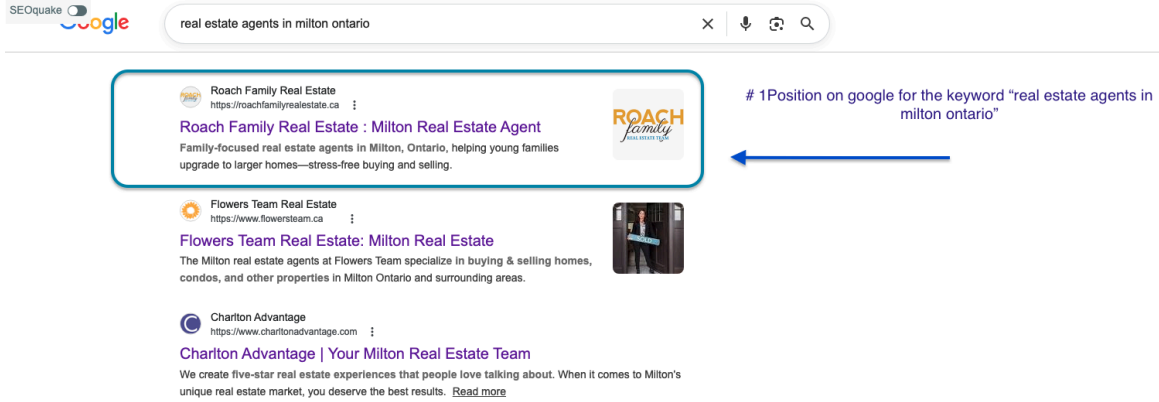
**Before:**



**After:**



Google Search Overview (currently):



## 2. Keyword Research & Content Optimization

Performed detailed keyword research focused on high-intent local real estate searches.

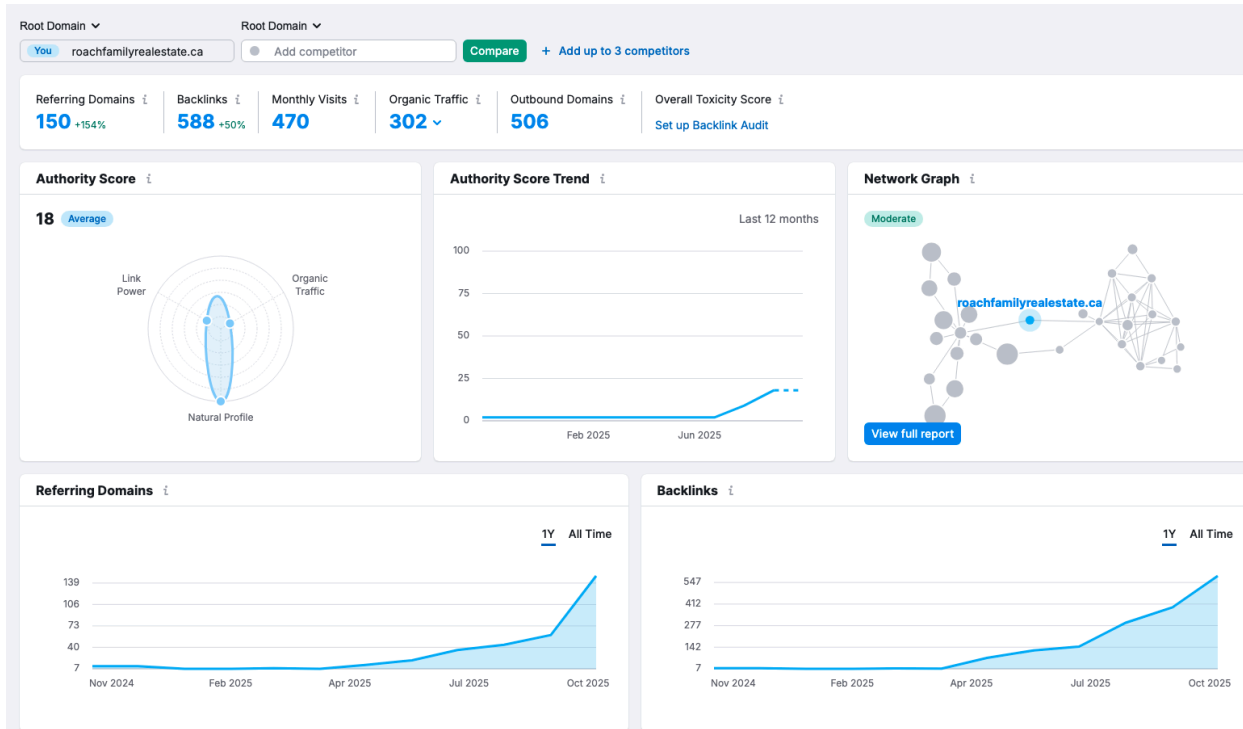
### Targeted Keyword Types

- Buyer intent keywords
- Seller intent keywords
- Local real estate keywords
- Long tail location keywords
- Neighbourhood-specific keywords

### Work Completed

- Optimized homepage SEO
- Rewrote service page content
- Improved heading structure
- Added semantic keywords
- Optimized metadata
- Improved internal linking
- Created location-focused content
- Added FAQ sections for AI search visibility

**Baclk profile:**



### 3. Local SEO & Google Business Profile Optimization

Focused heavily on local SEO to improve visibility in map results and local search.

#### Work Completed

- Optimized Google Business Profile
- Improved NAP consistency
- Built local citations
- Added location-relevant content
- Optimized service areas
- Improved local landing pages
- Added local schema markup
- Enhanced review strategy

### 4. AI Optimization & GEO Strategy

Implemented AI search optimization strategies to improve visibility in modern search environments.

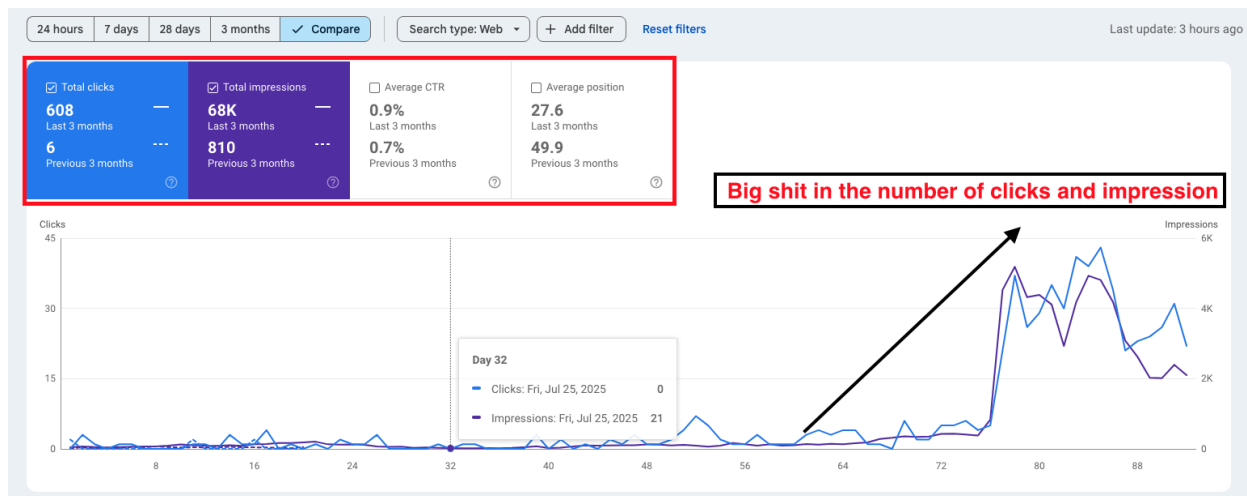
#### Work Completed

- Structured content for AI readability
- Improved topical authority
- Added entity-based SEO optimization
- Enhanced FAQ and conversational search targeting
- Improved semantic relevance
- Optimized for generative search experiences

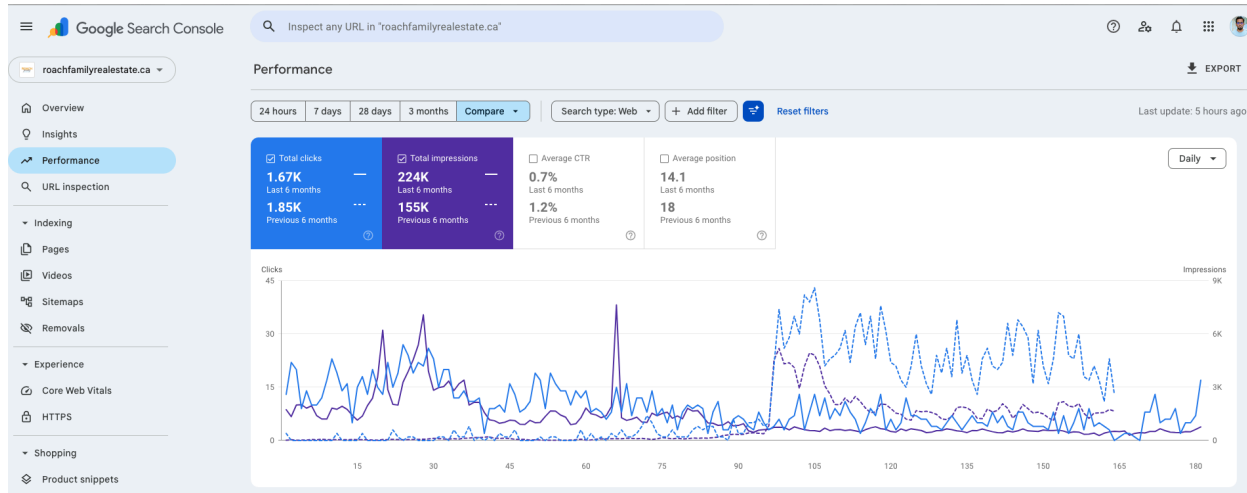
## AI Search Benefits

- Increased visibility for conversational queries
- Better contextual understanding by search engines
- Improved featured snippet opportunities
- Enhanced topical authority

## Google Search Console: (after solving indexing issues)



## Currently:



## Technical SEO Improvements

1. Site Speed Optimization	Completed
2. Schema Implementation	Completed
3. Crawl Error Fixes	Completed
4. Mobile Optimization	Completed
5. Metadata Optimization	Completed

## Tools Used

- Google Search Console
  - Google Analytics
  - Ahrefs
  - SEMrush
  - Screaming Frog
  - SE Ranking
  - Google Business Profile
  - PageSpeed Insights
- 

## Key Wins

- Improved organic visibility across important real estate keywords
- Increased local search presence
- Enhanced website technical health

- Better AI search optimization
- Improved user experience and engagement
- Higher quality inbound leads from search
- Stronger local authority signals

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