



**CONNECTING
ST. LOUIS™**

Case Study - MORE, REALTORS -
Forwarding Clickable Domains

Challenge: How can MORE, REALTORS (aka MORE) successfully compete (and grow) in a very competitive industry against much larger and better-financed competition?

MORE is a real estate brokerage in the St. Louis metropolitan area focusing on residential and investment real estate. The real estate market in the St. Louis area is intensely competitive. The main competitors are large national franchises with million-dollar marketing budgets. The top real estate teams often find themselves competing for their clients' business.

To help give MORE's team of agents a leg up over the competition, they operate a real estate search site StLouisRealEstateSearch.com where buyers and sellers can get information on properties for sale, real estate values, information on buying and selling real estate, and more.

To get this information, visitors are required to sign up, create an account and provide search criteria and contact information. However, there are a lot of free sites out there that could potentially give people the same information. MORE's challenge involved getting people to not only submit their information to the website but also ultimately choose to work with MORE's team of agents.

Solution #2: Utilize “clickable take action” domains forwarded to pages on MORE's real estate search website to increase traffic to those pages.

To drive more traffic to our real estate search website, MORE registered and forwarded a number of niche-targeted “clickable take action” domains that direct visitors to specific pages on StLouisRealEstateSearch.com and encourage site sign-ups. Some of these clickable take action domains were geo-targeted, some keyword-focused and some utilized small amounts of paid online and social media advertising platforms.

The typical cost per year for each domain would be a \$15.00 annual domain renewal fee.

Results: Over the past 5 years, MORE can attribute \$60,000,000 in Gross Sales which equates to \$1,500,000 in gross commissions from leads generated by StlouisRealEstateSearch.com. Some of this can be attributed to these various website URLs we used to drive thousands of visitors to targeted pages on our website through direct navigation or “type-in” traffic.

We have used clickable take action domains for marketing to home buyers and sellers in large subdivisions:

- [LegendsHomesForSale.com](https://www.stlouisrealestatesearch.com/legends-subdivision-real-estate-sale/) - forwards to <https://www.stlouisrealestatesearch.com/legends-subdivision-real-estate-sale/>
- 5,000 visitors over the past 5 years with over 1,700 of them registering for an account on our site.

In the St. Louis area, we often have flooding issues which cause people concern - people are searching for that information.

- [STLFlood.com](https://www.stlouisrealestatesearch.com/interactive-flood-map/) - forwards to <https://www.stlouisrealestatesearch.com/interactive-flood-map/>
- Over 34,000 visitors in the past 5 years.

St. Louis Buyers and Sellers want real estate market statistics.

- [StLouisMarketStats.com](https://www.stlouisrealestatesearch.com/st-louis-real-estate-market-stats/) - forwards to <https://www.stlouisrealestatesearch.com/st-louis-real-estate-market-stats/>
- 5,000 visitors over the past 5 years, with nearly 300 of them registering for an account on our site.

St Louis Real Estate Investors and Buyers looking for deals

- [ForeclosureHomesInStLouis.com](https://www.stlouisrealestatesearch.com/st-louis-foreclosures/) - forwards to <https://www.stlouisrealestatesearch.com/st-louis-foreclosures/>
- Over 3,000 visitors in the past 5 years, with about 200 of them registering for an account on our site.

As a result of tightening property inventories, the goal was to reach buyers who wanted to know more about properties coming on the market

- [StLouisComingSoon.com](https://www.stlouisrealestatesearch.com/st-louis-coming-soon-listings/) - forwards to <https://www.stlouisrealestatesearch.com/st-louis-coming-soon-listings/>
- Over 3,000 visitors in the past 5 years, with about 200 of them registering for an account on our site.
- [NewStLouisListings.com](https://www.stlouisrealestatesearch.com/st-louis-new-listings/) - forwards to <https://www.stlouisrealestatesearch.com/st-louis-new-listings/>
- Almost 4,500 visitors in the past 5 years, with about 300 of them registering for an account on our site.