



**CONNECTING
ST. LOUISIS™**

Case Study - MORE, REALTORS -
Using A Blog With A Clickable
Domain

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: Utilize the “clickable take action” domain StLouisRealEstateNews.com as a standalone real estate news website that captures niche-targeted leads with only minimal PPC and social media marketing.

To drive more traffic to our real estate search website, MORE launched a standalone, real estate news blog website - StLouisRealEstateNews.com - with up-to-date real estate news. Additionally, the domains STLRealEstateNews.com and SaintLouisRealEstateNews.com are both forwarded to the site to avoid any confusion in the market and protect the domain and concept from competitors. The site now has thousands of articles that generate daily traffic. On each of the articles are calls to action and links to the brokerage real estate search site - StLouisRealEstateSearch.com.

Typical cost per year for this domain would be \$15.00 annual domain renewal fee for each domain and \$5.00 per month for web hosting. Plus the cost of time and energy to create the articles. The site is built using WordPress.

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 StLouisRealEstateNews.com, where we saw the following results with minimal PPC and social media marketing.

StLousRealEstateNews.com - Blog Site Providing Real Estate News

- 83,458 visitor's in the past 5 years to the primary site.
- 158,353 Pageviews
- Average of 1.6 pages per session visited
- Referrals to St Louis Real Estate Search: 50,912 users and 394 of those signed up for an account