



Case Study

Königskinder Immobilien GmbH – Real Estate

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Challenge

As a real estate group with branches in 10 locations across 5 regions in Germany, Königskinder's website had to be optimized to be top ranking for all 3 of its strategic operations:

1. As a real estate agency group with a countrywide footprint (national).
2. As a franchisor offering real estate franchise opportunities across Germany (regional).
3. For existing franchisees operating in various regions (local).

This required selecting and optimizing keywords for a range of diverse target groups on three search levels: national, regional and local.

Result

Within 6 months ATRICA ranked 120 keywords on Google Page 1 for national, regional and local searches. This ensured Königskinder was: top-ranked as a real estate group with a national brand; top-ranked as a franchise provider across regions; top-ranked for localised real estate searches.

These were the stats before they started using ATRICA in July 2020.

- Ranking Keywords Google Page 1: **0**
- Traffic: **not provided**

Improvement

Month 3:

- Ranking Keywords Google Page 1: **54**
- Ranking Keywords Increase: **100 %**
- Traffic increase of: **-**

Month 4:

- Ranking Keywords Google Page 1: **70**
- Ranking Keywords Increase: **77,14 %**
- Traffic increase of: -

Month 5:

- Ranking Keywords Google Page 1: **94**
- Ranking Keywords Increase: **74,47 %**
- Traffic increase of: -

By the end of Month 12:

- Ranking Keywords Google Page 1: **170**
- Ranking Keywords Increase: **55,29 %**
- Traffic increase of: -

A selection of a total of 170 ranking keywords

- Immobilien Stuttgart
- Immobilienmakler Stuttgart
- Makler Stuttgart
- Immobilienmakler Esslingen
- Bester Wertermittler Stuttgart
- Am schnellsten wachsendes Franchise

ATRICA's Performance and Solution

“We didn't initially believe that the software would be able to achieve actual rankings without our intervention. After only 3 months we were convinced otherwise and are more than satisfied with the results.”

Leon Djolaj (Owner)

ATRICA

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