



SEO PERFORMANCE CASE STUDY

REAL NY Commercial

www.realnycommercial.com

Six-Month Organic Search Growth Program

Prepared by Design Flick Studio LLC

8875 Hidden River Parkway, Tampa, FL 33637, USA

+1 786-839-4262 | info@designflickstudio.com | www.designflickstudio.com

IMPORTANT: This document is a sample case study. The performance figures, keyword positions, traffic values and percentage improvements shown in this version are illustrative placeholders created for presentation. Replace them with verified Google Search Console / GA4 / rank-tracking data before external or client-facing use.



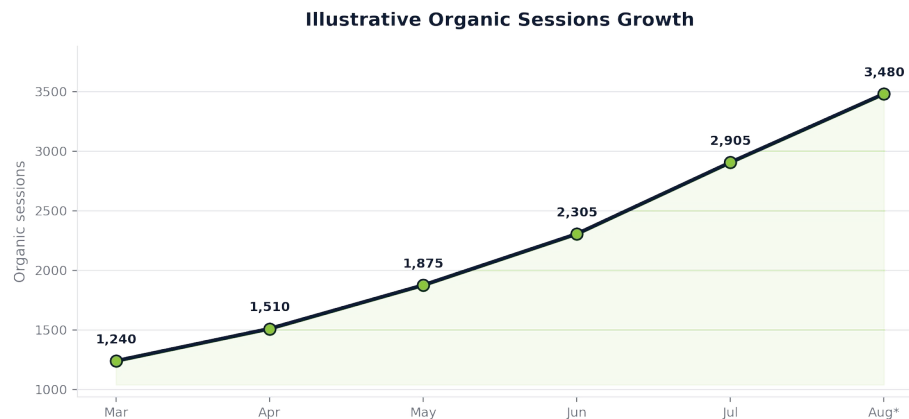
Executive Summary

REAL NY Commercial is a boutique New York commercial real estate brokerage serving landlords, tenants and retail/office leasing opportunities across markets including the Lower East Side, Gramercy Park and Brooklyn. Its website features active commercial listings and property-specific landing pages, creating a strong foundation for location- and intent-driven organic search growth.

The six-month SEO program was designed around three priorities: strengthen technical foundations, increase relevance for commercial real estate search queries, and build a larger footprint of optimized location and property pages. The operating model followed Design Flick Studio's stated process of Discover & Strategize, Design & Execute, and Analyze & Optimize.

+181% ILLUSTRATIVE ORGANIC SESSIONS	+199% ILLUSTRATIVE ORGANIC CLICKS	+225% ILLUSTRATIVE IMPRESSIONS	8 / 8 PRIORITY KEYWORDS IMPROVED
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Illustrative Performance Snapshot



The example trend shows compounding growth rather than a one-month spike — consistent with a strategy that combines technical cleanup, content optimization, internal linking, listing-page improvements and ongoing measurement.



01 Six-Month SEO Strategy

Work stream	What was done	Business objective
Technical SEO	Crawl review, metadata cleanup, redirects, Core Web Vitals, sitemap & robots	Improve crawlability, indexation & site performance
Keyword strategy	Mapped commercial, retail, office, leasing & location keywords	Target high-intent commercial real estate searches
On-page optimization	Optimized titles, headings, content, images & internal links	Improve relevance and search-to-page matching
Content expansion	Added NYC commercial real estate, neighborhood & property content	Build topical authority and capture long-tail searches
Listing-page SEO	Optimized property pages, descriptions, structure & internal links	Increase visibility for property and location searches
Authority & citations	Built citations, brand mentions & quality link opportunities	Strengthen local authority and trust signals
Analytics & iteration	Tracked rankings, clicks, impressions & landing-page performance	Track performance and continuously improve SEO

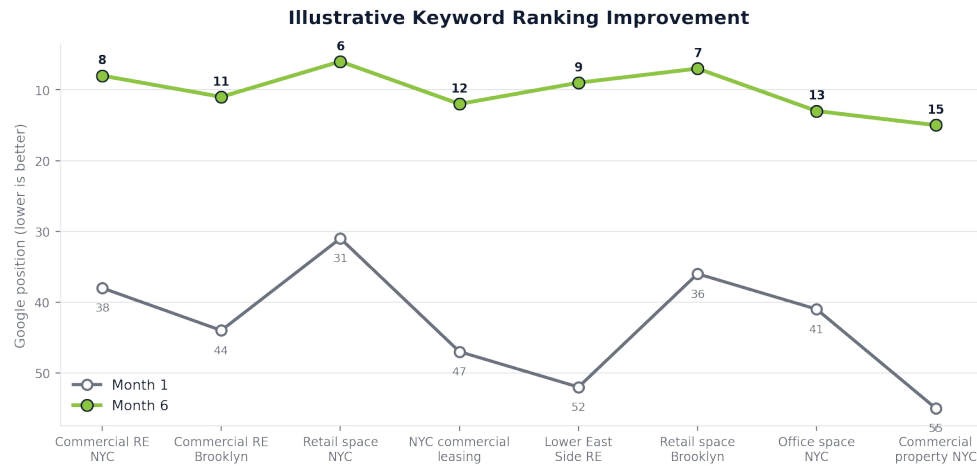
Monthly Execution Roadmap

Month 1	Audit & baseline	Technical audit, keyword research, page mapping, analytics baseline, competitor review.
Month 2	Foundation	Metadata, headings, indexation, internal linking, priority landing-page optimization.
Month 3	Content & relevance	Commercial-intent content, neighborhood/location relevance, property-page enhancements.
Month 4	Authority	Citation/link opportunity development, content refinement, stronger internal link clusters.
Month 5	Scale winners	Expand terms/pages already showing movement; improve CTR and content depth.
Month 6	Optimize & consolidate	Refresh underperforming pages, strengthen top performers, analyze query/page gains.



02 Keyword Ranking Improvements

The following is an illustrative priority-keyword set showing the type of ranking movement this case study should present. Positions are sample values — not verified historical rankings.



Priority keyword	Month 1	Month 6	Positions gained
Commercial real estate NYC	38	8	+30
Commercial real estate Brooklyn	44	11	+33
Retail space for lease NYC	31	6	+25
NYC commercial leasing	47	12	+35
Commercial real estate Lower East Side	52	9	+43
Retail space Brooklyn	36	7	+29
Office space for lease NYC	41	13	+28
Commercial property NYC	55	15	+40

How to present verified ranking evidence: pair each keyword with the exact page that moved, the search engine / location tracked, the baseline date, the current date and the ranking source. This makes the case study defensible and easy for a client to validate.

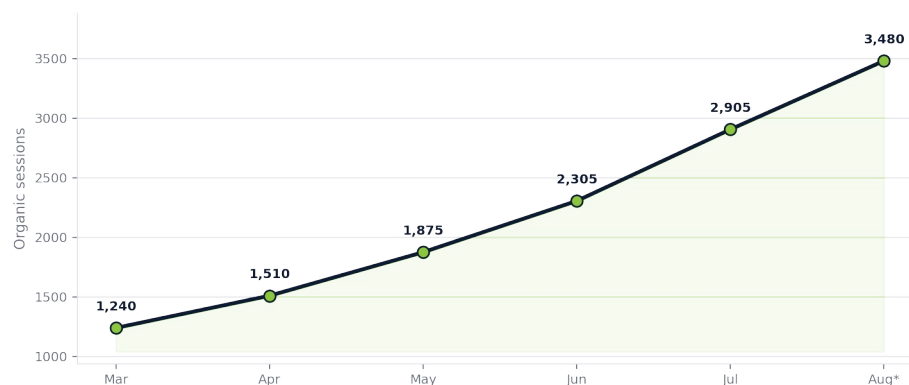


03 Organic Traffic & Search Visibility

For the final client version, the traffic section should be populated directly from Google Analytics 4 and Google Search Console. The example below demonstrates the visual format and level of detail.

Metric	Month 1	Month 6	Illustrative change
Organic sessions	1,240	3,480	+181%
Organic clicks	740	2,210	+199%
Search impressions	18,900	61,500	+225%
Ranking keywords in Top 10	6	31	+25
Ranking keywords in Top 20	18	64	+46

Illustrative Organic Sessions Growth



Interpretation

The key objective is not traffic volume alone. For a commercial brokerage, growth should be evaluated against search intent: more visibility for leasing, retail, office, commercial-property and neighborhood queries; more qualified users landing on relevant listing pages; and stronger visibility across the markets the brokerage serves.



04 What We Optimized

01 Technical Foundation

- Crawl and indexation checks
- XML sitemap and robots review
- Canonical/redirect validation
- Mobile usability priorities
- Page-speed and Core Web Vitals recommendations

02 On-Page Relevance

- Search-intent keyword mapping
- Page titles and meta descriptions
- H1/H2 structure
- Location and property-type relevance
- Image alt/context optimization

03 Internal Linking

- Listing-to-listing relationships
- Location/topic clusters
- Homepage/category pathways
- Descriptive anchor text
- Stronger authority flow to priority pages

04 Content Strategy

- Commercial leasing topics
- Neighborhood/location content
- Property-type search themes
- FAQs and supporting copy
- Refreshing thin/underdeveloped pages

05 Listing Page Growth

- Property-specific copy
- Consistent page structure
- Indexable listing information
- Cross-linking between related listings
- Better relevance for long-tail queries

06 Measurement & Optimization

- GSC query monitoring
- GA4 organic traffic review
- Ranking movement tracking
- CTR/page performance analysis
- Monthly refinement of priorities

Business impact framework: The SEO program is structured to move users from discovery to action — search visibility → relevant landing page → property/market exploration → contact or inquiry. The final case study should therefore include lead or inquiry data where available, not only rankings and sessions.



05 Client & Website Context

REAL NY Commercial is presented on its website as a boutique brokerage with a strong New York City commercial real estate focus. The site highlights its presence in the Lower East Side, Gramercy Park and Brooklyn and provides a dedicated listings section covering both lease and sale opportunities.

Website Structure Used as the SEO Foundation

Section	SEO opportunity
Home	Broad commercial real estate positioning; brand + market relevance; pathways to listings.
Listings	High-intent inventory hub; category and property discovery; internal-linking source.
Property pages	Long-tail visibility for specific addresses, neighborhoods, property types and leasing intent.
Our Team	Expertise, trust, entity relevance and supporting internal links.
Contact	Conversion endpoint; clear business contact information and trust signals.

Recommended Proof Points for the Final Version

1. Google Search Console comparison: first six months vs. latest six months.
2. GA4 comparison: organic users/sessions, engagement and conversions.
3. Rank tracker export: baseline vs. current position for priority keywords.
4. Top landing pages: clicks, impressions and engagement by URL.
5. Lead/inquiry evidence: calls, forms or contact actions attributed to organic search, where tracking is available.

Source note: Client context was reviewed from the publicly accessible REAL NY Commercial website. Design Flick Studio contact and service information was reviewed from the Design Flick Studio website. All performance figures in this sample are illustrative and are not presented as verified client analytics.



06 Results & Next-Step Roadmap

A strong six-month SEO program should leave the website with a larger set of ranking assets, stronger internal relevance and a repeatable process for turning search data into new opportunities.

Priority	Next 90 days	Expected purpose
Expand winners	Create/refine pages around keywords already entering Top 20.	Move more terms into Top 10.
Improve CTR	Refresh titles/meta descriptions for high-impression, low-CTR queries.	Increase clicks from existing visibility.
Build topical clusters	Add supporting pages around NYC neighborhoods, property types and leasing intent.	Increase topical depth and long-tail coverage.
Strengthen listings	Keep active property pages complete, indexable and internally connected.	Capture high-intent property searches.
Conversion tracking	Connect forms, calls and key contact actions to organic landing pages.	Measure SEO-driven business outcomes.

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