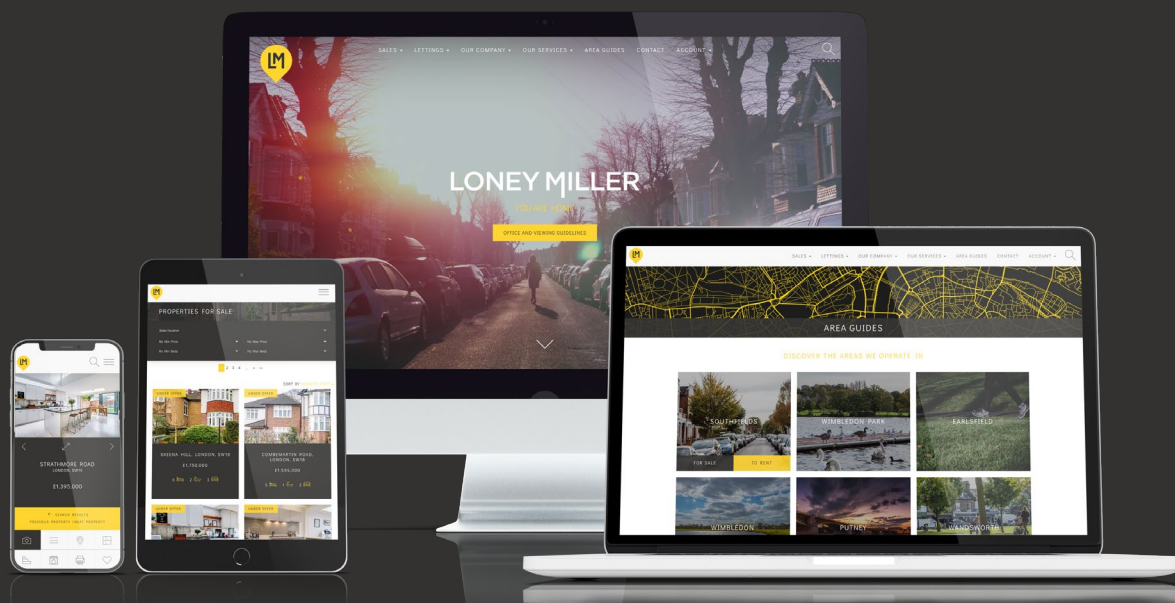


Helping a start-up estate agency achieve long-lasting and ground breaking success

A website build and search engine optimisation case study



Loney Miller Case Study

The Client

Loney Miller hit the scene as a brand new start-up agency in 2018; driven by two highly successful estate agents who had worked for established brands but wanted to do things differently. As an online offering in the competitive area of Southfields, South London, Loney Miller provide a hybrid online service alongside their more traditional estate agent offering.

The Brief

As a start-up business, branding played a crucial factor in the development of Loney Miller's website. They needed to establish their brand and reinforce its message to provide a truly unique and recognisable online offering. Having worked so hard on their eye-catching branding, it was important the website used it to its fullest potential.

However, making the website look great was only part of the battle. In order for the business to establish itself and flourish, it was vital it ranked well on Google to attract the vendors and landlords that would grow the business. As an online offering in the competitive area of Southfields, South London, this was one of the most important aspects of this website project. Making it look pretty was the easy part - making sure enough people would see those stunning good looks was a whole new challenge altogether...

Key Challenges

1. The design and build and hosting of an exceptionally stylish website

They needed a website that could bring their brand vision to life and truly pack a punch in a highly competitive area of South West London.

2. Improving and maintaining high search engine visibility

It was vital it ranked well on Google to attract the vendors and landlords that would grow the business. As an online offering in the competitive area of Southfields, South London, this was one of the most important aspects of this project.

3. Make the business of managing content effortless

A good content management system is key to ongoing search listing and lead generation success. It had to empower Loney Miller to manage, analyse and edit every aspect of their site's content.



The Results

Loney Miller came to the right place when they commissioned Webdadi. The website speaks for itself when it comes to its looks – an exceptionally handsome website that helped establish their brand as the professional local agent that they are. Would you commission this agent to sell your house? Absolutely!

But what about those critical Google rankings? Would this newly built website from a start-up be able to compete against the big fish of established national agencies that hunt in the Southfields property market? Well, they were on page 1 of Google within the first 6 weeks of launch for "Estate Agents Southfields" and on page 1, #1 and #2 of Google for "Online Estate Agent Southfields"*. And as of March 2021, they're still maintaining their new real big fish reputation on search rankings across 6 of their core key search terms.**

With Webdadi's help, Loney Miller is an agency which continues to go from strength to strength.

**58% increase
in organic
search website
users***

**48% increase
in numbers
of website
sessions per
user***

**15%
increase in
average visit
duration***

**13%
overall
increase in
website page
views***

**10%
increase in
mobile session
views***

"As a new business entering a competitive market place we wanted a website that represented our brand and made us stand out from the crowd. Webdadi took the time to learn who we are and what we were looking for. They delivered an amazing website that we are very proud of and constantly receives great comments"

Jonathan Loney, Managing Director, Loney Miller

Contact us today to learn more about how we can help you improve your website lead generation. You can email us at sales@webdadi.com, or give us a call on 0208 246 6060.

* Source: Google Analytics, 9th January - 9th March 2018 ** Source: Google Analytics, 9th March 2021