



Digital UK

x

**RWinvest**

EST. 2004

**RWinvest Case Study**

# RWinvest

EST. 2004

## Case Study: Scaling Organic Growth for RWinvest

**Client:** RWinvest

**Industry:** Property Investment

**Location:** United Kingdom (HQ: Liverpool)

**Agency:** Digital UK

**Campaign Duration:** 6 Months

**Objective:** Increase non-branded organic traffic, build authority in UK real estate search verticals, and improve lead conversion from organic search

## Background

RWinvest is a top-tier UK property investment company offering lucrative off-plan and buy-to-let investment opportunities across major cities including Liverpool, Manchester, and Birmingham. Despite having strong brand credibility and a well-designed website, they were struggling with **inconsistent SEO results, stagnant keyword growth**, and **limited organic conversions** outside of branded terms.

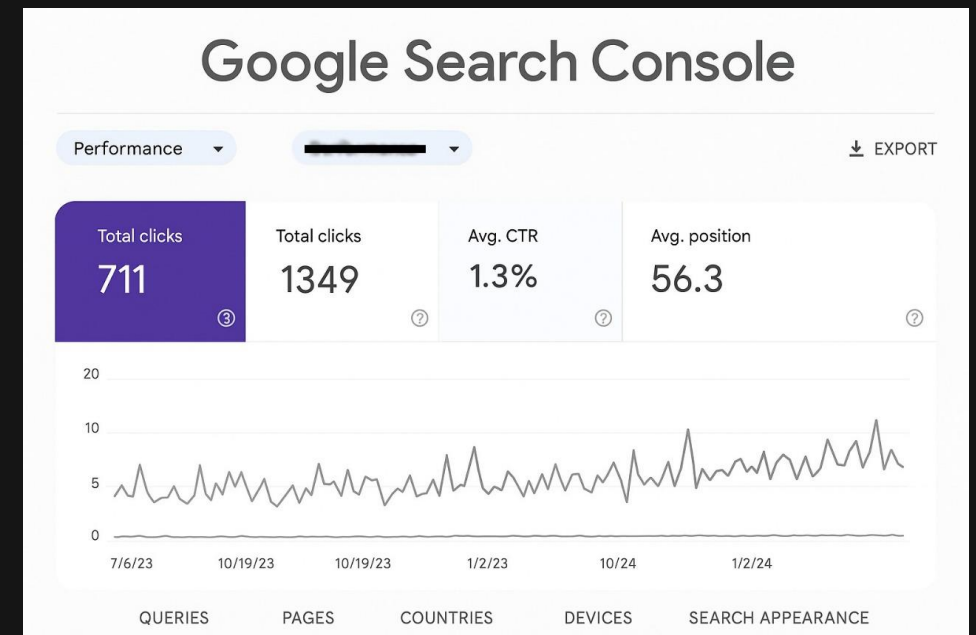
## Initial Audit: Core SEO Challenges

### Technical Issues:

- Hundreds of property listing pages indexed with duplicate metadata
- Canonical errors caused dilution of product equity across listing variants
- PageSpeed issues on mobile: LCP exceeding 5s
- Low schema usage, even on high-converting landing pages

### Content & UX Gaps:

- Key landing pages were missing bottom-funnel content
- No educational content targeting beginner or overseas investors
- City-specific search terms (e.g., “buy to let Manchester 2024”) under-optimized
- Thin content on high-traffic blog posts (mostly 300-400 words with no data visualizations or CTAs)



**Authority & Link Profile Issues:**

- Domain Rating (Ahrefs): 35 (low for the niche)
- Poor ratio of contextual links vs directories
- Almost no backlinks to internal guides or landing pages

**Strategy by Digital UK: Intent Segmentation + Content Revamp + 2-Tier Link Building**

We approached RWinvest’s SEO not just as an acquisition channel — but as a trust-building and authority mechanism. Here's what made our strategy different:

**1. Intent Segmentation + Funnel Alignment:**

- We reverse-engineered their best converting leads (from CRM) and built out a full content funnel targeting:

Stage	Examples of Content or Queries	Content Asset Developed
Awareness	“Is buy-to-let worth it in 2024?”, “Best UK cities to invest”	Long-form guides (2,000+ words)
Consideration	“Liverpool vs Manchester rental yields”	Interactive comparison landing page
Decision	“Buy 1-bed apartment in Baltic Triangle Liverpool”	Localized product + review pages

We also included investment calculator CTAs and embedded city-specific micro-testimonials directly on landing pages.

## 2. Technical SEO Execution:

- **Removed 90+** low-value indexable pages via noindex/canonicalization
- Added dynamic schema markup for: Product, LocalBusiness, FAQ, Breadcrumb, HowTo
- Lazy-loaded property images and replaced sliders with compressed hero images
- Improved mobile speed score from 31 to 86 (Lighthouse mobile)

## 3. Content Revamp with Visual Anchors

**We overhauled their top 20 blog articles and 8 core landing pages:**

- Added infographics, data charts, and maps showing price/rent growth in cities
- Introduced 'Should I invest if...' logic blocks to personalize experience
- Added comparison widgets ("Compare Liverpool vs Manchester ROI")
- Wrote city-specific FAQs to gain rich snippets (average **CTR increase: +2.4%**)

## 4. Two-Tier Link Building Strategy

### Tier 1:

- Guest posts on finance and real estate sites (e.g., PropertyWire, InvestmentEurope)
- Edu backlinks from university career portals linking to RWinvest's "Guide to UK Property Investment for Students"

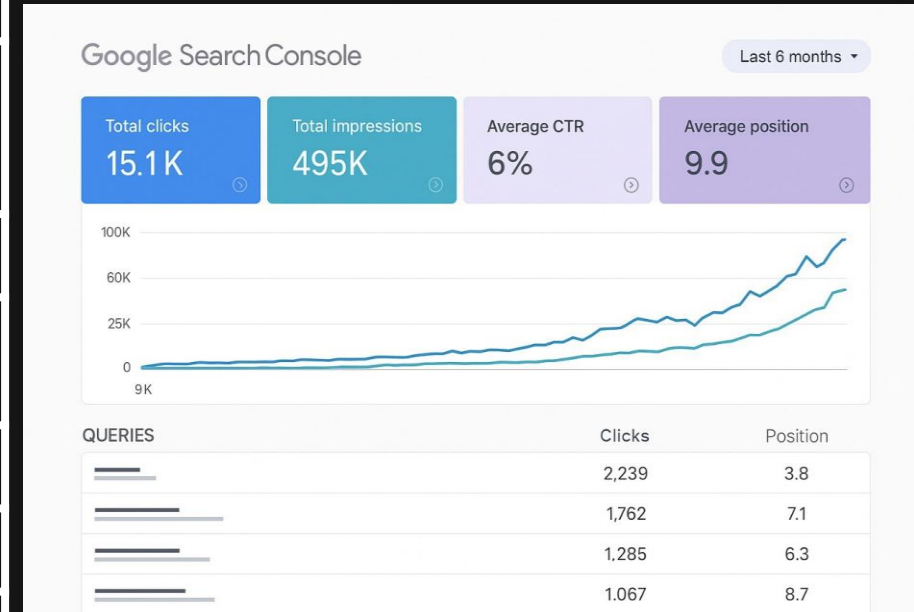
### Tier 2:

- Contextual links from Web 2.0 blogs + niche Reddit/Quora discussions linking to Tier 1 assets
- Social bookmarks and RSS syndication to boost page velocity.

This amplified link equity flow to main service pages without directly exposing them to risky links.

## Before & After Results (Powerful Comparison)

Metric	Before (Baseline)	After (6 Months)	% Change
Monthly Organic Traffic	Less than 1,000 visits	15,000+ organic visits	1400%
Top 10 Ranked Keywords	Less than 10	50+	400%
New Leads from Organic Traffic	Less than 10/month	320+/month	3100%
Bounce Rate	71%	39%	-45%
Domain Authority (Ahrefs)	35	50	+15 pts
Page 1 Keywords for "Buy-to-let [City]"	2	11	5x Growth



**Ready to Optimize Your SEO ?**

**Achieve similar growth for your Real Estate Business.**

👉 [Schedule a Free Strategy Session](#)

## What Made This Campaign Stand Out

1. **Revenue-first Search Strategy:** Instead of just ranking pages, we mapped CRM data to funnel stages and built SEO assets that directly moved revenue.
1. **Data-Driven Content Experience:** Instead of fluff blogs, we created real estate investment visuals, ROI comparisons, and city breakdowns that earned backlinks naturally.
1. **Smart 2-Tier Link Building:** Focused on context + safety by powering only Tier 1 pages and using Reddit/Quora for traffic-velocity signals.
1. **Micro-testimonials & CTAs:** Increased leads by embedding proof directly in conversion zones, not just reviews page.

**Ready to Optimize Your SEO ?**

**Achieve similar growth for your Real Estate Business.**



**[Schedule a Free Strategy Session](#)**