

FSE Establish Online Presence for Essex Estate Agency

The Opportunity.

Halls Property Group are a family run estate agent based in Essex. They were established in 2020 and specialise in domestic sales and lettings.

Whilst the owner had extensive prior experience in the market, Halls had no digital footprint due to being a new business. The company needed help in creating their brand and website and establishing an online presence. A friend recommended FSE Digital.

The logo for HALL'S PROPERTIES, featuring the company name in a clean, sans-serif font with a stylized house icon above the letter 'A' in 'HALL'S'.

The Solution.

Halls Property Group chose FSE Digital due to their existing experience in the marketplace. An initial discovery session was held to determine the objectives for the digital marketing strategy.

Before we could start generating enquiries, the client needed a brand. FSE developed brand guidelines for the client and a suite of assets including logos, brochures, and property boards.

We then set about creating their website. We used our previous experience in the property industry to ensure that the site had the necessary legal information as well as being optimised for SEO and conversions.

Part of this process included creating relevant location based landing pages and helpful calculators. FSE manage all the site content for Halls including content required for their SEO campaign such as blogs.

The property market in London and the South-East is extremely competitive. Despite this, FSE were able to develop and maintain an SEO strategy for the client, achieving page one for many of their target keywords. This success has helped provide the client with a regular influx of enquiries.

We also run the clients' social media accounts, essentially operating as an extension of their team.

"FSE Digital are a very friendly team, I take on board their expert ideas and recommendations and trust them to continually improve my online campaigns.

Their advice has consistently yielded positive results."

Samm Hall - Owner

The Results.

New business enquiries per week

15

Revenue increase YoY

148%

Keywords in top 3 position on Google

56

Rating Score.

10/10

Get in touch to find out how we can help turn your digital marketing spend into revenue for your business.