

# CASE STUDY

## XFLATS



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## The Client

XFlats offers luxury apartments in Notting Hill, Marylebone and Chelsea in London and Beyoglu in Istanbul. It is a leading name in the corporate housing and luxury apartments sector providing state-of-the-art rooms for both short and long duration stays. Available in 1, 2 and 3 bedroom sets with kitchen and bathroom, these apartments are fully furnished along with prompt concierge services so that guests can have the ultimate luxury staying experience.



## The Challenge

When XFlats approached us, they were a completely new kid on the block. They simply wanted visibility through SERP rankings. The challenges for us were:

- Finding appropriate keywords for the business
- Visibility on highly competitive local keywords
- SERP Rankings

## The Solution

XFlats was a newly developed website when it approached Techmagnate that required several changes for optimization.

To help XFlats get the visibility and rankings they needed on their selected keywords (30 in all), we proposed a solution that incorporated social content sharing and content curation along with on-page and off-page optimization.



“Using a combination of off-site SEO activities and constant on-site improvements, we saw a steady rise in the organic traffic coming to the website. Over a three month period (Nov’13-Jan’14), we witnessed a 27% increase in organic traffic.”

## The Results

Despite being a completely new website and choosing highly competitive local keywords, which otherwise take a considerable time to rank, our team’s consistent work helped the company rank on almost all the keywords.

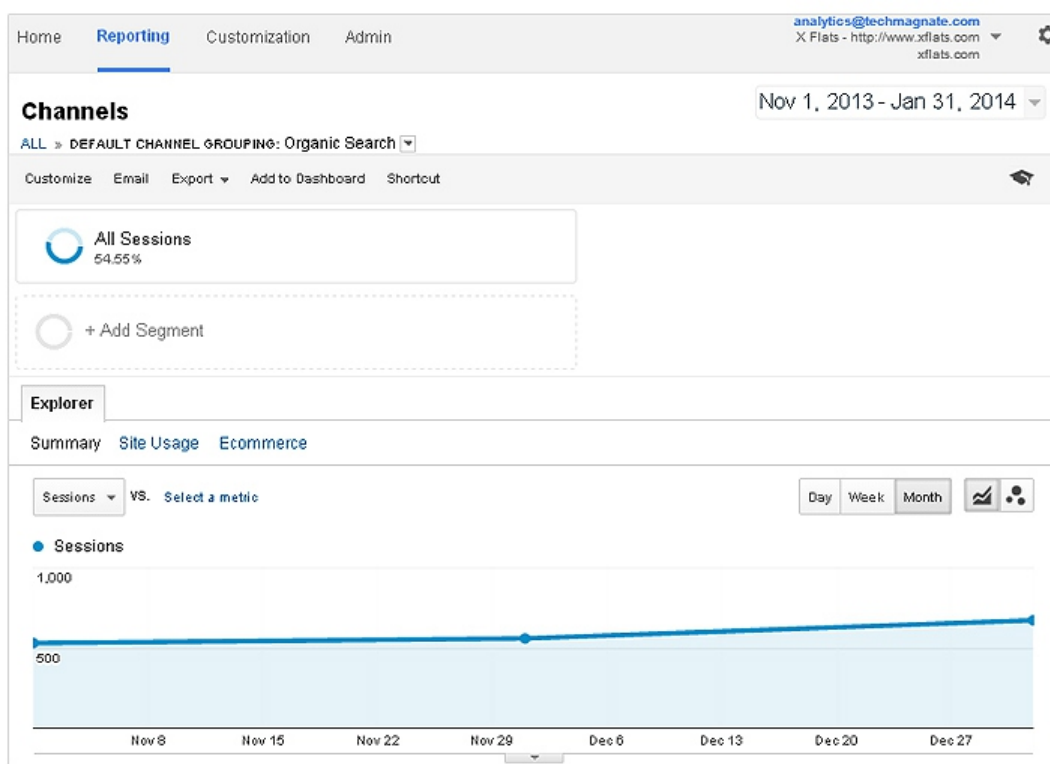
### Sample Keyword Rankings as on Jan. 2014

Xflats.com		
Website Url	Keywords	Google.com
xflats.com	Istanbul Flats	5
	Flats in Istanbul	4
	Flats Istanbul	2

Using a combination of off-site SEO activities and constant on-site improvements, we saw a steady rise in the organic traffic coming to the website.

**Over a three month period (Nov’13-Jan’14), we witnessed a 27% increase in organic traffic.**

**New visitors coming in from organic search increased by 60% during the same period.**



## The Lesson

Short and sweet: we saw a clear correlation between rise in organic rankings and strong social signals on various networks, especially Google+. Content Marketing and Social Sharing is now an integral part of any SEO strategy/campaign.