




+935
Google Rankings


+55%
Website Traffic


+400%
Lead Volume

Overview

Gallery Homes is a renowned home builder in the Central Florida area. They were needing to constantly keep their homes in front of prospective buyers in a fast paced housing market.

We pulled out all the stops by building a new conversion friendly website, using Google and Bing paid ads, SEO, and social media to feature their beautiful homes and increase online exposure. As a result they achieved record sales volume resulting in a 60% increase in sales over prior months.

Our Strategy

We began by creating a customized and responsive website using thoughtful design elements and improved organization to increase conversions. Gallery's award winning customer satisfaction was featured on the homepage to build trust in their brand.

We identified strategic keywords and used SEO to improve organic reach of Gallery's new mobile-friendly website. Paid Google, Bing and social media ad campaigns were implemented to drive new traffic and increase sales leads.

The Results

Gallery's conversion friendly website, which expertly optimized content, search engine optimization and pay per click advertising created compelling results. The client experienced a profound improvement in rankings, website traffic and lead volume in just five months.


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"It has been a great experience working with the team at Sprout creating a website. The team is very responsive and extremely helpful. Thank you for our beautiful, conversion friendly website!!"

~ Allison Root