



Success Story: Gambino Realtors

Products: Search Engine Optimization | Social Engine Marketing

Over 90% of Consumers Begin Their Search for a New Home Online

Founded in 1923, Gambino Realtors, Inc. is one of the oldest and largest real estate firms in the area. Jonathan Krause, President, knew he needed to address the company's internet presence but didn't know where to start, and frankly didn't have the time. Research from The National Association of Realtors indicate that well over 90% of consumers begin their search for a new home online, and Jon knows it is critical to be on the first page of search results. He attended a free, local seminar hosted by ThriveHive to develop a "digital roadmap" for Gambino Realtors. Eye-opening was what he called it.

Local Realtor Needs Greater Online Presence

Gambino Realtors worked with ThriveHive to help more customers find them online. Local Profiles cleaned up the company's online business information, ensuring it was complete and accurate, and enhancing it with details to help Gambino Realtors stand out to customers searching for them in the local market and across the county. Next, Search Engine Optimization worked with gogambino.com, the realtors website, to ensure the site is optimized for the keywords that are important for the business, and to drive organic search results. Finally, Search Engine Marketing gets Gambino Realtors in front of customers actively searching for properties in their local market area.

Dramatic Results in Record Time

For gogambino.com's optimized keywords, the site moved from a ranking of 80-100 to the top 11 in the first month alone, pushing the company onto the coveted first page on major search engines.

Traffic from search engines jumped 60% over a 6 month period when a Search Engine Marketing campaign was added. Gambino Realtors online share of voice rose to 34%, more than all three of his nearest competitors. Jon Krause is now working with ThriveHive to harness the power of social media and manage his online reputation.

ThriveHive's full suite of services means Jon has more time to do what he loves – putting families into new homes in Rockford, Illinois!

"I've been very pleased with the service and the results I've received from ThriveHive. I had put off development of our online presence because I frankly had no idea what to do. Thank goodness ThriveHive has the solutions."

- Jon Krause, President



increase in traffic from search engines

first page

of search results due to SEM campaign for gogambino.com



share of voice online for Gambino Realtors