






www.dezrez.co.uk




Dezrez is a leading provider of CRM software for estate agents, trusted by over 20,000 sales and letting agents.

They have been 'Connecting the Property World' for over 20 years, providing property software which enables you to elevate your agency. Their easy-to-use platform is specifically designed with their customers in mind, using software to streamline and manage repetitive day-to-day tasks.

Goals

-  Improve organic rankings
-  Boost traffic
-  Increase lead generation

Success stats

-  From ranking for 185 keywords to 1,035 keywords in one year.
-  237% increase in traffic within a year.
-  Double the number of organic leads in 10 months

Challenges

Dezrez's rankings were relatively static largely due to a lack of content. Given the size of their small team, they weren't able to produce enough content to meet their needs. They required additional consultancy (time to think and talk about their SEO and content strategies) as well as content, to improve their rankings and therefore drive lead generation.

Working with Viaduct Generation

'Dezrez's organic rankings have continued to improve and lead generation has certainly increased. Meetings with Fabio and the team are always enjoyable and time well spent. We feel Viaduct Generation genuinely cares about us as a client and we enjoy working alongside them to improve our SEO. Since also investing in content, as well as consultancy, we have been very impressed with the level of quality and attention to detail that the team put into our content.'

Cai Bradley, Digital Marketing Executive