

Project Overview

COMPREHENSIVE PROJECT

DALLYS REALTY

We have designed an offer that will allow you **dominate the local real estate market** and turn your website into a customer generation machine.



This proposal is a solution **all in one** to multiply your potential clients in less than 30 days, taking advantage of the best digital marketing strategies.

Summary:

1. Analysis of the Current Situation
2. General Objective of the Project
3. Detailed Action Plan
4. Expected Results
5. Additional Project Benefits
6. Implementation Plan and Next Steps
7. Exclusive Guarantees

1) Analysis of the Current Situation

What we have identified so far:

- Website:

Your website currently receives around **600 monthly visitors**, but it is not optimized to convert this traffic into leads.

Besides, **current design is not aligned with best practices** of user experience (UX).

- Google Ads:

You've been experimenting with campaigns, but the **conversion tracking is not set up**, which prevents measuring real effectiveness.

You currently have a **5% CTR**, and we believe we can take it to **20%** with optimization.

- Social networks:

Although Facebook has generated some interaction, **Instagram is not achieving the expected results**.

- Google Business Profile:

It is not optimized to attract local traffic, which limits your visibility in searches.

2) General Objective of the Project

Increase the number of leads contacting you on a daily basis through a conversion-optimized website and strategic SEO improvements, with Google Ads supporting these efforts to attract traffic with high purchase intent.

3) Detailed Action Plan

A. Website Redesign and Optimization

1. **Complete redesign** to improve user experience (UX) and optimization for mobile devices.
2. Implementation of **strategic contact forms**, calls to action (CTAs) and **landing pages** to increase conversions.
3. Set tracking tools to analyze user behavior (such as time on site, CTR, quitting points) and continually optimize the website.

B. Google Ads Optimization

1. **Comprehensive audit** and optimization of your current campaigns to focus on high-converting keywords.
2. Settings **conversion tracking** to measure calls, completed forms and messages.
3. Improvement of **CTR from 5% to 20%** through ad optimization and A/B testing.
4. Redirect traffic to **optimized landing pages**, which will improve conversion rates.

C. SEO Content Strategy

1. Investigation of **keywords** to identify the most relevant ones for your real estate market in Panama.
2. Writing and publication of **3-5 optimized blog articles** that attract organic traffic and improve your search engine ranking.
3. Optimization of **Google My Business** to appear at the top of results in local searches.

4) Expected Results

Below, I present the results we can expect to achieve within the next few years. **90 days:**

Métricas	Situación Actual	Meta del Proyecto
Tráfico mensual del sitio web	600 visitantes	3,000 visitantes
Tasa de conversión del sitio	1%	3%
CTR en Google Ads	5%	20%
Leads diarios	2-3 leads	10+ leads

5) Additional Project Benefits

- **SEO and Google My Business audit** included to maximize your local visibility.
- **Advanced Website Speed Optimization**, improving loading times by a 30%.
- **Personalized advice**: Includes weekly calls for the first 30 days to adjust and optimize strategies.

6) Implementation Plan and Next Steps

- **Week 1:** Website redesign and tracking tools configuration.
- **Week 2:** Google Ads campaign optimization and A/B testing.
- **Week 3:** Creation and publication of SEO content.
- **Week 4:** Final adjustments and continuous optimization.

7) Exclusive Guarantees

Satisfaction Guarantee

- To eliminate any risk and demonstrate my confidence in the results we can achieve, I offer you a **exclusive guarantee**:
- If in 30 days you do not see a significant increase in your leads, we will return 50% of the initial investment.

Investment in your Business

This proposal represents a **strategic investment** to transform your digital presence and increase your sales.

Total Investment:

- **\$3,500** (excludes paid ad budget)
- **Payment Terms:** 50% at the beginning and 50% at the end of the project.