



A Platform to Capture Real Estate Relocation Leads

- History of shopdowntown.org
 - Started when we owned Middleford Yarn Co.
 - Hand-Curated Directory Listing: [Downtown Medford](#)
 - Digital Consulting (POS/Ad Spend/[Co-op Advertising](#))
- A Page Per City: 9,500 Discovered By Google: [Sitemaps](#)
 - Database Driven (MySQL)
 - Custom PHP Code - No off-the-shelf platforms
 - Bootstrap - Responsive & Mobile Friendly
 - Unique Freshness Strategy
 - Limited Duplicate Content
 - Custom Header and Footer Per City Option
 - Passes Google's [Speed](#) and [Mobile](#) Tests
- All [Organic Traffic](#) - \$0 paid vs. [\\$3.08 CPC on AdWords](#)
 - SEO Keyword Targets: "Downtown City_Name"
 - 113k [Lifetime Sessions](#) on Domain
 - 25,000 Sessions in [Southern Oregon](#)
 - [2,200 Cities](#) Currently Produce [4,500/mo Sessions](#)
- Attracts All [Natural Backlinks](#) - \$0 paid nor solicited
- Testing Monetization
 - Display Ads [AdSense](#): \$12.02 Page RPM
 - Open Source [Discount Cards](#): 13.46% CTR
 - Product Listing [Display Ads](#): 8.7% CTR
 - [Order Relocation Guide](#): 1.27% Conversion Rate
 - Est 63,266 sessions/yr X 1.27% = 803 leads/yr
 - People are researching their new downtown
 - Can order and download relocation guide
- Looking Forward
 - Find a broker to fulfill relocation requests
 - Increase content on each downtown page
 - Create a mobile app for shopping discounts
 - SaaS for Small City Downtown Associations
 - [Realtor.com buys lead generation co. for \\$210M](#)



**Natural
Backlinks
From:**



[PR 8/10](#)



[PR 9/10](#)



[PR 4/10](#)



[PR 5/10](#)



[PR 4/10](#)