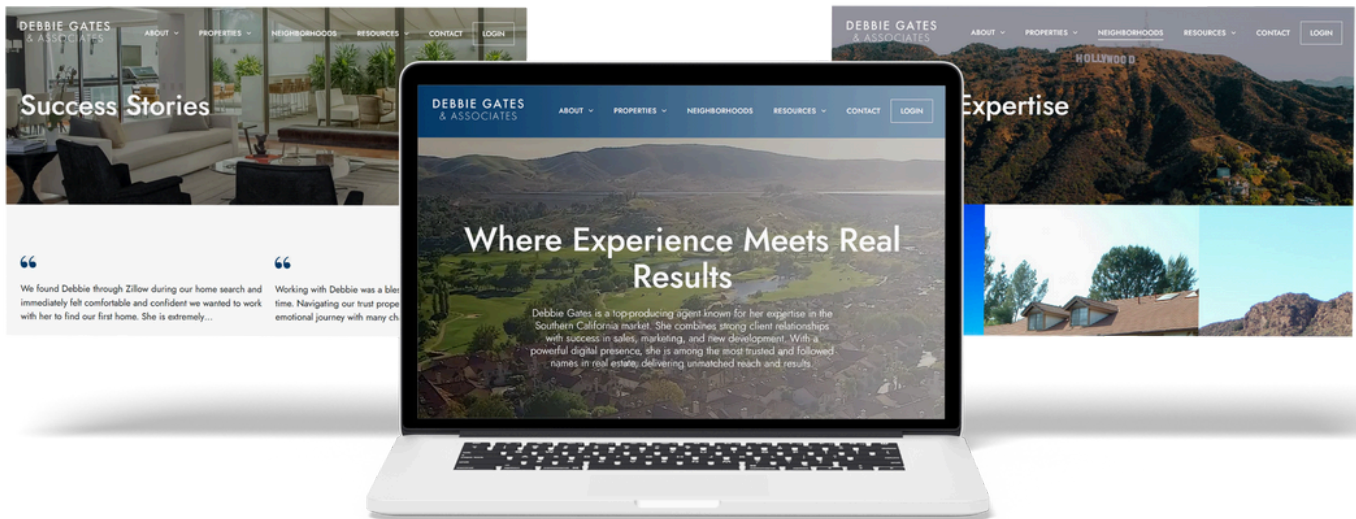




From Outdated to Outstanding: Enhancing Debbie Gates' Digital Presence

Website Redesign & Social Media Optimization



THE CHALLENGES

Before the revamp, Debbie's website was failing to support her business goals. Despite being a top-producing REALTOR® in Simi Valley, her site lacked essential features and functionality that modern clients expect.

No IDX Integration - The absence of an IDX (Internet Data Exchange) feature meant visitors couldn't browse active property listings directly on her site. Instead, they had to leave the site to look for homes elsewhere—resulting in high bounce rates and lost lead opportunities.

Outdated Design - The previous design was cluttered, visually outdated, and difficult to navigate. It didn't reflect Debbie's premium yet approachable brand, making it harder to establish trust with first-time visitors. In a competitive market, a poor first impression can cost clients.

No Home Valuation Feature - Sellers represent a significant revenue source in real estate, but Debbie's website had no home valuation tool to attract them. Without this feature, potential sellers had no easy way to gauge their property's worth—forcing them to use competitors' websites instead.

Poor Mobile Experience - With over 70% of real estate searches happening on mobile devices, the site's non-responsive layout frustrated users and caused drop-offs during property searches.

Limited SEO Performance - The site had minimal keyword optimization and lacked valuable content such as local market insights or neighborhood guides, reducing organic visibility on Google.

SERVICES PROVIDED

To address these issues, the following solutions were implemented:



FULL WEBSITE REDESIGN



IDX INTEGRATION

for live property searches



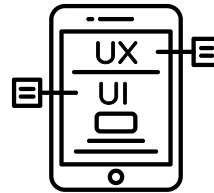
HOME VALUATION TOOL

for seller lead generation



SEO OPTIMIZATION

for better search rankings



MOBILE RESPONSIVENESS

for optimal user experience

STRATEGY & SOLUTIONS

Our goal was to transform the outdated site into a **modern, high-performing platform designed to convert visitors into leads:**

Custom Visual Design: Developed a clean, intuitive interface that reflected Debbie's professional and approachable brand personality.

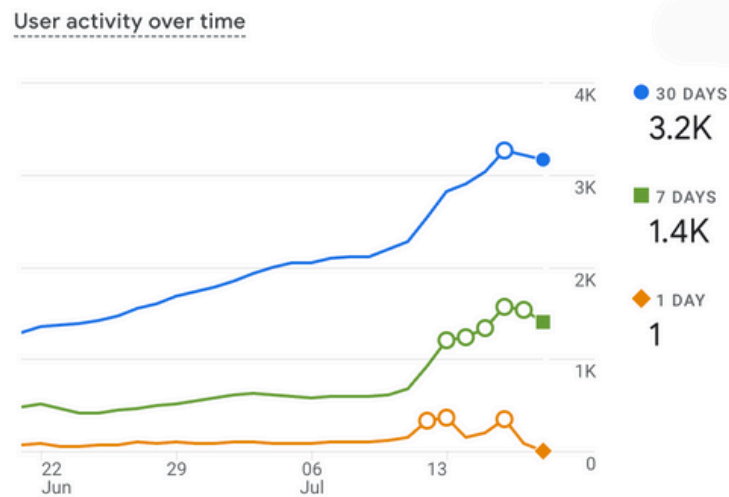
Advanced IDX Search: Added MLS-powered property search to keep visitors engaged on the site.

Lead Capture Optimization: Integrated automated valuation tools, strategic CTAs, and user-friendly forms to capture both buyer and seller leads.

SEO-Focused Content: Added market updates, community insights, and blog posts to improve rankings and establish authority.

Mobile Optimization: Built a fully responsive design for flawless performance across smartphones and tablets.

RESULTS



WEBSITE PERFORMANCE INSIGHTS

(Website launched June 2025 – Current results as of July 2025)

Launch Impact: The website launched in **June 2025**, and within one month, it has delivered **strong growth in user engagement and traffic**.

30-Day Performance (Blue Line): Achieved **3.2K total user activity** within the first month of launch. Shows a **consistent upward trajectory**, with a sharp acceleration around **mid-July**, indicating growing visibility and traction.

7-Day Performance (Green Line): Logged **1.4K activities in the past week alone**, accounting for nearly **44% of the monthly total**, proving momentum is building rapidly. The spike in mid-July aligns with **optimized SEO and social media strategies driving traffic to the new site**.

Daily Performance (Orange Line): Current day shows 1 user activity, but earlier mid-July days recorded multiple peaks, suggesting successful content pushes and campaigns.

Overall Trend: From a new launch in June to over 3,000 user interactions in July, the website demonstrates exceptional early performance. High recent activity signals strong audience engagement and effective traffic-driving efforts from social media and SEO initiatives.

KEY TAKEAWAYS

IDX Integration & Valuation Tools : Lead Magnets: These features are essential to capture both buyers and sellers in today's competitive market.

Design Matters: A modern, mobile-first design builds credibility and fosters trust.

Content Drives Authority: SEO-rich content positions an agent as the go-to market expert.

SOCIAL MEDIA TRANSFORMATION



THE CHALLENGES

Debbie's social media presence did not reflect her status as a top-performing agent. The issues were deeper than aesthetics—they impacted her ability to build trust and attract new clients:

Outdated Visual Identity: Posts lacked consistency in branding—fonts, colors, and layouts were mismatched, giving her profiles an unprofessional and disorganized appearance.

Poor Listing Presentation: Property posts were basic and uninspiring. Without engaging layouts or videos, listings failed to capture attention in crowded feeds, resulting in low engagement and minimal inquiries.

Lack of Educational Content: Buyers and sellers seek expertise. Debbie's previous strategy didn't include market tips, local insights, or educational posts, making it harder to position her as a trusted advisor.

Low Engagement & Growth: Without interactive features or a consistent posting schedule, her accounts were stagnant. Engagement rates were low, and follower growth had plateaued.

Minimal Community Connection: Real estate thrives on relationships, but her content rarely featured local events or community highlights—missing opportunities to humanize the brand and foster loyalty.

STRATEGY & SOLUTIONS

We implemented a **multi-layered social media strategy** that focused on brand consistency, audience engagement, and lead generation:

Visual Rebranding: Created premium templates with cohesive colors, fonts, and layouts that aligned with Debbie's brand.

Content Framework:

Developed strategic pillars:

- **Property Spotlights** with carousels and short-form video tours
- **Market Insights** to educate and establish authority
- **Client Success Stories** to build social proof
- **Community Features** to foster local connection
- **Tips for Buyers & Sellers** to provide value

Engagement Tactics: Used interactive features like polls, Q&A, and Instagram Stories to spark conversations.

Posting Consistency: Established a 4–5 post/week schedule, blending static posts, carousels, and video content.

Platform Optimization: Tailored strategies for Instagram, Facebook, and LinkedIn for maximum reach.

FACEBOOK PERFORMANCE INSIGHTS (JAN-MAY 2025)



40,085 Views

Strong visibility overall, with multiple engagement spikes in early January and late May.



11,645 Reach

Great audience exposure, especially with peak reach exceeding 700 in January.



1,320 Visits

Consistent traffic from social media, with a notable peak in April, showing strong audience interest during campaigns or posts.

KEY WINS:

- ✓ High total views and reach indicate strong brand awareness.
- ✓ Engagement recovery in late May suggests content strategy improvements are working.
- ✓ Traffic spike in April shows potential for seasonal or campaign-driven growth.

INSTAGRAM PERFORMANCE INSIGHTS (JAN-MAY 2025)



67,644 Views

Strong visibility with consistent activity throughout the months and noticeable engagement spikes in multiple periods.



8,834 Reach

Significant growth in audience exposure, showing an impressive upward trend and strong performance improvement.



1,217 Visits

Steady traffic with a positive increase in profile visits, reflecting growing audience interest.

KEY WINS:

- ✓ Massive total views indicate strong content visibility and brand awareness.
- ✓ Reach increased by 42.1%, a clear sign of improved content performance and discoverability.
- ✓ Profile visits grew by 6.7%, suggesting better audience engagement and intent to explore your brand.

KEY TAKEAWAYS

Consistency is Power: Branded visuals and structured content build credibility.

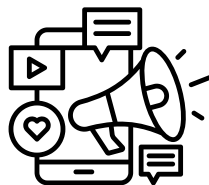
Education + Engagement = Authority: Informative posts paired with interactive elements foster trust and relationships.

Video Dominates: Short-form videos and reels significantly outperform static posts in driving attention and leads.



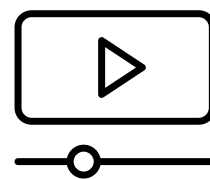
CONSISTENCY IS POWER

Branded visuals and structured content build credibility.



EDUCATION + ENGAGEMENT = AUTHORITY

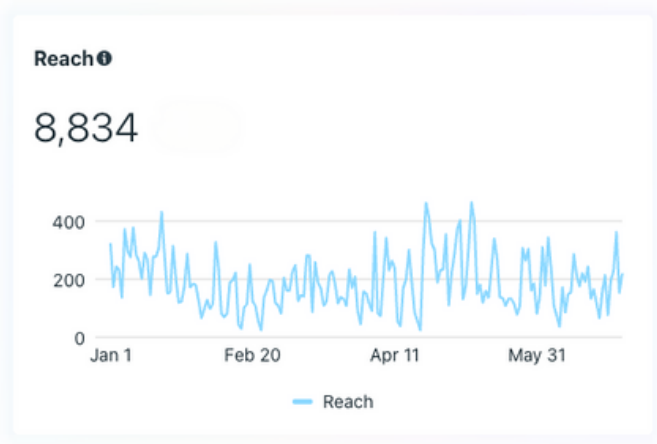
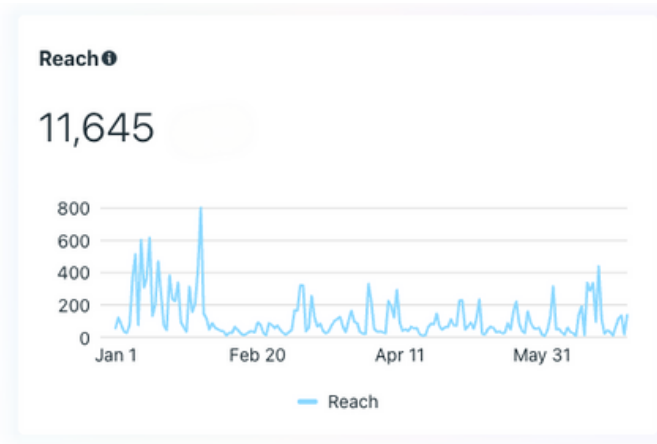
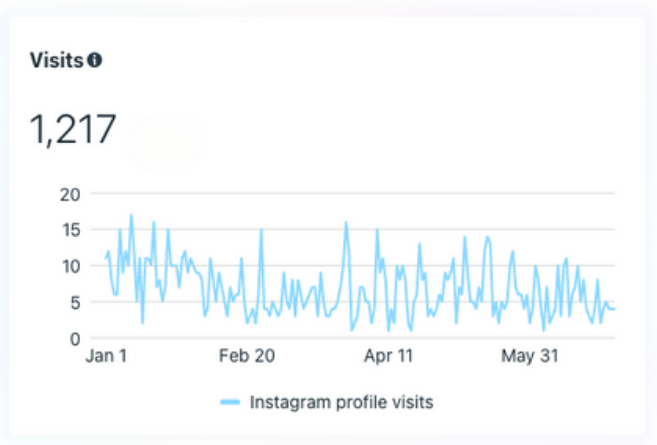
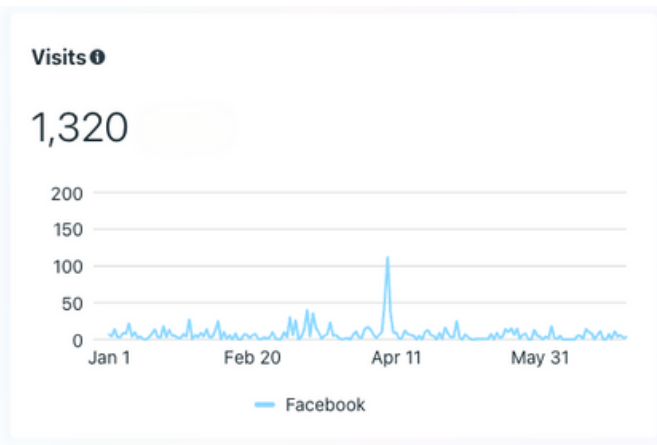
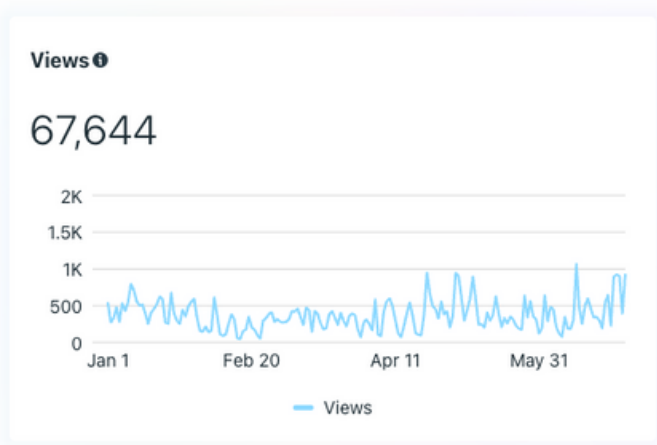
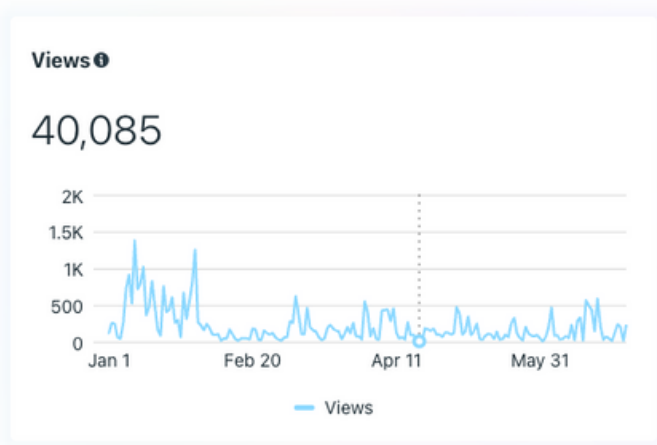
Informative posts paired with interactive elements foster trust and relationships.



VIDEO DOMINATES

Short-form videos and reels significantly outperform static posts in driving attention and leads.

RESULTS



FACEBOOK META INSIGHTS
FROM JANUARY TO JUNE 2025

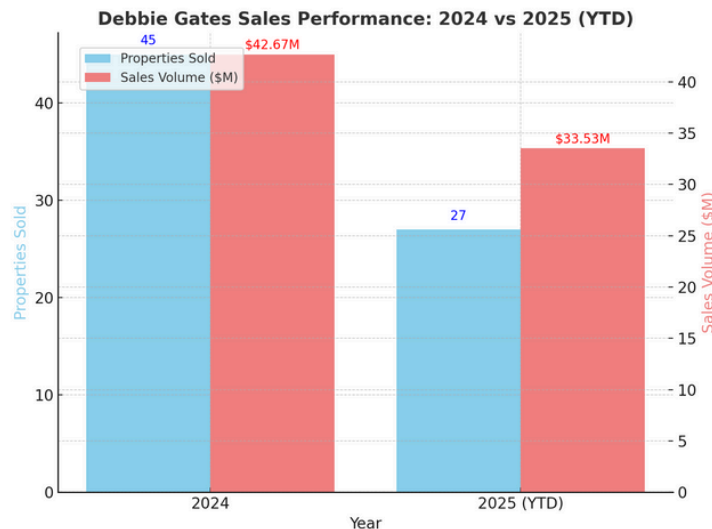
INSTAGRAM META INSIGHTS
FROM JANUARY TO JUNE 2025

RESULTS OVERVIEW

Since launching her redesigned website in **June 2025**, combined with an upgraded **social media strategy**, Debbie Gates has transformed her digital presence into a powerful growth engine.

The website's **modern design, IDX integration, and SEO optimization** created a seamless home search experience, while social media delivered consistent visibility, engagement, and brand trust. This dynamic duo didn't just attract attention—it converted followers and website visitors into **qualified leads and closed transactions**.

Together, these efforts resulted in **higher engagement, stronger lead flow, and an increase in sold listings**, proving that a strategic fusion of website and social media marketing drives real results in today's competitive real estate market.



KEY HIGHLIGHTS

2024 45 properties sold,
\$42.67M in sales

2025 27 properties sold, already \$33.53M,
showing strong momentum

In 2024, Debbie Gates delivered an impressive performance, selling **45 properties** with a total sales volume of **\$42.6 million** and an average home price of approximately **\$947,000**. Building on that momentum, Debbie's success continued in 2025. As of July 2025, she has already closed **27 transactions** totaling **\$33.5 million**, with standout sales including a **\$2.16 million home in Moorpark** and another **\$2.16 million property in Westlake Village**.

These outstanding results were driven by strategic digital initiatives, including a **fully optimized website launched in June 2025**—featuring IDX integration, home valuation tools, and SEO-rich neighborhood content—and **an enhanced social media presence** with visually engaging property showcases, reels, and market updates.

Together, these efforts have significantly boosted lead generation, strengthened brand authority, and positioned Debbie as a trusted market leader, contributing directly to her record-breaking sales growth across two consecutive years.