



Customer:  
**Logic Immo Belgium**

Sector/type:  
**Real Estate &  
Construction**

Other info:  
**Subsidiary of IPM group**



**+116%** SEO traffic  
over 2 years

**First source** of visitors  
for Logic Immo

**Logic Immo Belgium** is one of the biggest real estate specialists with over 50.000 real estate listings and 500.000 pictures of available properties in their database. The real estate website was acquired several years ago by IPM Group (La Libre, La Dernière Heure, ...) and attracts over a million visitors per month.

End 2012, Logic Immo mandated UniverseM to develop their SEO. Results were practically immediat, confirms Renaud Chaudoir, web director at Logic Immo, **advice, actions and monitoring increased Logic Immo's traffic through SEO by more than half.**

What are the  
goals of «  
Logic Immo  
Belgium » ?



- Increase SEO traffic
- Enhance Logic Immo's brand awareness
- Increase the number of registrations for email alerts.

Specialised in Digital Marketing, UniverseM designs and implements strategies combining SEO, online advertising (SEA, SMA) and Web Analytics to stimulate the growth of your business.

**UniverseM SPRL**

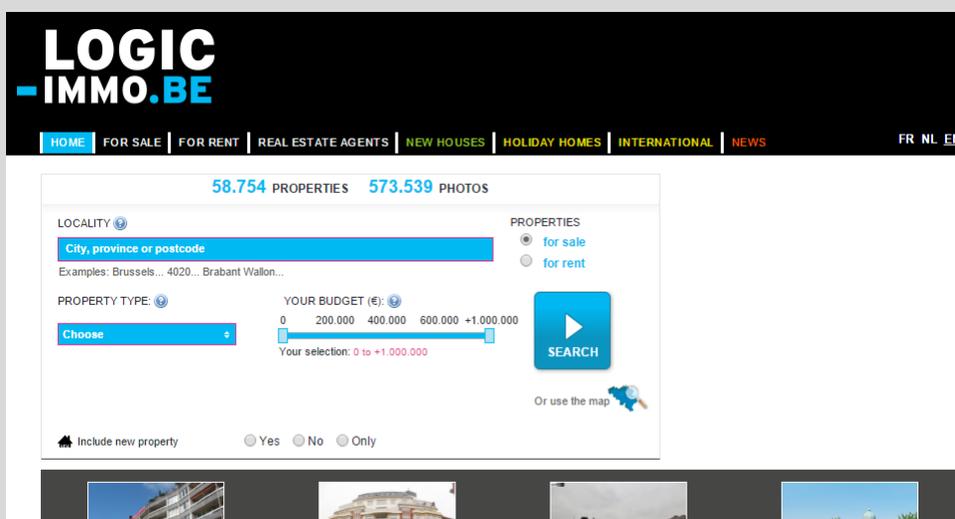
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To achieve these goals, UniverseM accomplished a thorough SEO audit which made it possible to identify very quickly elements needing improvement like parts of the content, technical elements and in terms of popularity. This way priority was given to the increase of SEO traffic.



## Important SEO improvements

The complexity of Logic Immo's SEO analysis can be found in the **very large number of pages** (more than 100.000) and the continuous adding and removing of properties by Logic Immo's partners. The SEO audit **identified many possibilities** thanks to very precise advice on the website's structure and connections between pages (presentation page, pages per location, type of property,...).



## SEO Advice & so much more!

Increasing traffic coming from search engines was the main goal of UniverseM's mission for Logic Immo but during the whole cooperation other projects were completed like the increase of conversions through A/B testing (+7%), **optimization and automation of AdWords campaigns** (CPC reduced by 20%)... With the permanent goal to increase traffic and the number of contacts received by Logic Immo's client agencies.

« Thanks to the monitoring and expertise of UniverseM's team we have exceeded our targets in terms of SEO. They attach great importance in the setup of pragmatic and feasible solutions with tangible and lasting results.»

Renaud Chaudoir, web director at Logic Immo Belgium.



## Results :

2013-2015 : +116 % SEO traffic

After two years, SEO became the first source of traffic.



DO YOU ALSO NEED TO UPGRADE YOUR DIGITAL MARKETING,

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