

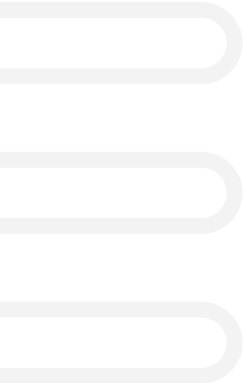
# Digital Real Estate: Winning the Indian Market with Data

SEMrush Study  
with  
knowledge partner:



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# Introduction

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The Real Estate industry in India reached a market size of \$120 billion in 2017. It will comprise 13% of the country's GDP by 2025. Out of 14 major sectors, the construction industry ranks 3rd in terms of direct and indirect effects on the economy. It is driven by continued growth in the residential, commercial, retail and hospitality sectors as well as investment from NRIs.

This joint report from SEMrush and Colliers reveals a lot of insights related to Real Estate that's been revealed for the first time anywhere. The data points on demographics, property prices, loans and commercial vs. residential buyer trends shared by Colliers are then built upon by digital analytics from SEMrush in order to help builders, brokers and aggregators assess the position of their business online.

## Highlights of Colliers market research:

Demographics:

- **The average age of a home buyer has come down to about 30 years from the earlier 50 years. This has happened majorly due to improvement in monthly income and lowered cost of borrowing.**
- **Millennials make up a sizeable portion of the Indian population. 82% of Indian millennials stay with their parents and more than 23% of these are likely to move out of their family homes within the next two to five years. 65% of the millennials aspire to buy a property in the future.**

Property price to income ratio:

- **India is urbanizing rapidly,**
- **The estimated urban population in 2017 was 34% compared to 11.4% in 1904.**
- **By 2030, the country is expected to be home to seven mega-cities with a population above 10 million.**
- **600 million Indians or 40% of the country's population will likely live in cities.**
- **The average household size in India fell from 4.6 in 2007 to 4.2 in 2011, exhibiting the highest decline of about 9% amongst the developed and emerging economies.**

Property developers have aligned their supply in line with the market fundamentals. In the last decade, the average size of apartments has decreased, suggesting construction companies are focusing on smaller sized homes due to:

- **The affordability factor**
- **The changing profile of home buyers**

## Residential vs. commercial trends

Colliers has witnessed investments to be tilted towards commercial sector in the recent past compared to residential for several reasons including yields, risk involved and liquidity. As per Real Capital Analytics, commercial sector attracted 46% of the total institutional investments in India in 2018, while residential sector gained only 2% share in the pie.

In residential realty, the annual rental yields are usually in the range of 2-3% in India. Escalations in home rentals are between 5-7% per annum. On the other hand, in commercial realty, the average yields are usually in the range of 7-9%. Escalations in commercial rentals are between 3-5% per annum. The overall returns estimated over 10 years, are now around 7-10% per annum in the residential realty sector, in comparison to 10-14% per annum in the commercial realty sector.

Risk and volatility are perceived to be higher in a residential property, due to frequent change in tenants, higher maintenance and lower returns. On the other hand, commercial properties offer stable, long-term rentals, with predictable income streams.

Both residential and commercial are illiquid assets. However, with Real Estate Investment Trust (REIT) regulations, it would be easier for investors to create a portfolio of commercial properties than residential properties. Also, since the supply of Grade A pre-leased assets is low, the demand is much higher, making it more liquid than residential properties.

Given the above trends and market variables, competition in the property market keeps getting fierce with every passing day. In the new digital economy driven by the connected consumer, industry players must rely on data and analytics if they hope to capture a greater market share.

To help you and make informed decisions about your digital marketing strategy, we at SEMrush gathered and analyzed data for about 50 major construction companies. The data reveals the most popular websites in terms of online visibility, web traffic, and search engine marketing. It also shows the sources of traffic to these websites and how they are leveraging advertising to reach their customers. Dive right in!

# Methodology

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Here's the process that we used to conduct this study. The source for all the web traffic, keyword, and advertising data that we've aggregated is our own online visibility and competitive intelligence toolsuite SEMrush.

- 1 **Identified the top construction companies based on industry data available on real estate portals and industry publications.**
- 2 **Narrowed down the list to include those developers whose websites attracted the maximum traffic.**
- 3 **Analyzed the keywords that consumers are using to search on Google.co.in for various kinds of properties.**
- 4 **Analyzed the worth of these keywords and the amount developers are spending to target them.**
- 5 **Compared the performance of real estate developers with each other and overlap of audience with online aggregators.**

# Web traffic analytics



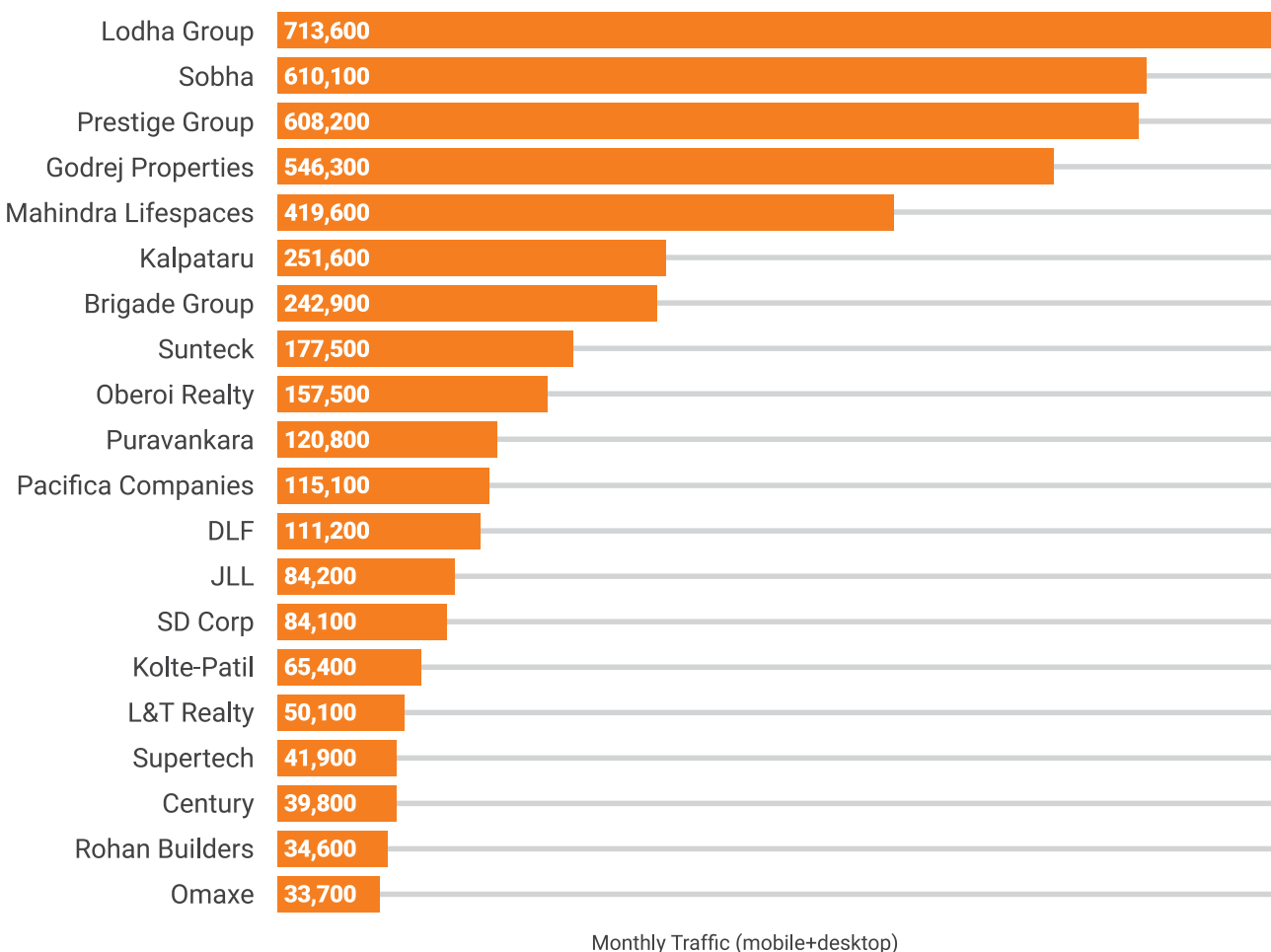
# Web Traffic Analytics

The single most important indicator of the online presence of a company is the traffic to its website. We found that the “leaderboard” revealed some interesting insights:

- None of the 50 websites of property developers that we studied had a traffic of one million (10 lakh) visitors per month
- Only 16 sites got more than 50,000 visitors per month
- Well-known brands like Raheja and Indiabulls did not make it to the top 20

## Top 20 property developer sites by traffic

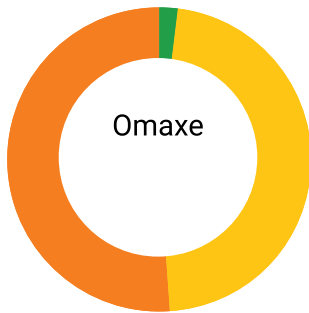
Here are the top 20 property developer sites, by traffic, as per research from the **SEMrush Traffic Analytics** tool:



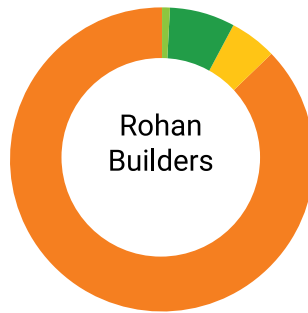
## Traffic sources for the top 20

Here is the breakdown of traffic sources for the top 20 companies. This gives you an idea of which digital channel is performing best for each company

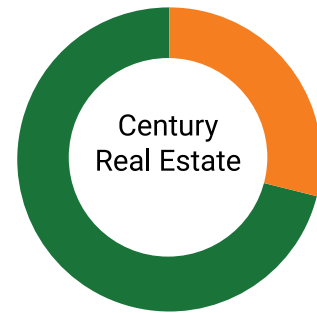
■ Social Media  
 ■ Referral  
 ■ Direct  
 ■ Organic Search  
 ■ Paid Search



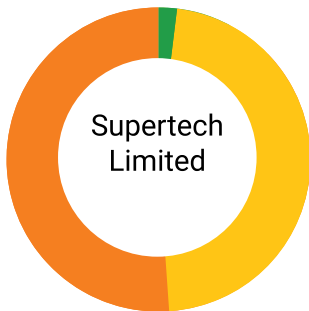
Social Media **0%**  
 Referral **2%**  
 Direct **47%**  
 Organic Search **51%**  
 Paid Search **0%**



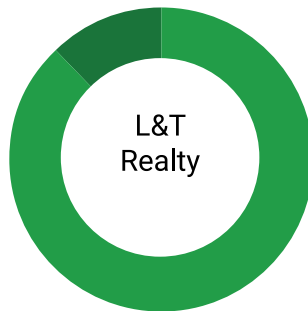
Social Media **0%**  
 Referral **2%**  
 Direct **47%**  
 Organic Search **51%**  
 Paid Search **0%**



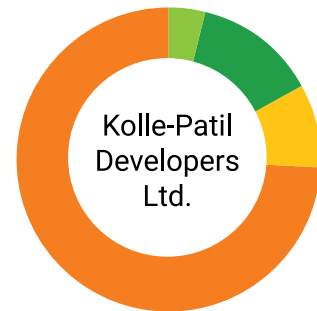
Social Media **0%**  
 Referral **2%**  
 Direct **47%**  
 Organic Search **51%**  
 Paid Search **0%**



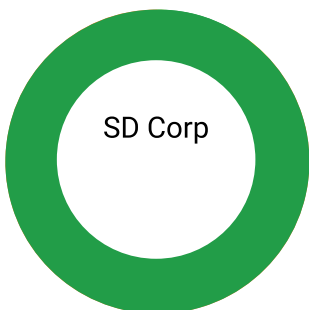
Social Media **1%**  
 Referral **7%**  
 Direct **5%**  
 Organic Search **87%**  
 Paid Search **0%**



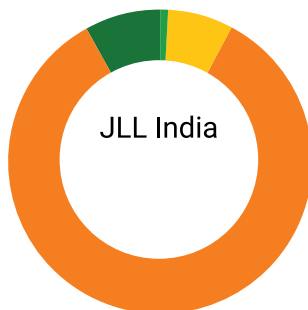
Social Media **0%**  
 Referral **88%**  
 Direct **0%**  
 Organic Search **0%**  
 Paid Search **12%**



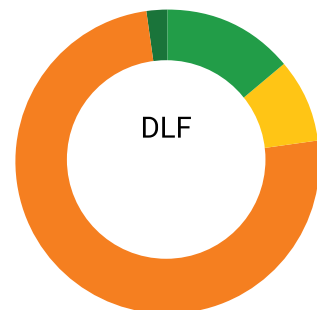
Social Media **4%**  
 Referral **13%**  
 Direct **9%**  
 Organic Search **74%**  
 Paid Search **0%**



Social Media **0%**  
 Referral **100%**  
 Direct **0%**  
 Organic Search **0%**  
 Paid Search **0%**



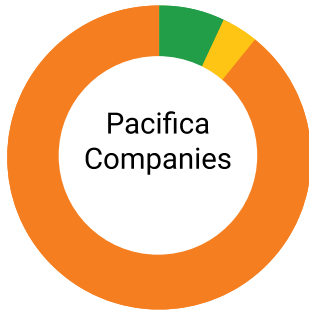
Social Media **0%**  
 Referral **1%**  
 Direct **7%**  
 Organic Search **84%**  
 Paid Search **8%**



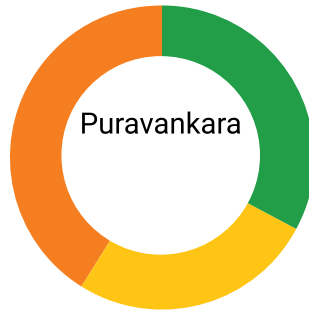
Social Media **0%**  
 Referral **14%**  
 Direct **9%**  
 Organic Search **75%**  
 Paid Search **2%**



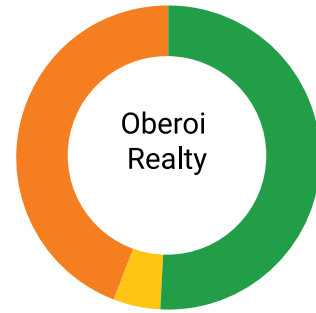
■ Social Media  
 ■ Referral  
 ■ Direct  
 ■ Organic Search  
 ■ Paid Search



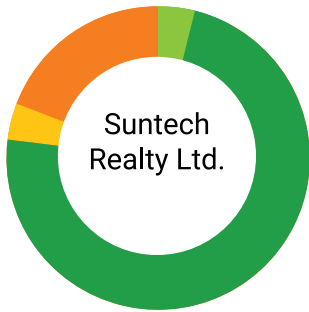
Social Media **0%**  
 Referral **7%**  
 Direct **4%**  
 Organic Search **89%**  
 Paid Search **0%**



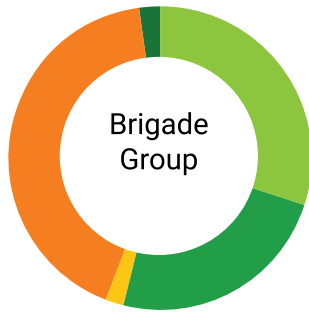
Social Media **0%**  
 Referral **33%**  
 Direct **26%**  
 Organic Search **41%**  
 Paid Search **0%**



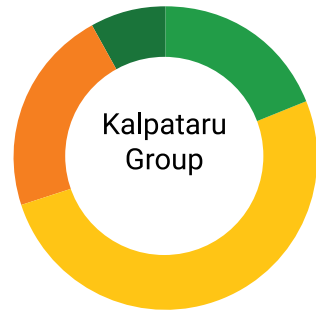
Social Media **0%**  
 Referral **51%**  
 Direct **5%**  
 Organic Search **44%**  
 Paid Search **0%**



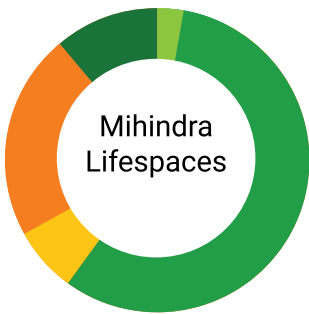
Social Media **4%**  
 Referral **73%**  
 Direct **4%**  
 Organic Search **19%**  
 Paid Search **0%**



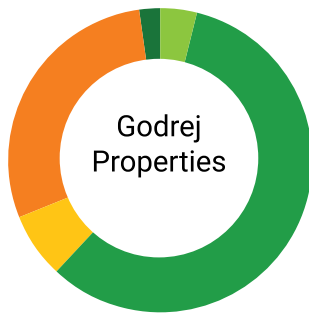
Social Media **30%**  
 Referral **24%**  
 Direct **2%**  
 Organic Search **42%**  
 Paid Search **2%**



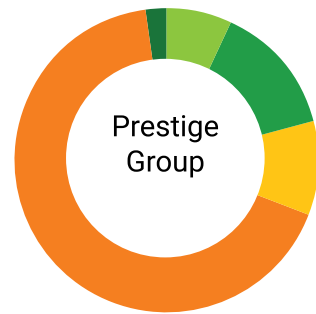
Social Media **0%**  
 Referral **19%**  
 Direct **51%**  
 Organic Search **22%**  
 Paid Search **8%**



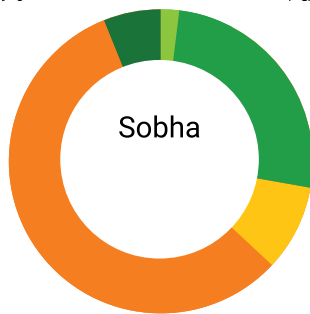
Social Media **3%**  
 Referral **57%**  
 Direct **7%**  
 Organic Search **22%**  
 Paid Search **11%**



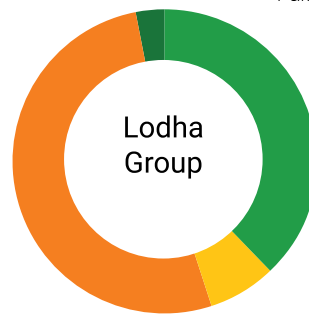
Social Media **4%**  
 Referral **58%**  
 Direct **7%**  
 Organic Search **29%**  
 Paid Search **2%**



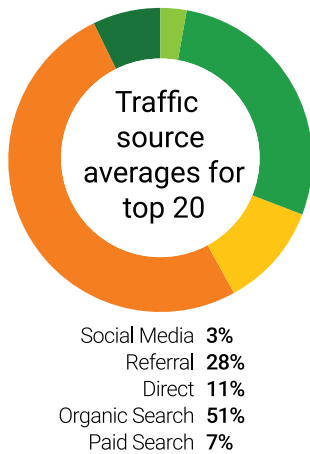
Social Media **7%**  
 Referral **14%**  
 Direct **10%**  
 Organic Search **67%**  
 Paid Search **2%**



Social Media **2%**  
 Referral **26%**  
 Direct **9%**  
 Organic Search **57%**  
 Paid Search **6%**



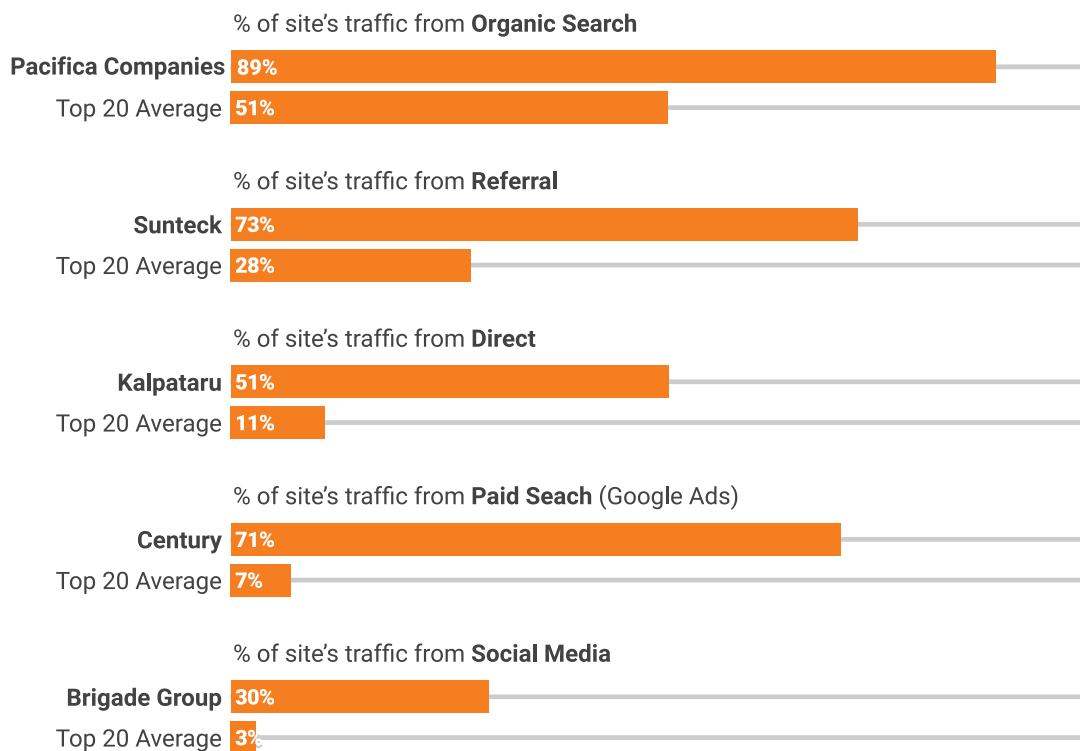
Social Media **0%**  
 Referral **38%**  
 Direct **7%**  
 Organic Search **52%**  
 Paid Search **3%**



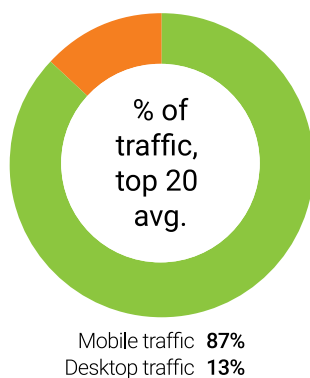
**Organic search** accounted for more than half of all web traffic, underlining the importance of SEO in the real estate sector. Marketers who don't pay attention to this channel are losing out on a huge source of leads and customers.

**Social media** was the most dismal performer, sending just 3% of the traffic. This clearly means builders and property developers need to shore up their social presence and engagement.

## Best performers of the top 20, by traffic source



## Site traffic from Mobile vs. Desktop to the top 20



Mobile traffic to the top 20 sites in Real Estate far outstrips desktop traffic, reflecting the wider trends of device usage in India.

## Site traffic from outside investors

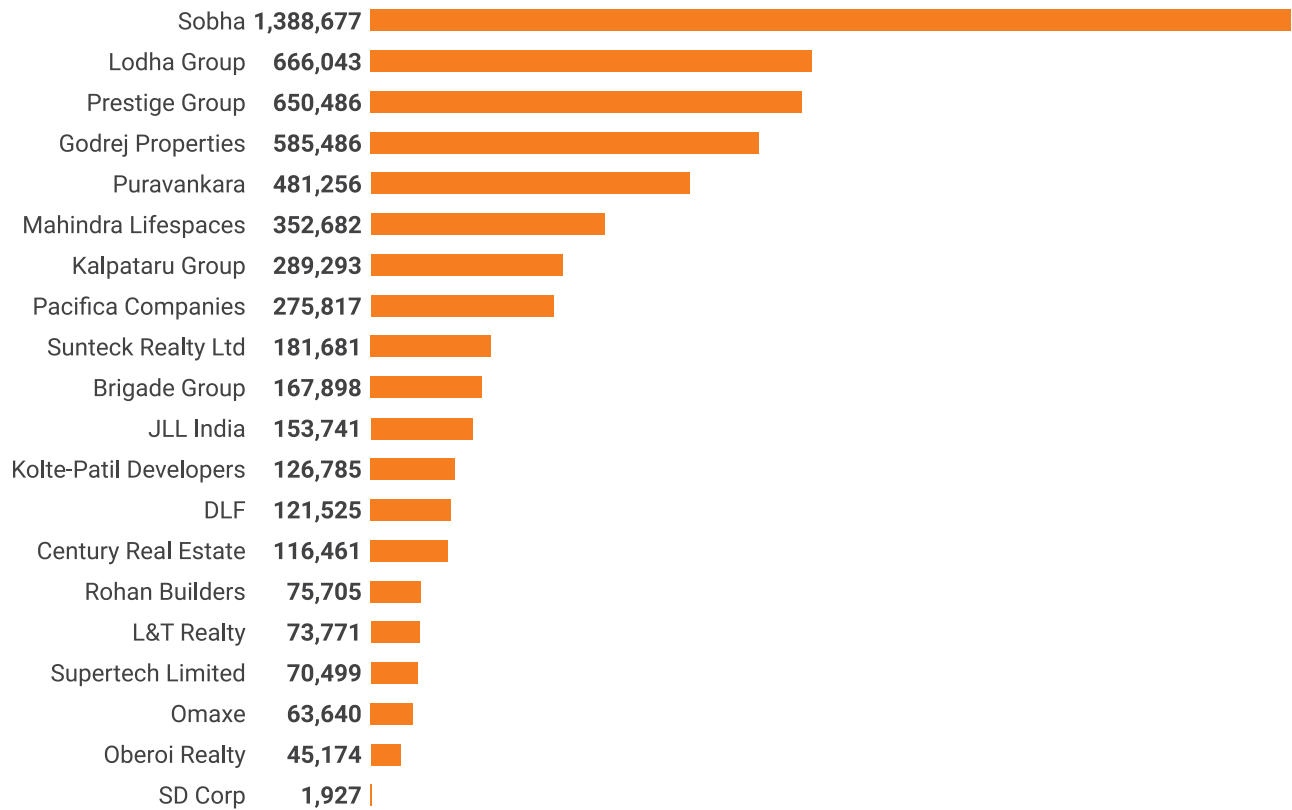
A very important consideration in Real Estate is the investor customer segment. These are the people who buy property not to reside in, but with the intention of holding on to it until they get a profitable selling price.

People residing outside India are keen to invest in property in the country. Here are the top countries from which the most number of people (most probably NRIs –non-resident Indians) are visiting the property developers’ websites.

## 2018 site traffic from top 3 locations outside India

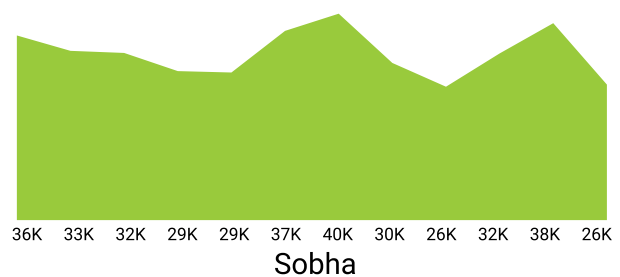
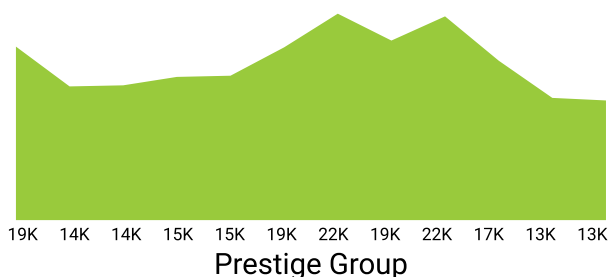
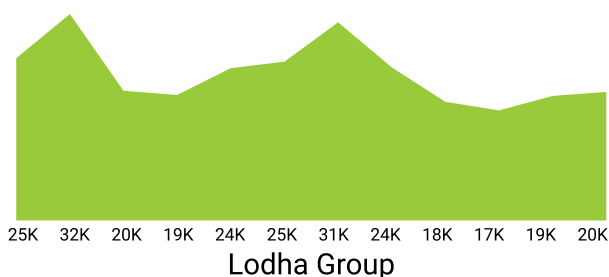
|   |   |  |
|---|---|--|
| <b>Lodha Group</b><br>USA <b>349,239</b><br>United Arab Emirates <b>292,413</b><br>Singapore <b>24,391</b>  | <b>Godrej Properties</b><br>Singapore <b>232,398</b><br>USA <b>218,990</b><br>Indonesia <b>134,071</b>            | <b>Prestige Group</b><br>USA <b>272,928</b><br>United Arab Emirates <b>218,774</b><br>Singapore <b>158,784</b> |
| <b>Sobha</b><br>Singapore <b>853,240</b><br>USA <b>338,202</b><br>South Africa <b>197,235</b>               | <b>Mahindra Lifespaces</b><br>Singapore <b>274,560</b><br>USA <b>44,060</b><br>Indonesia <b>34,062</b>            | <b>Kalpataru Group</b><br>Malawi <b>154,691</b><br>USA <b>95,918</b><br>Sri Lanka <b>38,684</b>                |
| <b>Brigade Group</b><br>Singapore <b>85,515</b><br>USA <b>46,047</b><br>United Arab Emirates <b>36,336</b>  | <b>Sunteck Realty Ltd.</b><br>United Arab Emirates <b>110,713</b><br>Singapore <b>41,115</b><br>USA <b>29,868</b> | <b>Oberoi Realty</b><br>USA <b>19,242</b><br>Singapore <b>14,301</b><br>Great Britain <b>11,631</b>            |
| <b>DLF</b><br>USA <b>69,019</b><br>Singapore <b>41,115</b><br>Indonesia <b>11,391</b>                       | <b>Puravankara</b><br>South Africa <b>197,235</b><br>Singapore <b>194,175</b><br>USA <b>89,846</b>                | <b>Pacifica Companies</b><br>Singapore <b>184,159</b><br>Indonesia <b>55,181</b><br>USA <b>36,477</b>          |
| <b>SD Corp</b><br>Great Britain <b>1,276</b><br>Indonesia <b>651</b><br>n/a                                 | <b>JLL India</b><br>USA <b>92,809</b><br>Singapore <b>41,115</b><br>Indonesia <b>19,819</b>                       | <b>Kolte-Patil Developers</b><br>Singapore <b>52,035</b><br>USA <b>39,063</b><br>Indonesia <b>35,687</b>       |
| <b>L&amp;T Realty</b><br>USA <b>35,957</b><br>Singapore <b>26,786</b><br>United Arab Emirates <b>11,028</b> | <b>Omaxe</b><br>Indonesia <b>22,706</b><br>United Arab Emirates <b>22,666</b><br>USA <b>18,268</b>                | <b>Supertech Limited</b><br>USA <b>46,353</b><br>Indonesia <b>14,831</b><br>n/a                                |
| <b>Rohan Builders</b><br>Singapore <b>42,369</b><br>USA <b>24,453</b><br>Indonesia <b>8,883</b>             | <b>Century Real Estate</b><br>Singapore <b>61,241</b><br>USA <b>47,283</b><br>South Africa <b>7,937</b>           |  |

## 2018 site traffic totals from top 3 locations outside India

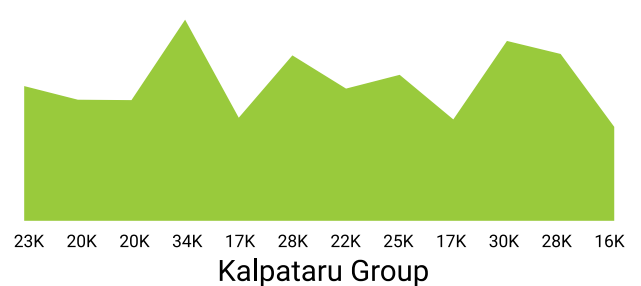
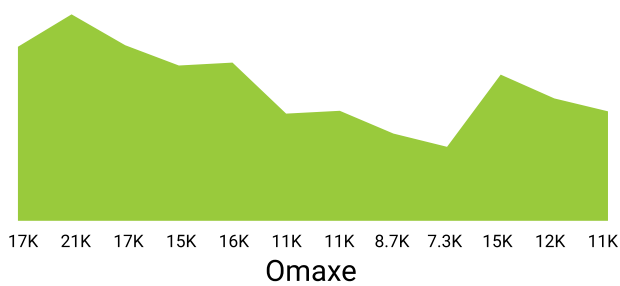
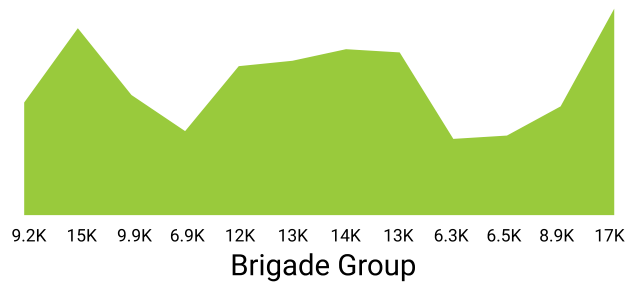
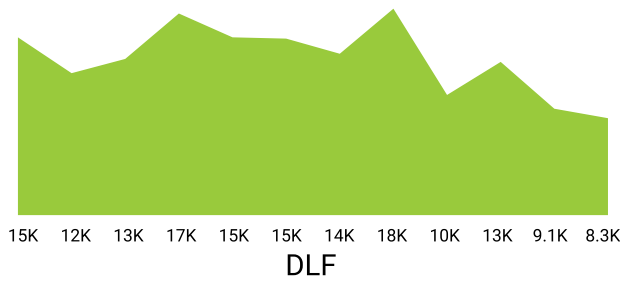
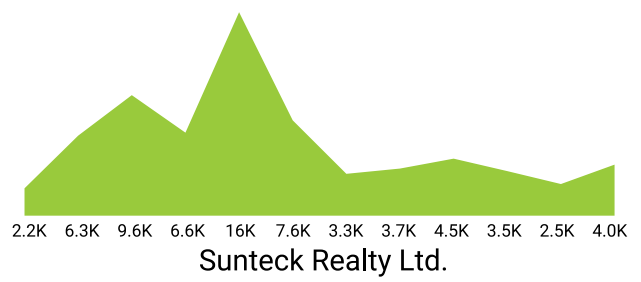
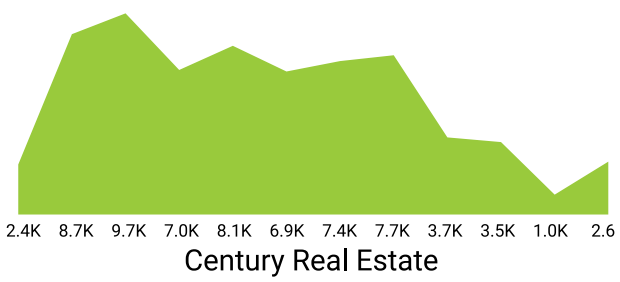
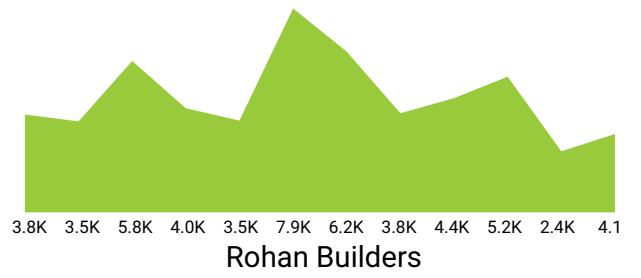
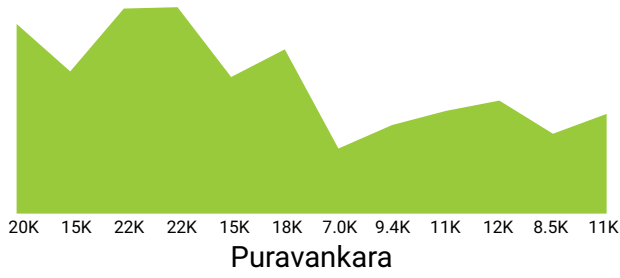
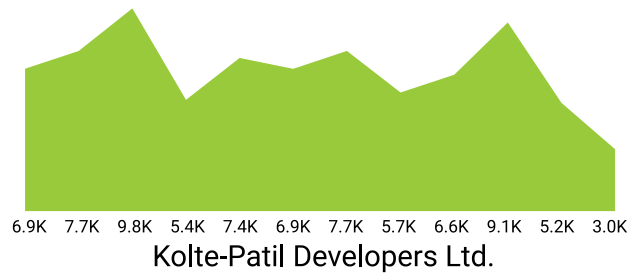
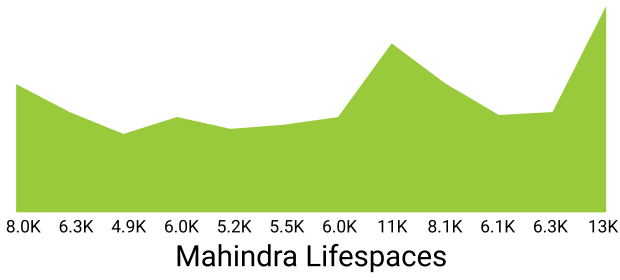


Traffic is not consistent throughout the year for any site or industry. It varies throughout the year according to the seasonality of the industry. Here is how the number of site visitors has been trending from January to December of 2018 for the top 20 companies:

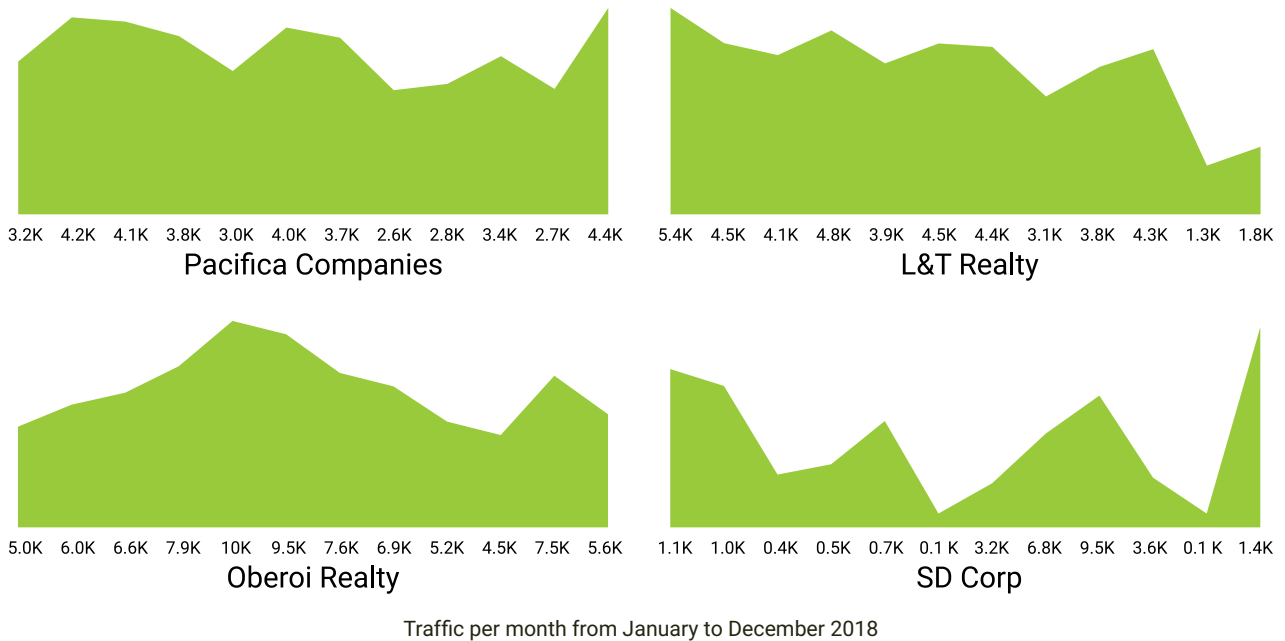
## 2018 site traffic from January to December 2018



Traffic per month from January to December 2018



Traffic per month from January to December 2018



Finally, we looked into how much of a common audience the developers’ sites have with other platforms.

It is interesting to note that the percentage of audience that construction companies’ websites from the major aggregator platforms and real estate portals is mostly around 5 to 10%. These are the sites that have the most overlap with the top 3 aggregators:

- **Sobha.com**
- **GodrejProperties.com**
- **PrestigeConstructions.com**

Clearly, there is a valuable opportunity for construction companies and aggregators to partner with each other beyond mere listing of projects and sponsorships. Joint marketing campaigns would help them leverage each other’s audience

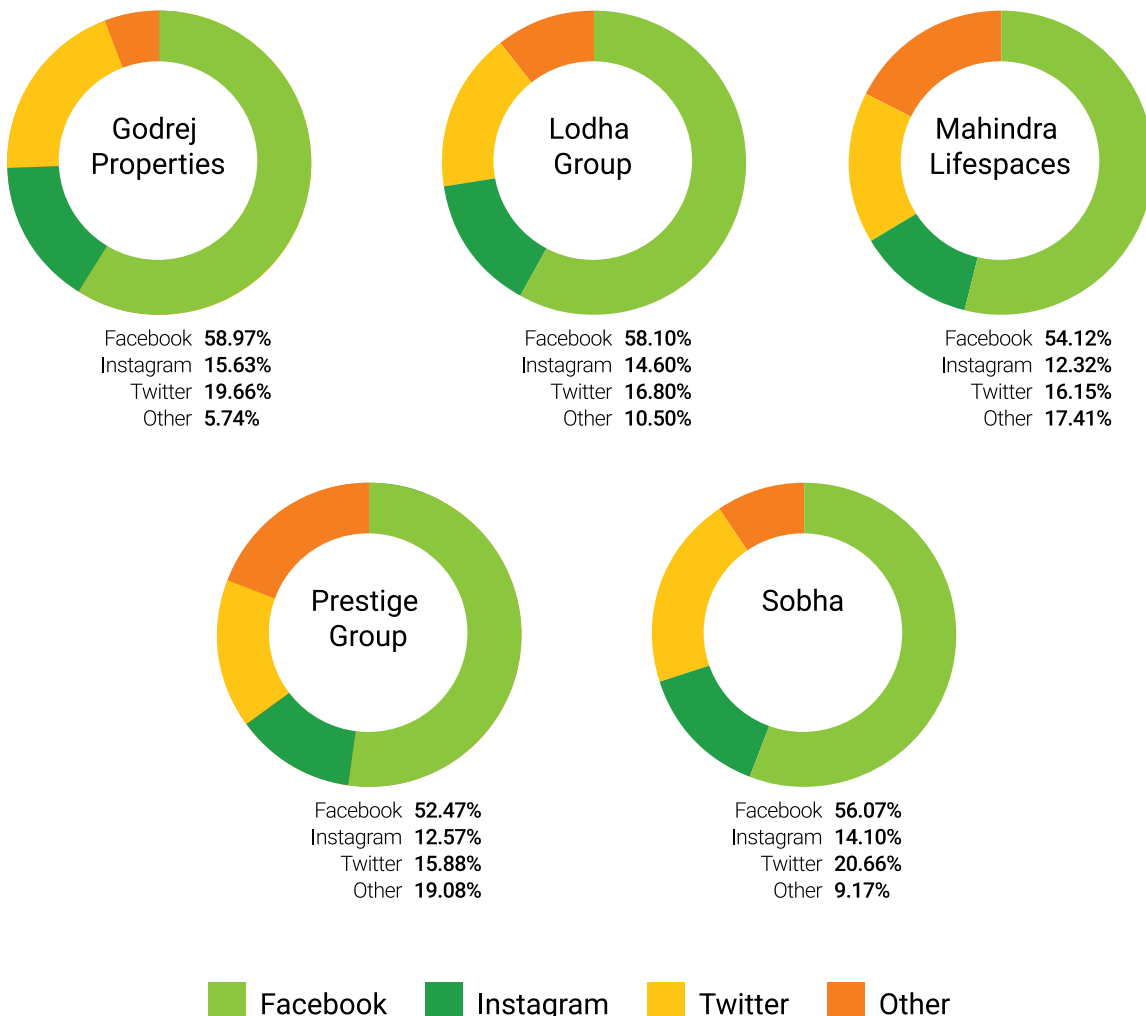
| Base domain / Target      | 90acres .com | housing .com | magicbricks .com | makaan .com |
|---------------------------|--------------|--------------|------------------|-------------|
| godrejproperties.com      | 11.84%       | 8.47%        | 10.25%           | 4.89%       |
| lodhagroup.com            | 6.45%        | 3.57%        | 4.80%            | 2.18%       |
| mahindralifespaces.com    | 8.79%        | 5.56%        | 6.24%            | 3.66%       |
| prestigeconstructions.com | 9.68%        | 6.46%        | 9.36%            | 3.57%       |
| sobha.com                 | 12.12%       | 7.84%        | 12.44%           | 5.46%       |

Another relevant way to compare audience is with **social media**. As expected, Facebook leads the way here:

- **Facebook (50 to 60%)**
- **Twitter (15 to 20%)**
- **Instagram (12 to 15%)**

What this means is that, real estate companies would do well to ramp up their brand presence and engagement on all social media platforms, which they're not really focusing on at the moment. That said, companies need to be careful not to overdo it on every social network there is – try the major ones and build a permanent presence on the ones that closely align to your brand and marketing strategy.

## Traffic from social media channels



## What it means to you

The Traffic Analytics data has some great learnings for Real Estate marketers:

- **Since organic search is the channel that brings in the most traffic, it follows that you must have great on-page SEO and link building strategy in place. Here are our findings on technical SEO and backlink analysis of your competitors.**
- **Mobile traffic rules the real estate sector. Are you making use of AMP pages on your website? If not, AMP usage for the most important and appropriate pages can be your competitive advantage.**
- **Referral traffic is a great source, sending over 50% of the traffic to quite a few sites. Get yourself featured on online aggregators or other industry sites from where people would be interested in checking you out.**
- **Use of PPC via Google Ads is still very less, so the possibilities are huge. Get a headstart on your competitors by allocating a budget immediately.**
- **Social media doesn't seem to be a priority for the sector. Experiment how you can reach and engage a relevant audience on social. It may give you a crucial advantage in brand awareness.**
- **Figure out how you can target NRI buyers in certain countries using social media or Google Ads.**

## How SEMrush helps

You can take a complete look at the sources of traffic to your site as well as competitors' sites here:

- **SEMrush Traffic Analytics**



# Keywords



# Keywords (Search Terms)

The queries and terms that people enter into the Google search box tell you a lot about what their intentions are. You need to pay close attention to these keywords to determine the intent of the consumer. We found that:






- **The most common type of property that consumers are looking to buy is, as expected, flats and apartments.**
- **Search for land and plots outstrip those of commercial spaces.**
- **While the number of searches is more in metro cities, Tier-2 cities like Jaipur, Indore, Kochi and Goa are growing fast.**
- **The interest in renting and buying properties is nearly equal, if we consider search volume.**

We dug into the top non-branded keywords that each company is ranking for on the first page of Google, for which they're getting decent traffic.

It's interesting to know that they're ranking for areas in cities in addition to keywords for property-related terms.

## Search volume for top non-branded keywords




### Lodha Group

|                          |       |   |
|--------------------------|-------|---|
| flats for sale in mumbai | 2,400 |  |
| mumbai park              | 2,400 |  |
| what is rera             | 2,400 |  |
| new cuffe parade         | 1,000 |  |
| upper thane              | 480   |  |

### Sobha

|                                     |       |  |
|-------------------------------------|-------|--|
| kr puram                            | 9,900 |  |
| villas in bangalore                 | 6,600 |  |
| construction companies in bangalore | 5,400 |  |
| construction in bangalore           | 260   |   |
| luxury villas in coimbatore         | 210   |   |

### Prestige Group

|                         |       |   |
|-------------------------|-------|---|
| vidyaranypura           | 4,400 |  |
| pinewood                | 4,400 |  |
| luxury homes            | 2,400 |  |
| tech parks in bangalore | 1,300 |  |
| residential apartments  | 720   |  |

Search volume for top non-branded keywords

### Godrej Properties

|                                |       |  |
|--------------------------------|-------|--|
| keshav nagar pune              | 1,600 |  |
| panvel property                | 1,600 |  |
| upcoming projects in bangalore | 480   |  |
| new projects in bangalore      | 480   |  |
| sector 85 gurgaon              | 320   |  |

### Mahindra Lifespaces

|                     |       |  |
|---------------------|-------|--|
| boisar              | 9,900 |  |
| 2bhk flat           | 6,600 |  |
| 2bhk flat in mumbai | 1,600 |  |
| avadi chennai       | 880   |  |
| 3bhk in gurgaon     | 390   |  |

### Prestige Group

|                         |       |  |
|-------------------------|-------|--|
| vidyaranya pura         | 4,400 |  |
| pinewood                | 4,400 |  |
| luxury homes            | 2,400 |  |
| tech parks in bangalore | 1,300 |  |
| residential apartments  | 720   |  |

### Brigade Group

|                                |       |  |
|--------------------------------|-------|--|
| apartments in bangalore        | 5,400 |  |
| flats in bangalore             | 4,400 |  |
| residential apartments         | 720   |  |
| upcoming projects in bangalore | 480   |  |
| commercial projects            | 260   |  |

### Sunteck Realty Ltd.

|                      |       |  |
|----------------------|-------|--|
| naigaon              | 3,600 |  |
| flats in airoli      | 480   |  |
| property in airoli   | 480   |  |
| 2 bhk flat in airoli | 210   |  |
| flats in goregaon    | 210   |  |

### Oberoi Realty

|                                  |       |  |
|----------------------------------|-------|--|
| property in mumbai               | 6,600 |  |
| real estate companies in mumbai  | 1,000 |  |
| top builders in mumbai           | 880   |  |
| real estate developers in mumbai | 590   |  |
| projects in mumbai               | 330   |  |

### Puravankara

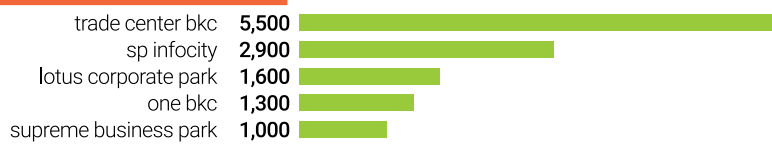
|                                 |       |  |
|---------------------------------|-------|--|
| pallikaranai                    | 6,600 |  |
| magadi road                     | 5,400 |  |
| singanallur                     | 1,600 |  |
| provident housing               | 880   |  |
| 2 bhk flats for rent in chennai | 390   |  |

### Pacifica Companies

|                         |       |  |
|-------------------------|-------|--|
| cafe in vadodara        | 1,300 |  |
| hillcrest               | 1,000 |  |
| top builders in chennai | 880   |  |
| bungalows in ahmedabad  | 450   |  |
| real estate articles    | 210   |  |

Search volume for top non-branded keywords

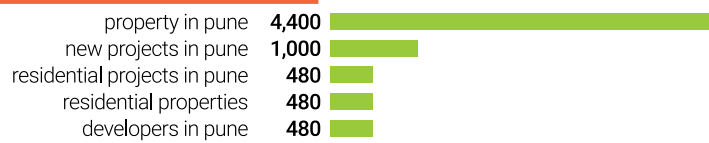
**JLL India**



**SD Corp**



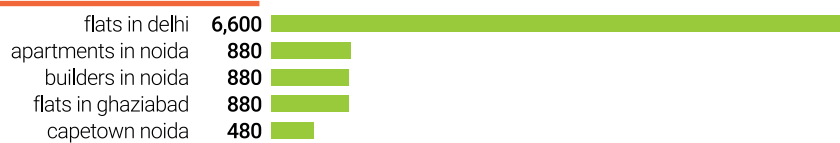
**Kolte-Patil Developers Ltd.**



**L&T Realty**



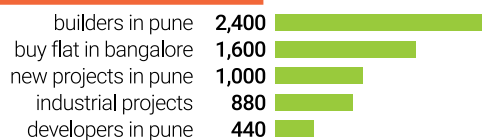
**Supertech Limited**



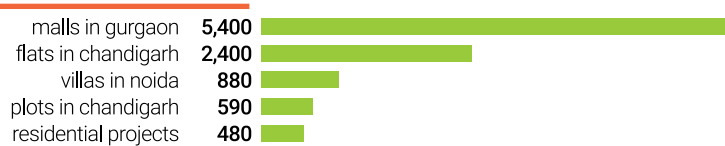
**Century Real Estate**



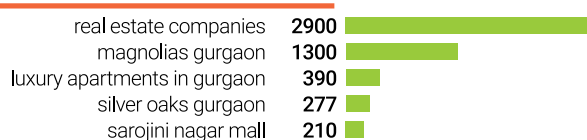
**Rohan Builders**



**Omaxe**



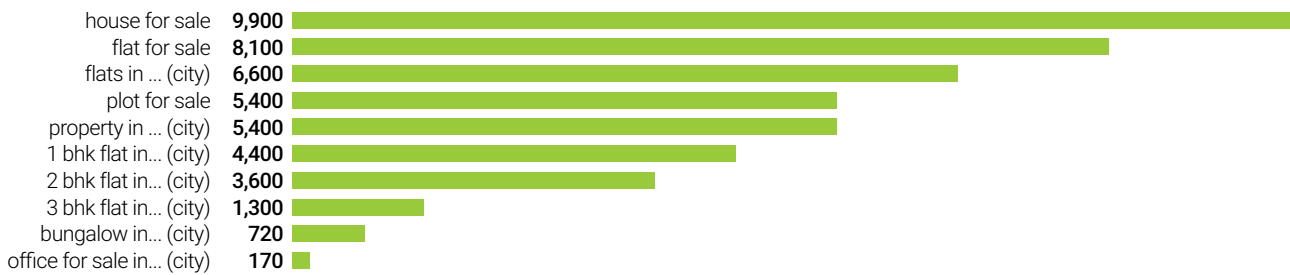
**DLF**



Below are the top buyer-related keywords, ordered by search volume (number of monthly searches) on Google.

Please note that a keyword like “flats in... (city)” means that the keyword is actually for a city, as in “flats in Delhi”. The max. search volume given here is for the top one across all cities.

### Top 10 buyer-related keywords, by search volume



The top 10 cities where people are searching for flats, houses and offices are:

- **Delhi NCR (includes Gurgaon and Noida)**
- **Mumbai**
- **Bangalore**
- **Hyderabad**
- **Chennai**
- **Ahmedabad**
- **Pune**
- **Kolkata**
- **Chandigarh**
- **Jaipur**

The most searched keywords varies for each state in India. This gives you an idea about the buying vs. renting priorities and the type of property buyers are looking for.

| Region       | First          | Second                 | Third                  |
|--------------|----------------|------------------------|------------------------|
| Assam        | house for rent | land for sale          | house for sale         |
| Bihar        | house for rent | city mall              | construction companies |
| Chandigarh   | house for rent | house for sale         | plot for sale          |
| Chhattisgarh | city mall      | house for rent         | house for sale         |
| Delhi        | house for rent | 2 bhk flat             | construction companies |
| Goa          | house for rent | flat for sale          | house for sale         |
| Gujarat      | house for rent | construction companies | 2 bhk flat             |
| Haryana      | house for rent | construction companies | house for sale         |
| Jharkhand    | house for rent | 2 bhk flat             | city mall              |
| Karnataka    | house for rent | house for sale         | construction companies |
| Kerala       | house for rent | house for sale         | plot for sale          |
| Lakshadweep  | house for rent | land for sale          | 1 bhk                  |
| Maharashtra  | house for rent | 1 bhk                  | 2 bhk flat             |
| Manipur      | house for rent | 1 bhk                  | 1 bhk flat             |
| Meghalaya    | house for rent | 1 bhk                  | 1 bhk flat             |
| Mizoram      | 1 bhk          | 1 bhk flat             | 2 bhk                  |
| Nagaland     | house for rent | 1 bhk                  | 1 bhk flat             |
| Odisha       | house for rent | plot for sale          | house for sale         |
| Puducherry   | house for rent | house for sale         | plot for sale          |
| Punjab       | house for rent | house for sale         | construction companies |
| Rajasthan    | city mall      | house for rent         | construction companies |
| Sikkim       | 1 bhk          | 1 bhk flat             | 2 bhk                  |
| Telangana    | house for rent | house for sale         | plot for sale          |
| Tripura      | house for rent | 1 bhk                  | 1 bhk flat             |
| Uttarakhand  | 1 bhk          | 1 bhk flat             | 2 bhk                  |

## What it means to you

You shouldn't just look at the keywords from the point of view of rankings. Analyze the data from these perspectives as well:

- **Make sure your content matches the intent of the consumer. Does their intent match the type of projects you're developing? For example, if they're searching for 1 bhk flat and you're constructing a commercial complex, there's a disconnect.**
- **There are some intents you cannot match profitably. For example, renting a house is more popular than buying. You can change your strategy accordingly or tweak your tactics to accommodate related services.**
- **A proper keyword analysis will give you data like demand for luxury or lifestyle flats vs. bungalows or villas. You can plan and promote your upcoming projects accordingly.**
- **For builders operating in multiple cities, city-wise search volumes and keywords for various neighborhoods will indicate demand for upcoming projects. It will also reveal any other needs or pain points that they might have.**

## How SEMrush helps

You can find relevant and related keywords, along with crucial metrics like search volume, keyword difficulty, positions, site pages that are ranking for them here:

- **[SEMrush Keyword Magic Tool Overview](#)**

# Search Advertising Costs



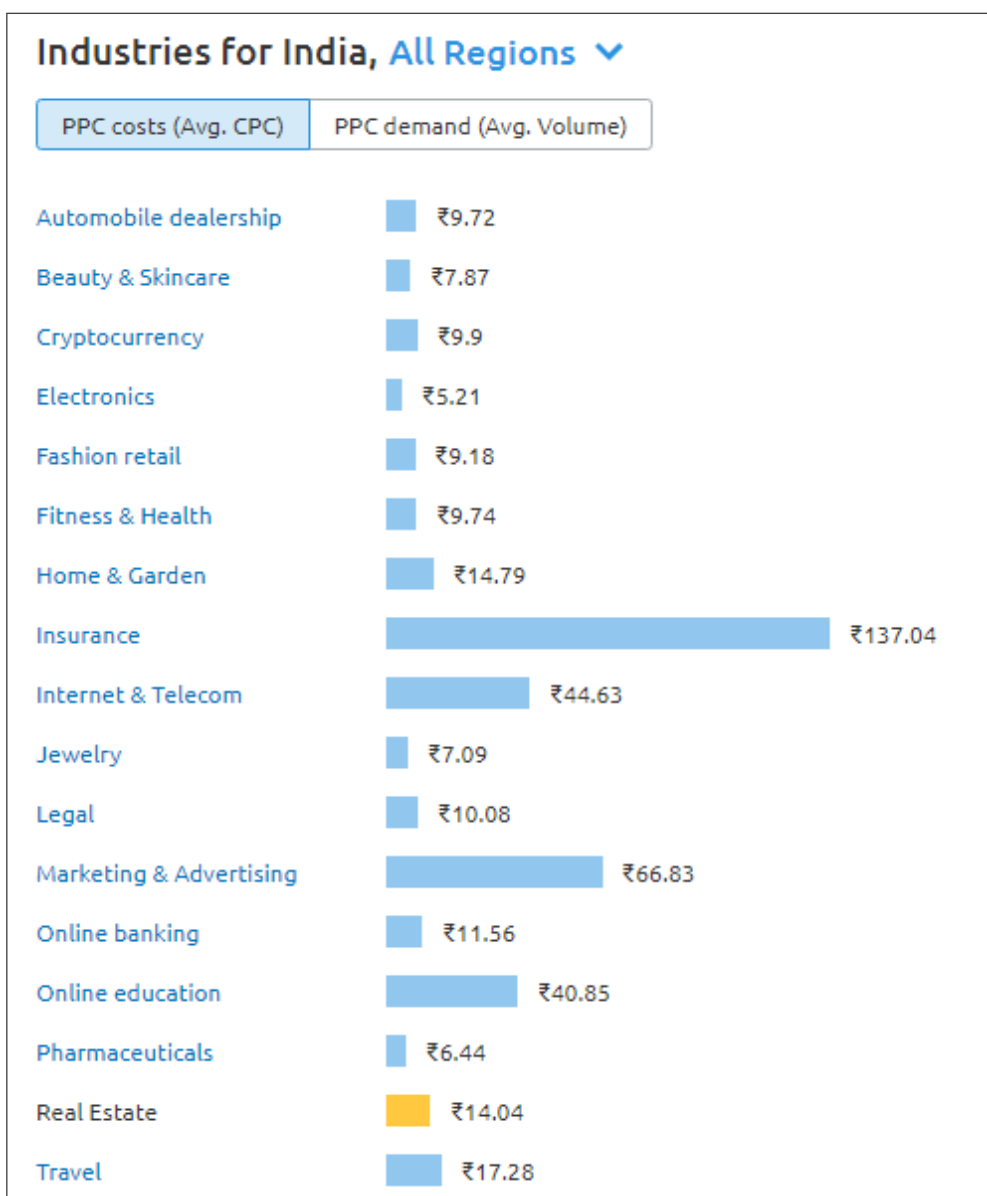


# Search Advertising Costs

Pay Per Click (PPC) advertising is just as important as SEO when it comes to search engine marketing. In fact, one of the quickest ways to reach your audience, increase traffic and gather leads is Google Ads. As we found that only 7% of traffic to the top Indian real estate companies' sites comes from search ads, there is a lot of room for improvement:

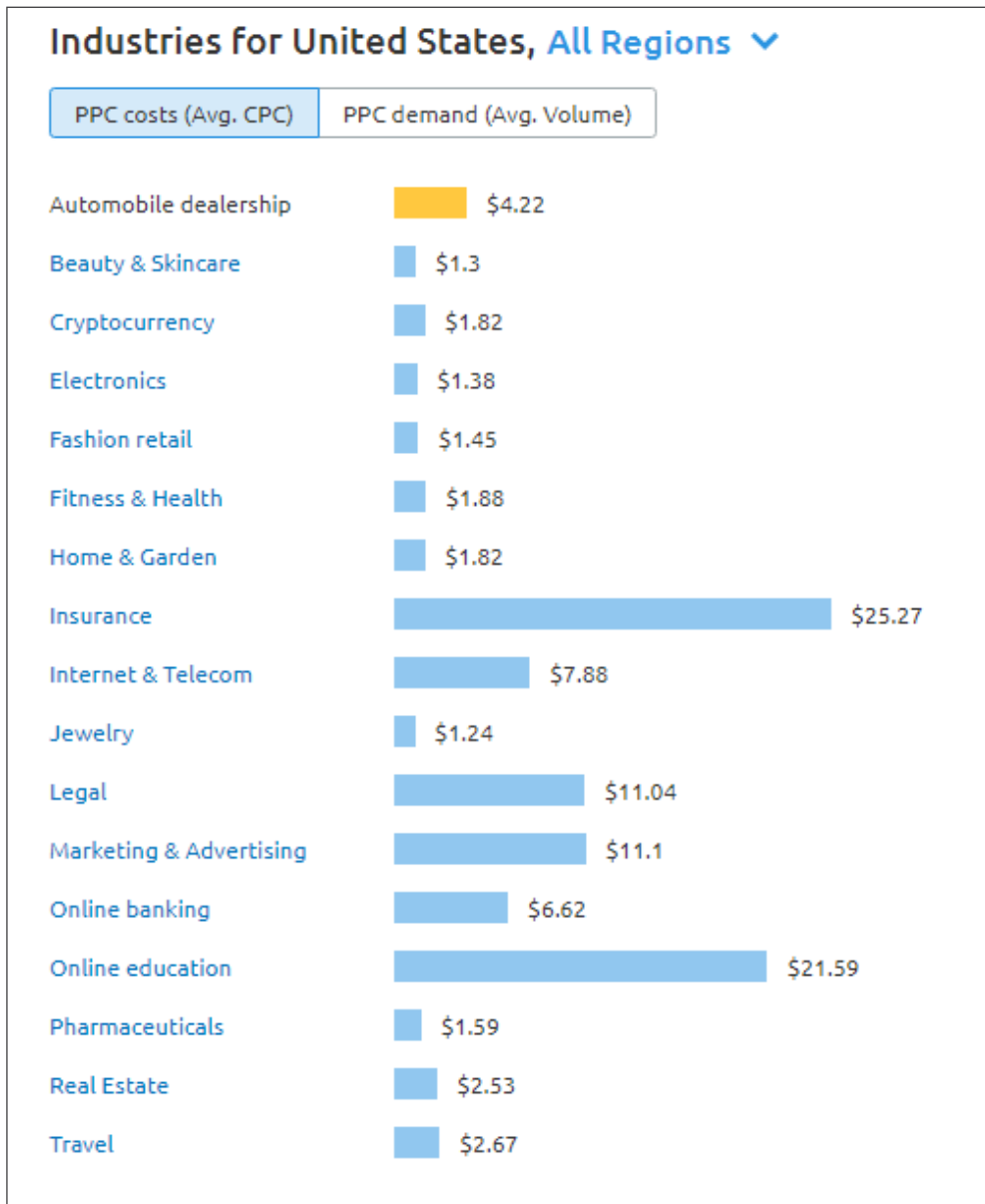
Many big brands aren't running any ads on Google at all. As a result, they might be missing out on a lot of opportunities for brand awareness and lead generation.

Google Ads for Real Estate are cheaper than other sectors like Insurance, IT & Telecom, Marketing, Travel and Education.

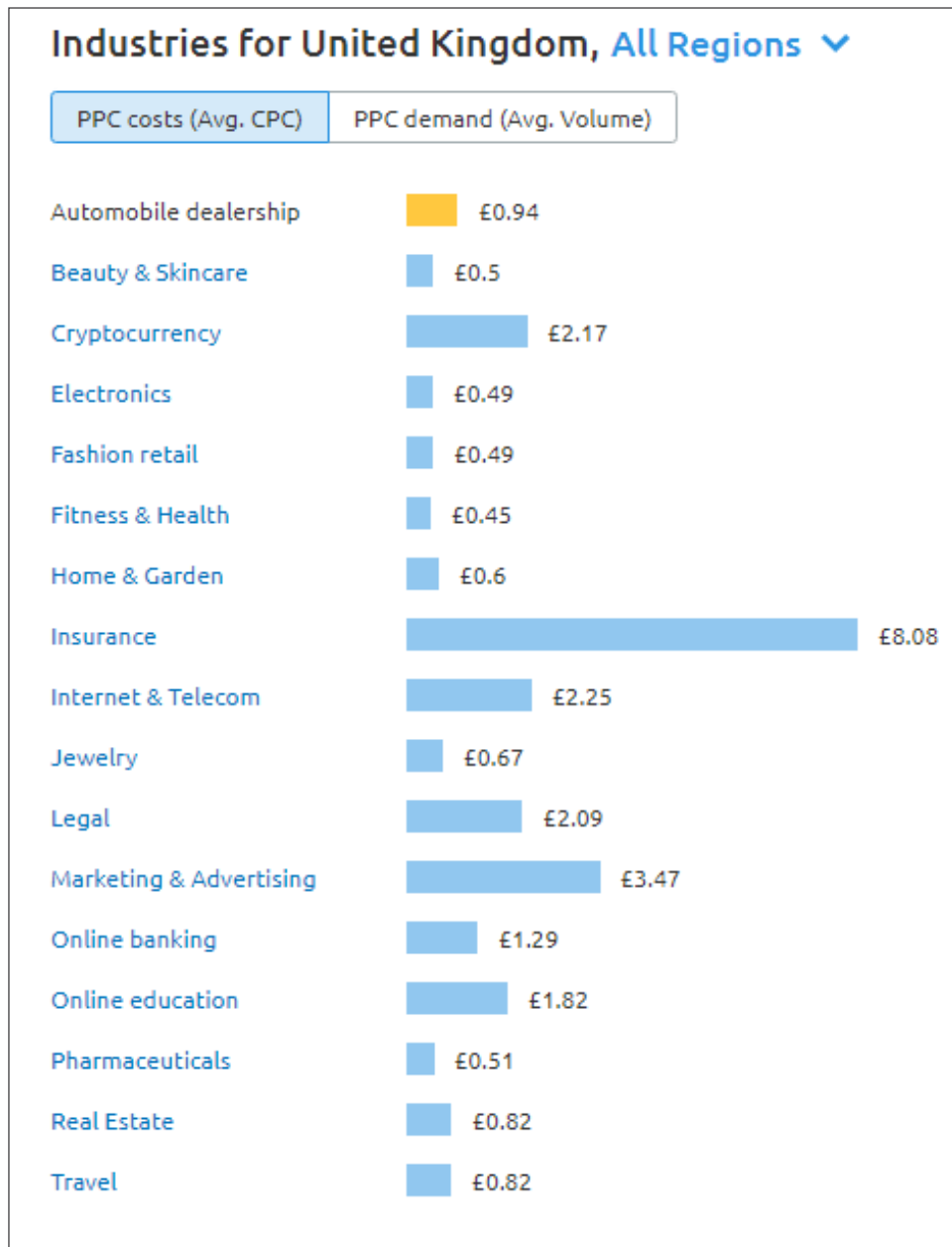


Comparing this with the figures from USA and UK, we find that the general trends are the same in India.

Here's the industry-wise spend breakdown for the USA:



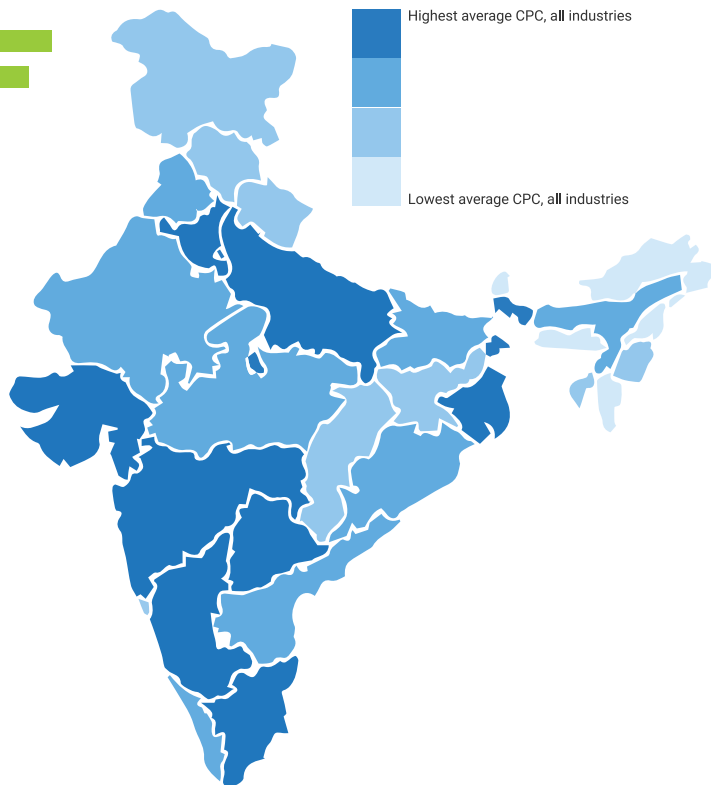
Here's the industry-wise spend breakdown for the UK:



Here are the top states in India with the maximum cost per click (CPC). They reflect the top cities in which property searches are booming.

### Average CPC in ₹

|               |       |                                  |
|---------------|-------|----------------------------------|
| Maharashtra   | 17.37 | <div style="width: 100%;"></div> |
| Karnataka     | 15.87 | <div style="width: 90%;"></div>  |
| Telangana     | 12.84 | <div style="width: 75%;"></div>  |
| Tamil Nadu    | 12.47 | <div style="width: 70%;"></div>  |
| Uttar Pradesh | 10.23 | <div style="width: 55%;"></div>  |
| Haryana       | 9.41  | <div style="width: 50%;"></div>  |
| Gujarat       | 9.24  | <div style="width: 48%;"></div>  |
| West Bengal   | 8.82  | <div style="width: 45%;"></div>  |
| Punjab        | 8.16  | <div style="width: 42%;"></div>  |
| Rajasthan     | 7.57  | <div style="width: 38%;"></div>  |



Both the average CPC and total spend on real estate keywords show an upward trend:



## What it means to you:

If you don't know the industry standards and approximate costs of digital advertising, your budgets will evaporate fast. Research the market where you plan to run an ad campaign well before you start it. For example,

- **It is safe to assume that Mumbai remains the most expensive real estate market, as is evident from the CPC in Maharashtra. You can make similar assumptions by associating certain cities or developing regions with the average CPC of the state.**
- **Real Estate still has low CPC compared to other industries, given the value of the product being sold. This means ad budgets and volumes will continue to rise for quite some time.**

## How SEMrush helps:

SEMrush shows the average costs of running Google ads across regions and indicate CPC trends:

- **SEMrush CPC Map**

# Competitor's Ads



# Competitor's Ads

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While we're on the subject of paid promotions using Google Ads, it follows that we need to stay on top of our competitors' strategies. In traditional marketing, it's easy to track and view your rivals' ads. Although it's not so simple in the digital world, SEMrush makes it possible to view the ad copies your competition is using and how well they're working for them. Again, we find that real estate advertisers have a long way to go here:

- **Ads are not location-targeted.** For example, ads for residential projects in Mumbai are showing up in searches for property in Gurgaon.
- **Branding is suffering** because some advertisers are not bidding on their own brands ( otherwise, other companies will bid on their brands and steal traffic) while others are showing up for brands in altogether different industries.
- **Only about a third of the companies in our top 20 have allocated a reasonable budget to PPC with Google Ads.** This represents a vast opportunity for the others.

Here are some examples of ads run by the top construction companies. You can compare the ad headline with the keywords it is ranking for in order to get an idea of the goal of the ad -- whether it is sale of property, branding of the company, or building authority in the niche.

## L&T Realty : <https://www.lntrealty.com/>



### [Builders in Hebbal Bangalore - Starting Rs. 98.3 Lakhs](#)

Ad [www.lntrealty.com/RTB](http://www.lntrealty.com/RTB)

Luxurious 3 & 4 BHK Homes by L&T with all the amenities of a vacation.

| Keyword   | Cost    |
|---|---------|
| best builders in bangalore residential                          | ₹119.92 |
| good builders in bangalore builders and developers in bangalore | ₹119.92 |
| builders and developers in bangalore                            | ₹97.92  |

### [Real Estate Projects by L&T - From Rs 3.6 Cr in Parel Mumbai](#)

Ad [www.lntrealty.com/crescentbay/parel](http://www.lntrealty.com/crescentbay/parel)

Towers built on elevated podiums with views of the city Skyline & Arabian Sea.

| Keyword                      | Cost   |
|------------------------------|--------|
| upcoming projects in mumbai  | ₹98.66 |
| real estate rates in mumbai  | ₹86.18 |
| real estate agents in mumbai | ₹37.07 |

### [Real Estate Projects Bangalore - Starting Rs. 98.3 Lakhs](#)

Ad [www.lntrealty.com/real-estate/bangaluru](http://www.lntrealty.com/real-estate/bangaluru)

Luxurious 3 & 4 BHK Homes by L&T with all the amenities of a vacation.

| Keyword  | Cost    |
|--|---------|
| bangalore real estate market real estate investment in bangalore | ₹115.07 |
| real estate agents in bangalore                                  | ₹83.69  |
| real estate agents in bangalore                                  | ₹21.62  |

## Century Real Estate : <https://www.centuryrealestate.in/>



### [Real Estate in Bangalore - Prices Starting From ₹85Lacs.](#)

Ad [www.centuryrealestate.in/3BHK-Flats/Bangalore](http://www.centuryrealestate.in/3BHK-Flats/Bangalore)

Visit Any Near by Century Projects Today & Avail Exciting Offers. Enquire Now!

| Keyword                             | Cost   |
|-------------------------------------|--------|
| real estate developers in bangalore | ₹75.32 |
| real estate companies in bangalore  | ₹66.25 |
| real estate agents in bangalore     | ₹21.62 |

### [Property in Bangalore - Prices Starting From ₹85Lacs.](#)

Ad [www.centuryrealestate.in/3BHK-Flats/Bangalore](http://www.centuryrealestate.in/3BHK-Flats/Bangalore)

Visit Any Near by Century Projects Today & Avail Exciting Offers. Enquire Now!

| Keyword                             | Cost    |
|-------------------------------------|---------|
| bangalore property prices           | ₹111.58 |
| bangalore property prices area wise | ₹73.92  |
| property dealers in bangalore       | ₹55.79  |

### [Invest in Bangalore's Best - Real Estate Company - Enquire](#)

Ad [www.centuryrealestate.in/bangalore/apartments](http://www.centuryrealestate.in/bangalore/apartments)

Apartments for Sale in Bangalore.Prices Start ₹75Lacs.Book A Site Visit Today!

| Keyword                             | Cost    |
|-------------------------------------|---------|
| best luxury apartments in bangalore | ₹200.85 |
| best flats in bangalore             | ₹137.39 |
| property dealers in bangalore       | ₹55.79  |



## Sobha: <https://www.sobha.com/>



### [Own Your Dream Luxury Home - 2 & 3 BHK Apartments](#)

Ad [www.sobha.com/luxuryapartment/coimbatore](http://www.sobha.com/luxuryapartment/coimbatore)

SOBHA & LMW coming together to Build Luxury Living in Coimbatore with Sobha Elan

| Keyword                             | Cost   |
|-------------------------------------|--------|
| apartments in coimbatore            | ₹27.90 |
| real estate promoters in coimbatore | ₹1.21  |
| property developers in coimbatore   | ₹0.49  |

### [Sobha Projects in Bangalore - Apartments, Rowhouses & Villas](#)

Ad [www.sobha.com/official](http://www.sobha.com/official)

Premium Flats, Row Houses & Villas. Live The Luxury. Enquire Now!

| Keyword          | Cost   |
|------------------|--------|
| sobha developers | ₹89.96 |
| sobha builders   | ₹89.27 |
| sobha            | ₹50.91 |

### [SOBHA LAKE GARDENS | KR Puram | Pre-Launching Life By The Lake](#)

Ad [www.sobha.com/](http://www.sobha.com/)

All Things Begin by the Water. 1,2,3BHK SOBHA Homes. Enquire Now! Exclusive Prices. Prime Locations.

| Keyword                          | Cost    |
|----------------------------------|---------|
| best apartments in bangalore     | ₹147.15 |
| ready to move flats in bangalore | ₹135.99 |
| new flats in bangalore           | ₹134.60 |

## Prestige Group: <https://www.prestigeconstructions.com/>



### [New Launch on Tumkur Road | Prestige Jindal City](#)

Ad [www.prestigeconstructions.com/OfficialWebsite/Jindal\\_City](http://www.prestigeconstructions.com/OfficialWebsite/Jindal_City)

Project with Metro Station. 1 to 4 BHK Smart Sized Apartments with Amenities!

| Keyword                      | Cost    |
|------------------------------|---------|
| best apartments in bangalore | ₹147.15 |
| projects at bangalore        | ₹129.72 |
| best builders in bangalore   | ₹66.25  |

### [Buy Prestige Silver Oak Villa - Limited Period Offer, 3.99% IR](#)

Ad [www.prestigeconstructions.com/Silver-Oak/Whitefield](http://www.prestigeconstructions.com/Silver-Oak/Whitefield)

On Exquisitely Designed Premium Villas In Whitefield Bengaluru, Enquire Now!

| Keyword                                       | Cost   |
|---|--------|
| high end villas in bangalore                  | ₹99.03 |
| real estate companies in bangalore            | ₹66.25 |
| independent house for sale in electronic city | ₹31.38 |

### [Prestige Lake Ridge Bengaluru - Premium Residential Apartments](#)

Ad [www.prestigeconstructions.com/Lake-Ridge/Uttarahalli-Blr](http://www.prestigeconstructions.com/Lake-Ridge/Uttarahalli-Blr)

Offer on 1, 2, 2.5 & 3 BHK Flats Pay 10% Now & Balance on Possession. Enquire Now

| Keyword                                | Cost    |
|--|---------|
| best residential projects in bangalore | ₹200.15 |
| bangalore flat price                   | ₹106.00 |
| real estate agents in bangalore        | ₹21.62  |

## Godrej Properties: <https://www.godrejproperties.com/>



### [Godrej Properties | Presenting Godrej Nature + | godrejproperties.com](#)

Ad [www.godrejproperties.com/](http://www.godrejproperties.com/)

Launching The Park, New Towers. For Exclusive Offers Book Now

| Keyword                             | Cost    |
|-------------------------------------|---------|
| new residential projects in gurgaon | ₹129.02 |
| residential flats in gurgaon        | ₹129.02 |
| home in gurgaon                     | ₹44.63  |

### [Godrej Nature+, Sohna Road | 2&3 BHK homes starting 75Lacs\\*](#)

Ad [www.godrejproperties.com/](http://www.godrejproperties.com/)

Thoughtfully planned green health park for all-round well-being of your family

| Keyword                         | Cost    |
|---------------------------------|---------|
| 4 bhk flats in gurgaon          | ₹171.56 |
| residential projects in gurgaon | ₹110.89 |
| upcoming projects in gurgaon    | ₹86.48  |

### [Godrej Properties | Presenting Godrej Nature +](#)

Ad [www.godrejproperties.com/](http://www.godrejproperties.com/)

Launching The Park, New Towers. For Exclusive Offers Book Now

| Keyword                                  | Cost    |
|--|---------|
| new apartments in gurgaon                | ₹184.81 |
| property investment in gurgaon           | ₹71.13  |
| upcoming residential projects in gurgaon | ₹66.25  |

## Kalpataru: <https://www.kalpataru.com/>



### [Kalpataru® Waterfront, Panvel | 2 & 3 BHK Riverside Apartments](#)

Ad [projects.kalpataru.com/](http://projects.kalpataru.com/)

Experience luxury living in a spacious river-facing home in Panvel. Enquire now

| Keyword                      | Cost   |
|------------------------------|--------|
| 3 bhk apartment for sale     | ₹73.23 |
| property for sale in gurgaon | ₹72.53 |
| 3 bhk house                  | ₹20.22 |

### [River-facing homes in Panvel | 2 & 3 BHK Kalpataru® Waterfront](#)

Ad [projects.kalpataru.com/](http://projects.kalpataru.com/)

Ready to move in homes with ready clubhouse & luxury amenities. Enquire now!

| Keyword                      | Cost    |
|------------------------------|---------|
| luxury real estate companies | ₹140.18 |
| beautiful houses for sale    | ₹16.04  |
| luxury mansions              | ₹11.86  |

### [2 & 3 BHK Riverside Apartments | Kalpataru® Waterfront, Panvel](#)

Ad [projects.kalpataru.com/](http://projects.kalpataru.com/)

A home close to the conveniences of life, yet far away from the hustle-bustle.

| Keyword                  | Cost   |
|--------------------------|--------|
| new projects in panvel   | ₹94.85 |
| property for sale in goa | ₹65.56 |
| 3 bhk flats              | ₹41.15 |

## What it means to you

Knowing your competitors' ad copies is the closest thing to having a blueprint of their marketing strategy. You know exactly what they're planning and what kind of customers they're targeting. Grab this data with both hands.

## How SEMrush helps

SEMrush shows all the ad copies of your competition and their advertising history! You can also see the positions on which their ads are ranking, the keywords for which they show up, the associated landing pages, and more:

- **SEMrush Advertising Research**

# Backlink Analysis



# Backlink Analysis

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Links continue to be at the core of the Google search ranking algorithm. Although in recent years, the weightage of links has declined compared to other ranking factors, especially content and brand authority, it is still important to gain backlinks, whether you call it “link building” or “link earning”. We found that

- The categories of sites which linked to our top 20 companies included:

**Jobs**

**Business Operations**

**Timeshares & Vacation Properties**

**Real Estate Listings**

**Real Estate Agencies**

**Investing**

- The most common anchor text was the company name, followed by the URL of the website, which signifies that most firms were building links on the basis of their brand. However, there are some that are trying out “keyword rich” link building activities.
- In addition to India, backlinks to property developers’ sites came from:

**Sweden**

**USA**

**Singapore**

**Germany**

**France**

The link building efforts of companies in our study vary wildly. Some of them have as little as 2,000 backlinks while others have in excess of 400,000. However, there is more consistency in the number of referring domains, which ranges from 700 to 1100 for the majority of sites.

- **It's important to resist the urge to build spammy backlinks. Real estate providers need to be careful in choosing the right agency so that they don't do link building in bulk.**
- **More backlinks doesn't mean better rankings. The number and authority of domains from which you get these links matters more.**
- **Finally, every backlink needs to be relevant to the industry and the topic of the page it is linking to.**

## Backlink Statistics

|                             | Website   | Total Links | Referring Domains | Authority Score |
|-----------------------------|---|-------------|-------------------|-----------------|
| Omaxe                       | <a href="https://www.omaxe.com/">https://www.omaxe.com/</a>                                 | 381,000     | 972               | 41              |
| Rohan Builders              | <a href="http://www.rohanbuilders.com/">http://www.rohanbuilders.com/</a>                   | 5,100       | 302               | 26              |
| Century Real Estate         | <a href="https://www.centuryrealestate.in/">https://www.centuryrealestate.in/</a>           | 8,400       | 608               | 31              |
| Supertech Limited           | <a href="https://www.supertechlimited.com/">https://www.supertechlimited.com/</a>           | 19,600      | 4,500             | 43              |
| L&T Realty                  | <a href="https://www.lntrealty.com/">https://www.lntrealty.com/</a>                         | 2,200       | 215               | 32              |
| Kolte-Patil Developers Ltd. | <a href="http://www.koltepatil.com/">http://www.koltepatil.com/</a>                         | 11,400      | 816               | 42              |
| SD Corp                     | <a href="https://www.sdcorp.in/">https://www.sdcorp.in/</a>                                 | 8,700       | 77                | 27              |
| JLL India                   | <a href="https://www.jll.co.in/">https://www.jll.co.in/</a>                                 | 54,300      | 332               | 44              |
| DLF                         | <a href="http://www.dlf.in/">http://www.dlf.in/</a>   | 33,200      | 1,400             | 48              |
| Pacifica Companies          | <a href="https://www.pacificacompanies.co.in/">https://www.pacificacompanies.co.in/</a>     | 20,500      | 678               | 33              |
| Puravankara                 | <a href="https://www.puravankara.com/">https://www.puravankara.com/</a>                     | 16,100      | 921               | 41              |
| Oberoi Realty               | <a href="https://www.oberoirealty.com/">https://www.oberoirealty.com/</a>                   | 3,600       | 498               | 41              |
| Sunteck Realty Ltd.         | <a href="https://www.sunteckindia.com/">https://www.sunteckindia.com/</a>                   | 4,900       | 282               | 40              |
| Brigade Group               | <a href="https://brigadegroup.com/">https://brigadegroup.com/</a>                           | 17,200      | 940               | 43              |
| Kalpataru Group             | <a href="https://www.kalpataru.com/">https://www.kalpataru.com/</a>                         | 8,500       | 726               | 37              |
| Mahindra Lifespaces         | <a href="https://www.mahindralifespaces.com/">https://www.mahindralifespaces.com/</a>       | 9,800       | 820               | 41              |
| Godrej Properties           | <a href="https://www.godrejproperties.com/">https://www.godrejproperties.com/</a>           | 418,000     | 1,100             | 47              |
| Prestige Group              | <a href="https://www.prestigeconstructions.com/">https://www.prestigeconstructions.com/</a> | 143,000     | 1,300             | 43              |
| Sobha                       | <a href="https://www.sobha.com/">https://www.sobha.com/</a>                                 | 13,100      | 698               | 45              |
| Lodha Group                 | <a href="https://www.lodhagroup.com/">https://www.lodhagroup.com/</a>                       | 25,400      | 1,100             | 46              |

Backlinks to each site came from a variety of different types of sites:

- **Own web properties (other sites owned by the company)**
- **Press release sites**
- **Low value (spam) sites used for link building like directories and social bookmarking**
- **Job portals**
- **Sites in relevant verticals like furniture**

Here are the top 3 backlink sources for each of the sites in our top 20.

| Website   | Most Links 1              | Most Links 2          | Most Links 3            |
|---|---------------------------|-----------------------|-------------------------|
| <a href="https://www.omaxe.com/">https://www.omaxe.com/</a>                                 | omaxeconnaughtplace.co.in | indiaempire.com       | mohitgoel.in            |
| <a href="http://www.rohanbuilders.com/">http://www.rohanbuilders.com/</a>                   | handtucher.net            | populardirectory.biz  | harshasagar.com         |
| <a href="https://www.centuryrealestate.in/">https://www.centuryrealestate.in/</a>           | businesswireindia.in      | globalintelligence.kr | harshasagar.com         |
| <a href="https://www.supertechlimited.com/">https://www.supertechlimited.com/</a>           | freedom61.me              | ffconsult.me          | customercomplaints.in   |
| <a href="https://www.lntrealty.com/">https://www.lntrealty.com/</a>                         | vierearch.com             | eugendorf.net         | zexro.info              |
| <a href="http://www.koltepatil.com/">http://www.koltepatil.com/</a>                         | businesswireindia.in      | newsvoir.com          | downtownpune.in         |
| <a href="https://www.sdcorp.in/">https://www.sdcorp.in/</a>                                 | piratedirectory.org       | smartdir.org          | handtucher.net          |
| <a href="https://www.jll.co.in/">https://www.jll.co.in/</a>                                 | dichandadang.com          | jll.com.au            | joneslanglasalle.com.cn |
| <a href="http://www.dlf.in/">http://www.dlf.in/</a>   | dlfpromenade.com          | dlfemporio.com        | schoolsdelhi.in         |
| <a href="https://www.pacificacompanies.co.in/">https://www.pacificacompanies.co.in/</a>     | pr3plus.com               | allistsites.com       | linkmom.com             |
| <a href="https://www.puravankara.com/">https://www.puravankara.com/</a>                     | realestateblogpro.com     | handtucher.net        | efdir.com               |
| <a href="https://www.oberoirealty.com/">https://www.oberoirealty.com/</a>                   | shareboss.in              | propstory.com         | adamfrisby.com          |
| <a href="https://www.sunteckindia.com/">https://www.sunteckindia.com/</a>                   | askkuber.com              | familyofficesummit.in | findmoreposts.xyz       |
| <a href="https://brigadegroup.com/">https://brigadegroup.com/</a>                           | brigadeorchards.com       | brigadeinsights.com   | brigadelakefront.com    |
| <a href="https://www.kalpataru.com/">https://www.kalpataru.com/</a>                         | businesswireindia.com     | seositecheckup.com    | patron.am               |
| <a href="https://www.mahindralifespaces.com/">https://www.mahindralifespaces.com/</a>       | mahindraworldcity.com     | jobriya.in            | opisik.info             |
| <a href="https://www.godrejproperties.com/">https://www.godrejproperties.com/</a>           | godrejinterio.com         | godrejinspace.com     | homefurniture.in        |
| <a href="https://www.prestigeconstructions.com/">https://www.prestigeconstructions.com/</a> | medica-navi.com           | forummalls.in         | daijiworld.com          |
| <a href="https://www.sobha.com/">https://www.sobha.com/</a>                                 | sobhadreamseries.com      | freedom61.me          | businesswireindia.com   |
| <a href="https://www.lodhagroup.com/">https://www.lodhagroup.com/</a>                       | businesswireindia.com     | greymatterindia.com   | lodhaluxury.com         |

Anchor text is a very important part of your link profile. It can make or break your rankings, depending on its relevance or spammy nature. Here are the top 3 anchor text (other than website URL) for the top sites in our study:

| Website   | Anchor 1  | Anchor 2   | Anchor 3   |
|---|---|--|--|
| <a href="https://www.omaxe.com/">https://www.omaxe.com/</a>                                 | nri-worldwide   | ews form, prayagraj  | eia clearance omaxe gree-ii  |
| <a href="http://www.rohanbuilders.com/">http://www.rohanbuilders.com/</a>                   | rohan vasantha - new residential project in marathahalli, bangalore         | property builder in pune   properties in bangalore   real estate developer in pune | rohan builders   |
| <a href="https://www.centuryrealestate.in/">https://www.centuryrealestate.in/</a>           | century real estate   | property in bangalore  | property for sale in bangalore   |
| <a href="https://www.supertechlimited.com/">https://www.supertechlimited.com/</a>           | supertech ecovillage 1 bhk apartments in noida extension                    | flats in rudrapur, buy flats in rudrapur, houses for sale in rudrapur              | customercomplaints.in  |
| <a href="https://www.lntrealty.com/">https://www.lntrealty.com/</a>                         | l&t realty : india's leading real estate company                            | l&t realty   | jasmin goyal   |
| <a href="http://www.koltepatil.com/">http://www.koltepatil.com/</a>                         | project by kolte patil developers ltd                                       | disclaimer   | ivy estate   |
| <a href="https://www.sdcorp.in/">https://www.sdcorp.in/</a>                                 | flats in kandivali east   | 2 bhk flat for sale in andheri west  | flats in andheri west  |
| <a href="https://www.jll.co.in/">https://www.jll.co.in/</a>                                 | india   | jll india  | jll  |
| <a href="http://www.dlf.in/">http://www.dlf.in/</a>   | careers   | dlf  | apartments in bengaluru, luxury homes in bengaluru, buy homes in bengaluru                           |
| <a href="https://www.pacificacompanies.co.in/">https://www.pacificacompanies.co.in/</a>     | housing and all the real estate including investment properties and holiday | pacifica developers pvt ltd  | residential, commercial, housing and all the real estate including investment properties and holiday |
| <a href="https://www.puravankara.com/">https://www.puravankara.com/</a>                     | flats in chennai for sale   | real estate developers in india - puravankara                                      | property developers in chennai and coimbatore  |
| <a href="https://www.oberoirealty.com/">https://www.oberoirealty.com/</a>                   | oberoi realty   | oberoir ealty  | company website  |
| <a href="https://www.sunteckindia.com/">https://www.sunteckindia.com/</a>                   | platinum partner  | company website  | sunteck realty ltd.  |
| <a href="https://brigadegroup.com/">https://brigadegroup.com/</a>                           | brigade group   | view all residential projects  | about brigade  |
| <a href="https://www.kalpataru.com/">https://www.kalpataru.com/</a>                         | kalpataru towers  | visit website  | visit our site   |
| <a href="https://www.mahindralifespaces.com/">https://www.mahindralifespaces.com/</a>       | mahindra lifespaces   | flats, apartments for sale in bannerghatta road                                    | mahindra lifespace developers ltd.   |
| <a href="https://www.godrejproperties.com/">https://www.godrejproperties.com/</a>           | godrej properties   | godrej properties   top real estate developer in india                             | godrej properties orm team   |
| <a href="https://www.prestigeconstructions.com/">https://www.prestigeconstructions.com/</a> | prestige constructions  | spa & resorts  | real estate flats plots office spaces in bangalore   |
| <a href="https://www.sobha.com/">https://www.sobha.com/</a>                                 | villas in bangalore homes pre launch villa                                  | customer login   | online booking   |
| <a href="https://www.lodhagroup.com/">https://www.lodhagroup.com/</a>                       | lodha group   | lodha primero  | real estate  |



## What it means to you:

When you build links, don't go about it arbitrarily. Take stock of your competition and see where their best links come from. Don't focus just on the number of links. Make sure every link you build is relevant to the real estate vertical and comes from sites with authoritative content.

## How SEMrush helps:

SEMrush has a comprehensive backlink analytics tool that helps you pull not only your own backlinks but also those of your competitors. Therefore, you're never at a loss as to which link building tactics to use. Simply follow your competitors' lead, but with better metrics like the SEMrush Authority Score. Head over here to get started:

- [SEMrush Backlink Analytics](#)
- [SEMrush Backlink Gap](#)
- [SEMrush Link Building Tool](#)

# Technical SEO



# Technical SEO

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On-site SEO optimization is one of the key factors that affects visibility in search engines. We checked over 120 different parameters on the sites including those related to

- **Indexability**
- **Crawlability**
- **Appropriate HTML tags**
- **Broken links**
- **Problems with bad http status codes**
- **Mobile friendliness**
- **Page loading speed**

## The top 5 most common mistakes revealed by our SEO Audit of the Top 20 sites:

- **No HTTPS:** 4 of the top 20 sites are not running on HTTPS, even though **Google has clearly stated\*** that this is a ranking signal. None of the sites had a 100% correct HTTPS implementation
- **No AMP:** Despite the fact that nearly 9 in 10 visits to the sites come from mobile devices, none of them have any AMP pages.
- **Duplicate titles and meta descriptions:** Without unique titles and meta descriptions, various service pages (in real estate, pages describing projects and schemes) will not be differentiated from each other. Even if these pages rank on Google, searchers have no incentive to click on them because the titles and descriptions are generic.
- **Broken links:** Internal links that lead from one page of the site to another are incorrect. This results in the user (and search engine) ending up nowhere after they click and also result in 404 errors (page not found). Some of the sites have thousands of broken links.
- **Slow loading speed:** Page speed is another factor to which Google gives clear importance while ranking sites. Unfortunately, many sites in our study have too many complex scripts and unoptimized code, which leads to pages loading extremely slowly.

\* <https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html>

Apart from these, the overall site health score allocated by the SEMrush SEO Audit tool to the top 20 websites was not very encouraging. None of the websites scored over 80%:

|                             | Website   | Site SEO Health |
|-----------------------------|---|-----------------|
| Omaxe                       | <a href="https://www.omaxe.com/">https://www.omaxe.com/</a>                                 | 32%             |
| Rohan Builders              | <a href="http://www.rohanbuilders.com/">http://www.rohanbuilders.com/</a>                   | 64%             |
| Century Real Estate         | <a href="https://www.centuryrealestate.in/">https://www.centuryrealestate.in/</a>           | 72%             |
| Supertech Limited           | <a href="https://www.supertechlimited.com/">https://www.supertechlimited.com/</a>           | 43%             |
| L&T Realty                  | <a href="https://www.lntrealty.com/">https://www.lntrealty.com/</a>                         | 78%             |
| Kolte-Patil Developers Ltd. | <a href="http://www.koltepatil.com/">http://www.koltepatil.com/</a>                         | 37%             |
| SD Corp                     | <a href="https://www.sdcorp.in/">https://www.sdcorp.in/</a>                                 | 74%             |
| JLL India                   | <a href="https://www.jll.co.in/">https://www.jll.co.in/</a>                                 | 51%             |
| DLF                         | <a href="http://www.dlf.in/">http://www.dlf.in/</a>   | 53%             |
| Pacifica Companies          | <a href="https://www.pacificacompanies.co.in/">https://www.pacificacompanies.co.in/</a>     | 63%             |
| Puravankara                 | <a href="https://www.puravankara.com/">https://www.puravankara.com/</a>                     | 55%             |
| Oberoi Realty               | <a href="https://www.oberoirealty.com/">https://www.oberoirealty.com/</a>                   | 56%             |
| Sunteck Realty Ltd.         | <a href="https://www.sunteckindia.com/">https://www.sunteckindia.com/</a>                   | 78%             |
| Brigade Group               | <a href="https://brigadegroup.com/">https://brigadegroup.com/</a>                           | 59%             |
| Kalpataru Group             | <a href="https://www.kalpataru.com/">https://www.kalpataru.com/</a>                         | 61%             |
| Mahindra Lifespaces         | <a href="https://www.mahindralifespaces.com/">https://www.mahindralifespaces.com/</a>       | 48%             |
| Godrej Properties           | <a href="https://www.godrejproperties.com/">https://www.godrejproperties.com/</a>           | 60%             |
| Prestige Group              | <a href="https://www.prestigeconstructions.com/">https://www.prestigeconstructions.com/</a> | 43%             |
| Sobha                       | <a href="https://www.sobha.com/">https://www.sobha.com/</a>                                 | 48%             |
| Lodha Group                 | <a href="https://www.lodhagroup.com/">https://www.lodhagroup.com/</a>                       | 48%             |

## What it means to you:

Technical SEO is the building block of your SEO strategy. While there are lot of elements that work together for great on-site optimization, focus on your priorities:

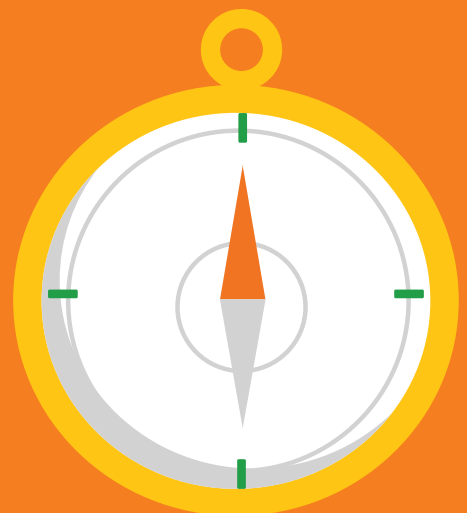
- **Make your site secure.**
- **Optimize it for mobile-first browsing.**
- **Make it load brutally fast.**
- **Use unique title and meta description tags. Add schema markup for better crawling and indexation in the search engines.**
- **Get your site structure, navigation and information flow right.**
- **Use XML sitemaps properly and keep internal links updated.**

## How SEMrush helps:

The SEMrush Site Audit tool saves you the trouble of going through every moving part of your website with a checklist. It crawls your site within minutes and comes out with a complete list of all the errors and issues (accompanied by a full explanation of their importance), sorted by their seriousness, with guidelines on how to solve them.

- **SEMrush Site Audit**

# Choosing the Right Digital Marketing Agency



# Choosing the Right Digital Marketing Agency

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In order to ace your search and online visibility, you need all the help you can get. There's no way your in-house marketing team can stay on top of Google's ever-changing algorithm, constantly look for new SEO tips, identify the right keywords your customers are using, optimize your landing pages, and keep creating new content for your site.

In an ever-competitive market like Real Estate, it's better to work with a professional digital marketing agency that can help you set the right goals and achieve them quickly. Here's how to choose the ideal one:

## **Don't look for an SEO company; look for a lead generation partner.**

- Too many real estate companies make the mistake of hiring an SEO company with the aim of getting "rankings" in Google. This is a vain goal. The right agency will understand your sales funnel, generate demand for your services, pinpoint keywords that can get you leads, and create the right content to nurture and convert them.

## **Don't focus on rankings; focus on branding.**

- If an agency promises rankings in three to six months, show them the door. Better yet, don't bring up the subject, because there is no "secret sauce" to better rankings. Along with optimizing for rankings, you should be aiming for brand visibility. Google will give you far more "real estate" in the search results if you get reviews, ratings, mentions, listings and citations from your customers, the media, and other local and national sources. You can track the mentions your brand is getting with the **SEMrush Brand Monitoring tool**.

## **Know the metrics.**

- In order to tell if you're succeeding or not, you need to understand how it is measured. You'll be easily misled by unscrupulous agencies if you don't have a basic knowledge of industry terms like keyword difficulty, SERPs, search volume, featured snippets, and so on. You don't have to be an expert, but do your due diligence.



## Know where you stand.

- Before you discuss digital marketing goals with an agency, you need to know your current position when it comes to web traffic, conversions, visibility and reach. Do an audit of your website and content to determine how you can improve your metrics as well as site structure and code. There are a lot of tools, such as **Traffic Analytics, Position Tracking**, and so on that can help your in-house marketing team do this.

## Provide informational value.

- Content is the lifeblood of all digital marketing campaigns. Research, collate and share content that your customers can use. Ask the agencies what forms of content they will help create and distribute for you, on which digital channels. Ask them how it will improve reach and brand recall.

## Identify your competitors.

- **Competitive analysis** is a key facet of search engine marketing. While it's your agency's job to chart a battle plan for you to beat them, you certainly need to do your bit in drawing up a list. Only then can you know which channels they're targeting, how they're engaging their audience, and so on.

## Ask about their Local SEO strategy.

- A big chunk of your business takes place in local markets or certain cities. Find out if the agency will create business pages for you on Google (Google My Business) and Facebook, how they'll go about creating business listings for you on local directories, their strategy to increase your ratings and reviews, and whether they can get you covered by the local media.

## **Demand clear and concise reports.**

- When it comes to online marketing, it's easy to be overwhelmed by hundreds of vanity metrics that have no correlation to your business goals. Decide on the metrics to track beforehand, chart progress periodically, and make sure you don't change priorities halfway down the road.

A good digital marketing agency will help you steadily build your brand, audience, and online visibility. All these can make a big difference to your bottom line. Check their references and have them explain their strategy to you in detail before handing over the reins to your online presence.

# Conclusion

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More than ever, people are heading online to find homes and offices to rent and buy. With the ever increasing opportunity, realtors and builders simply cannot miss the opportunity to get themselves in front of a high-value audience.

It's crucial to use analytics to predict and meet the demands of the expanding digital audience, and get your brand in front of them in the correct digital channels.

However, as this study reveals, companies in the Real Estate sector in India still have a very long way to go before they get their search engine marketing and online strategies right.

If you are a marketer in this vertical, we hope the insights from our research will help you formulate smart, targeted and effective strategies for your site going forward. There is no dearth of opportunities that you can leverage in the digital business, so act now!

Good luck!



### We love your feedback!

Was this study helpful? Is there anything you want to share with us?  
Do you want to discuss? Tweet your thoughts with the hashtag  
**#SEMrushIndiaRealEstate** or send us a note at [india-marketing@semrush.com](mailto:india-marketing@semrush.com)!