



CLIENT CASE STUDY
2024 TO 2026



bosshardtrealty.com

**Two years, ten
times the page-
one presence, and
a lead pipeline that
more than doubled.**



Gainesville and North Central Florida

UNION STREET MEDIA

Two years, in numbers

At launch, in April 2024, Bosshardt ranked on page one for 65 keywords. Two years later, the site holds 677 page-one rankings, paid search converts for a quarter of what it cost then, and attributed leads have more than doubled compared to the twelve months prior. This is the story of how that happened.

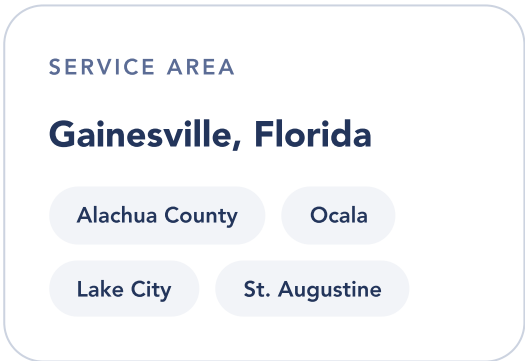


CLIENT PROFILE

Thirty-nine years, one philosophy, still family owned

Carol Bosshardt started the company in Gainesville in 1987 with a three-Realtor team and a philosophy short enough to fit on a business card: take care of the customer.

Nearly four decades later that philosophy has held, and so has the ownership. Bosshardt is still family owned and operated. Carol's son Aaron serves as President and Broker of Record, and Aaron's wife Kim, a Board Certified Real Estate Attorney, leads Bosshardt Title Insurance. What began as three Realtors is now a full brokerage working across Gainesville, Alachua County, Ocala, Lake City, and St. Augustine.



1987 FOUNDED BY CAROL BOSSHARDT	2nd GENERATION, FAMILY OWNED AND OPERATED	Largest INDEPENDENT FULL-SERVICE BROKERAGE IN THE REGION
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Everything under one roof

Bosshardt's strength is its breadth. The company operates residential and commercial brokerage, land and new homes divisions, property management, community association management, title insurance, and in-house legal support. Carol's original vision was simple: customers should be able to complete an entire transaction within one company.

That structure explains the search results in this document. The keyword gains align directly with Bosshardt's service lines, from commercial inventory and acreage to property management. These are not incidental wins. Aaron's CCIM, Certified Property Manager, and Certified Real Estate Brokerage Manager credentials reflect how central these areas are to the business.



THE BOSSHARDT TEAM, GAINESVILLE

● Residential Brokerage

● Commercial Brokerage

● Land and New Homes

● Property Management

● Community Association Management

● Title Insurance and Legal

WHY THIS PARTNERSHIP WORKS

Union Street Media and Bosshardt share a belief in independence, genuine relationships, and broker-owned growth. Bosshardt is the region's largest independent full-service brokerage, remains second-generation family owned, and has spent thirty-nine years building its own infrastructure rather than being absorbed into a larger company. That shared independence is a key reason the partnership works.

A full-service brokerage with a search presence that did not match it

Thirty-seven years of reputation by the time they came to Union Street Media. A search presence that did not reflect any of it.

WHERE BOSSHARDT STOOD IN SPRING 2024

The reputation was established. The search footprint was not. In March 2024, the site ranked for 731 keywords in total, but only 65 of those sat on page one, and just 34 reached the top three. High-value commercial and community searches, the terms that define the brokerage's actual service lines, returned competitors instead. Paid media was running through a legacy account structure that returned 180 conversions in 2024 at four times the cost per conversion the account carries today.

The goal was not to buy more traffic. It was to build a search asset that compounds, and to make the existing media budget work considerably harder.

BASELINE POSITION

Total ranking keywords	731
Keywords on page one	65
Keywords in the top three	34
Paid search conversions, 2024	180

Measured March 2024, immediately before the engagement began.

INTERPRETATION



The reputation was never the problem. Search visibility was, and visibility is the part that can be built.

Four workstreams, one compounding asset

What Union Street Media put in place from May 2024 forward



Platform and technical foundation

- Migration to the Union Street Media platform in April 2024, with the site architecture built around how buyers actually search.
- Map and listing tools instrumented so on-site behavior feeds both content strategy and paid targeting.



Content and community depth

- Recommended search pages and community content built for the specific places Bosshardt serves, not generic city pages.
- Editorial content aimed at relocation research rather than brand traffic alone.
- Property-type coverage extended to land, commercial, and townhouse and condo searches to match the full service line.



Organic search strategy

- Priority placed on page-one presence over raw ranking count, since page one is where clicks actually happen.
- Commercial real estate treated as a first-class target rather than a secondary category, opening a keyword set most residential brokerages ignore.
- Agent-level visibility developed so individual producers earn their own search footprint.



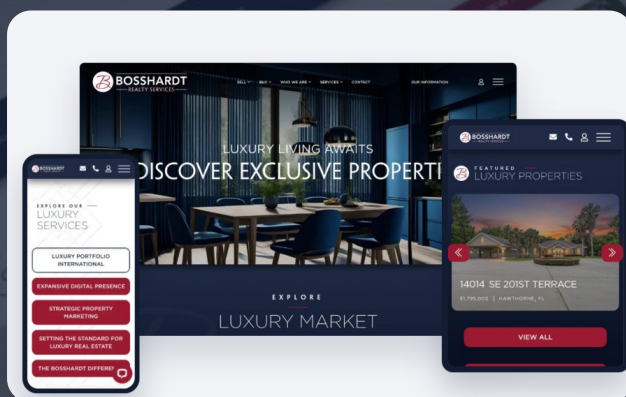
Paid media rebuild

- The legacy campaign structure was retired and replaced with a tighter set of campaigns.
- Smart Market Search deployed across cities and communities, paired with call-focused search and a display program targeting active and sold properties in the upper price tiers.
- Featured Listings campaigns built to capture address-level searches, which convert at high rates and cost very little.

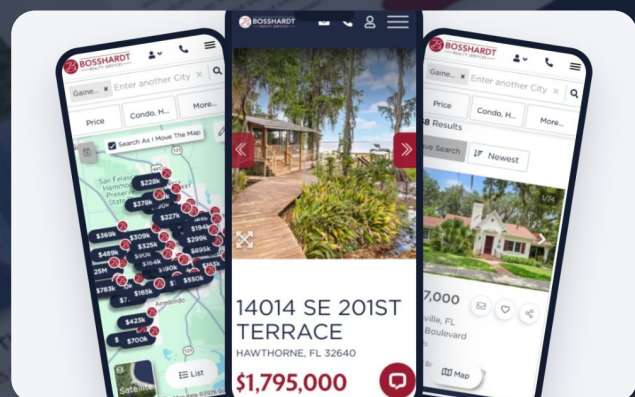
THE BUILD

A site built around how buyers actually search

Navigation was rebuilt around search demand rather than internal structure. Community and property-type templates carry the content program, and the map and listing tools feed behavior back into both content strategy and paid targeting.



LUXURY PORTFOLIO EXPERIENCE



PROPERTY SEARCH, MOBILE

Every measure of visibility multiplied

THE GAIN THAT MATTERS

Keywords on page one, top 10

10x

65 page-one keywords in March 2024.
677 in July 2026.

Total keywords ranking

3.5x

Keywords in the top 20

9x

Keywords in the top 3

5x

Estimated monthly organic traffic

4.5x

INTERPRETATION



Why page one is the number that matters. Total ranking keywords grew 3.5 times, but page-one rankings grew tenfold and top-20 rankings ninefold. The gains concentrated in the positions that generate clicks, which is why organic traffic rose 4.5 times on a keyword base that only grew 3.5 times.

MARKET POSITION

Bosshardt owns its brand in search, ranking in the top two for "Bosshardt Realty" and its variations, and increasingly owns the non-brand terms that reach new customers, including the agents' own names.

Brand name, primary **Avg. position 1.4**

Brand name with city qualifier **Position 1.5**

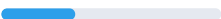
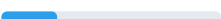
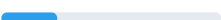
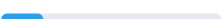
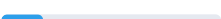
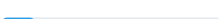
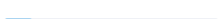
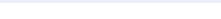
Brand property management **Position 1**

Primary commercial search **Position 4.2**

Named agents, three producers **Page one visibility**

High-value searches taken from invisible to page one

Commercial, community, land, and property-type searches, most from a standing start

SEARCH CATEGORY		MONTHLY VOLUME	THEN	NOW
Commercial inventory, high-volume term		12,100	NOT RANKING	#7
Land and homes, proximity query		2,900	NOT RANKING	#7
Named master-planned community		1,900	NOT RANKING	#4
Acreage property type		1,900	NOT RANKING	#5
Regional commute corridor		1,000	POSITION 43	#6
Attached property type		1,000	NOT RANKING	#9
Historic village residential		720	NOT RANKING	#3
Outlying town residential		720	NOT RANKING	#4
Suburban town residential		590	POSITION 88	#3
Named community, state qualifier		590	NOT RANKING	#1
Second outlying town residential		590	NOT RANKING	#5
Regional residential		590	NOT RANKING	#5
Land, primary market		480	NOT RANKING	#7
Lifestyle and destination query		480	NOT RANKING	#1

Specific search terms are described by category rather than named. Monthly volume is the estimated search volume for the category.

INTERPRETATION

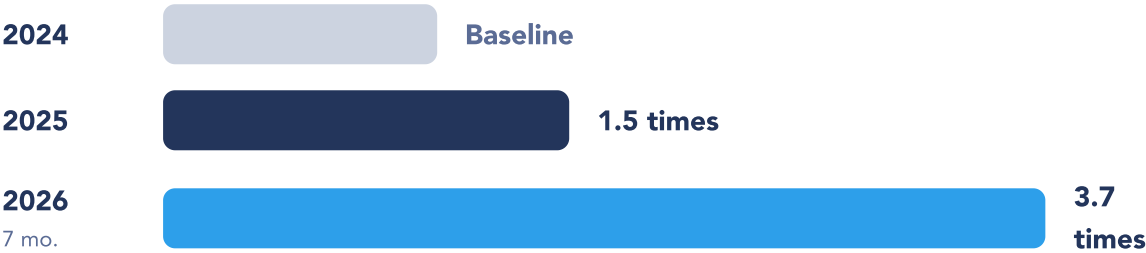


Read the pattern, not just the wins. These are not long-tail vanity searches. They are commercial inventory, named communities, land, and property-type queries, which map directly onto Bosshardt's actual service lines. Two of them now hold position one, and both arrived through community content rather than listing pages.

Nearly four times the return on Google Ads

Compounding return

Same commitment, year after year. A steadily larger return on it.



Paid search conversions, relative to the 2024 baseline of 100. Investment did not increase across this period.

METRIC	CHANGE, 2024 TO 2026 YEAR TO DATE
Paid search investment	No increase
Impressions served	29% fewer
Clicks delivered	13% more
Click-through rate	Up 60%
Average cost per click	10% lower
Paid search conversions	3.7 times
Cost per search conversion	75% lower



INTERPRETATION

Where the return came from. The paid program now reaches fewer people and converts far more of them, which is the opposite of how most advertising accounts try to grow. That is the result of rebuilding the account around measurable outcomes rather than traffic volume.

The pipeline more than doubled

Rankings and conversion counts are means to an end. This is the end: attributed leads, measured across every channel, comparing the last twelve months against the twelve before them. Leads are deduplicated contacts rather than event counts.

CHANNEL	CHANGE YOY	SITE ENGAGEMENT	CHANGE YOY
Paid Search	+105%	Users	+118%
Organic Search	+216%	New users	+113%
Direct	+68%	Sessions	+110%
Unassigned	+245%	Engaged sessions	+101%
Referral	+417%	Page views	+76%
All channels	+118%	Key events	+174%

Top 4%

OF THE UNION STREET
MEDIA PORTFOLIO BY
LEAD GROWTH

Top 2%

OF THE UNION STREET
MEDIA PORTFOLIO BY
LEAD VOLUME

Search

IS WHERE NEARLY EVERY
LEAD NOW ORIGINATES



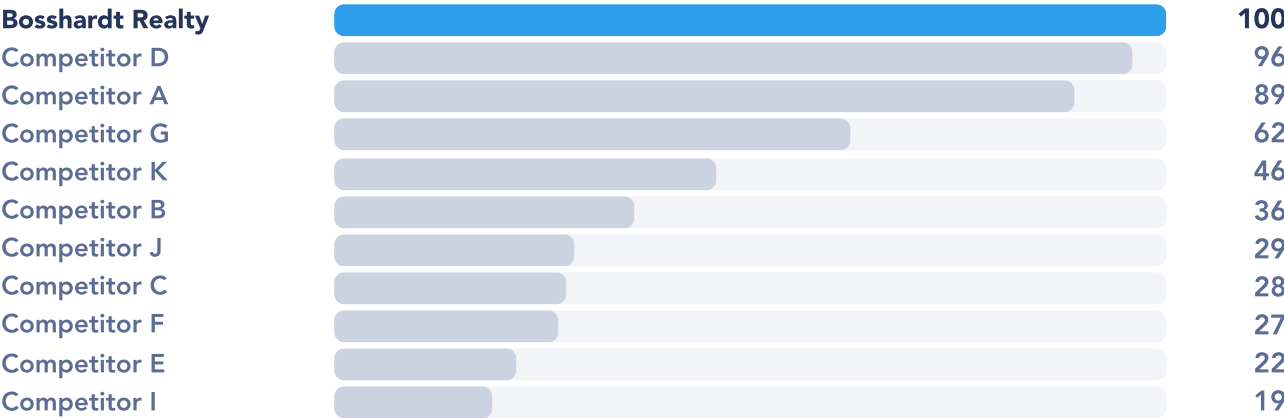
INTERPRETATION

The shape of the lead mix matters as much as the total. Paid search carries the largest share of attributed leads and organic search carries most of the remainder, which means nearly everything arrives through somebody actively searching. This is a pipeline built on demand capture rather than interruption.

Organic search sessions grew 41% and the key events they produced grew 142%. Direct traffic nearly doubled and the actions it produced grew more than eightfold, which is the signature of a brand people now search for by name. AI assistants appear as their own channel for the first time, small in volume but converting at a better rate than any paid channel on the site.

Ahead of every brokerage competing for the same searches

Organic footprint against the closest competing domains, July 2026. Growth is only meaningful in context. Measured against the brokerages whose keyword footprints overlap most heavily with Bosshardt's, the site now draws more organic traffic than all of them, and it does so from a keyword base that is not even the largest in the group.



Index legend. All figures indexed to Bosshardt at 100. A competitor scoring 50 draws half of what Bosshardt draws; one scoring 150 draws half again as much. Competing domains are those with the highest keyword overlap against bosshardtrealty.com. Traffic per ranking keyword measures how well a site's rankings are positioned rather than simply how many it holds.

6.3x

THE ORGANIC TRAFFIC OF THE MEDIAN COMPETING BROKERAGE

1st

OF THE CLOSEST COMPETING DOMAINS BY ORGANIC TRAFFIC

2.8x

THE TRAFFIC PER RANKING KEYWORD OF THE MEDIAN COMPETITOR

21%

OF ALL ORGANIC TRAFFIC ACROSS THIS COMPETITIVE SET

INTERPRETATION



This table is the clearest proof that page-one presence is the metric that matters. Competitor F ranks for roughly two thirds more keywords than Bosshardt, yet draws less than half the organic traffic. Measured on traffic earned per ranking keyword, Bosshardt scores nearly three times the competitive median.

SUMMARY

Two years, in numbers

Two years in, the picture is clear. Ten times the page-one rankings, 4.5 times the organic traffic, and a lead pipeline that more than doubled while paid search spend went down. This is what marketing that compounds looks like: a foundation of community, commercial, and property-type content that keeps returning, built once and earning every month since. Bosshardt Realty is not simply present in North Central Florida search anymore. It is leading it, and the momentum is still building. Two years in is not the end of this story.

MEASURE	CHANGE
Keywords on page one	10 times
Keywords in the top 3	5 times
Total ranking keywords	3.5 times
Estimated monthly organic traffic	4.5 times
Paid search conversions per year	3.7 times
Cost per paid search conversion	75% lower
Site users, matched calendar windows	+118%
Site key events	+174%
Organic search leads	+216%
Total attributed leads	+118%

10x

PAGE-ONE
KEYWORD
RANKINGS

+118%

TOTAL
ATTRIBUTED
LEADS

4.5x

ORGANIC TRAFFIC

75%

LOWER COST PER
CONVERSION