

Find Your Dream Home In Delhi



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Midland Associates

Midland Associates is a Fortune 500 real-estate company helping people to find their home. It provides real-estate buy and sell services in Delhi & Delhi NCR. It mainly deals with homes, apartments, offices, retails, and villas in various ranges depending upon area, price, and amenities. People can find 15lacs+ options for residential property, maximum property options, proper property advice, in-depth locality information, latest price, and trends information with Midland.

Location: Delhi & Delhi NCR, India

Business Type: Dealers

Industry: Real Estate

Focus: Finding dream homes for people



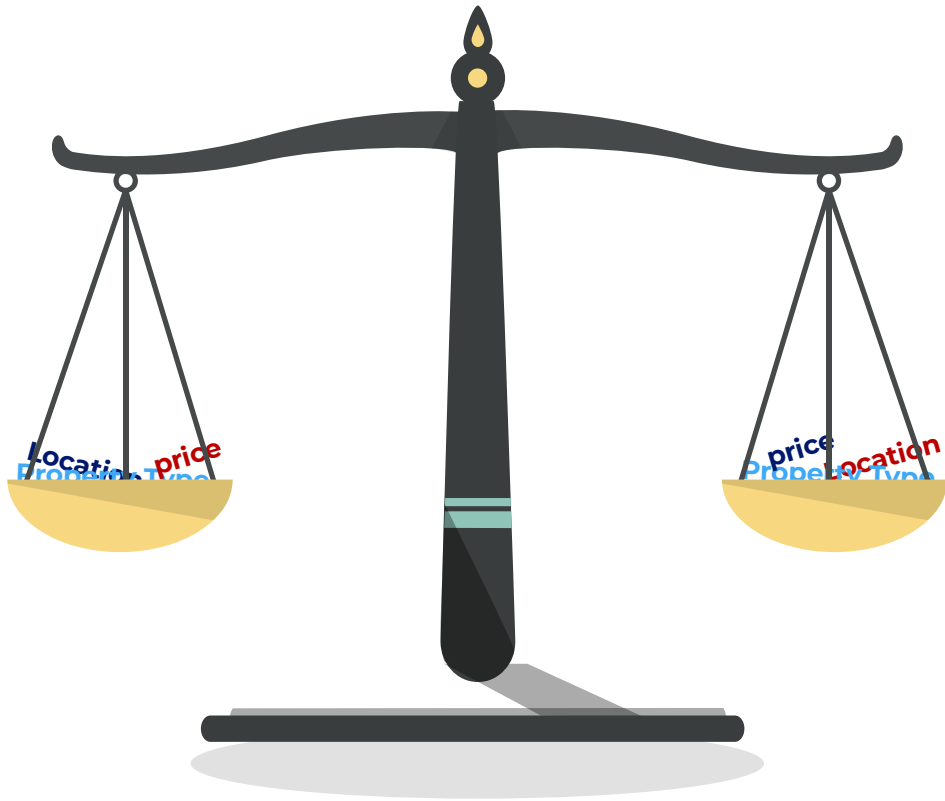
The Challenges

Midland Associates deals with a huge number of properties and large group of agents. The prime goal of the project was to-accelerate the overall transactions across the website; increase the count of visitors, leads, and conversions; establish a well managed process to manage the properties, agents, and transactions; and search engine visibility of the website. The prior website and process was cumbersome and inclusive of loads of issues.

The challenges included:

- Website was not responsive, not indexed to search engine, and not SEO-friendly. This led to loss of a large number of traffic. It also needed on-page and off page optimization and content moderation to gain a remarkable search engine ranking and visibility.
- There was no social media presence and thus client had limited source to reach potential customers and to create backlinks. They were not regularly updating the news, Sales, special offers, and other important information to the people and had no proper engagement approach to prospects which is the key to success in online business.
- The website was not ideal to be used by a large number of users at a time. It used to show some errors in results and even became irresponsive sometimes.





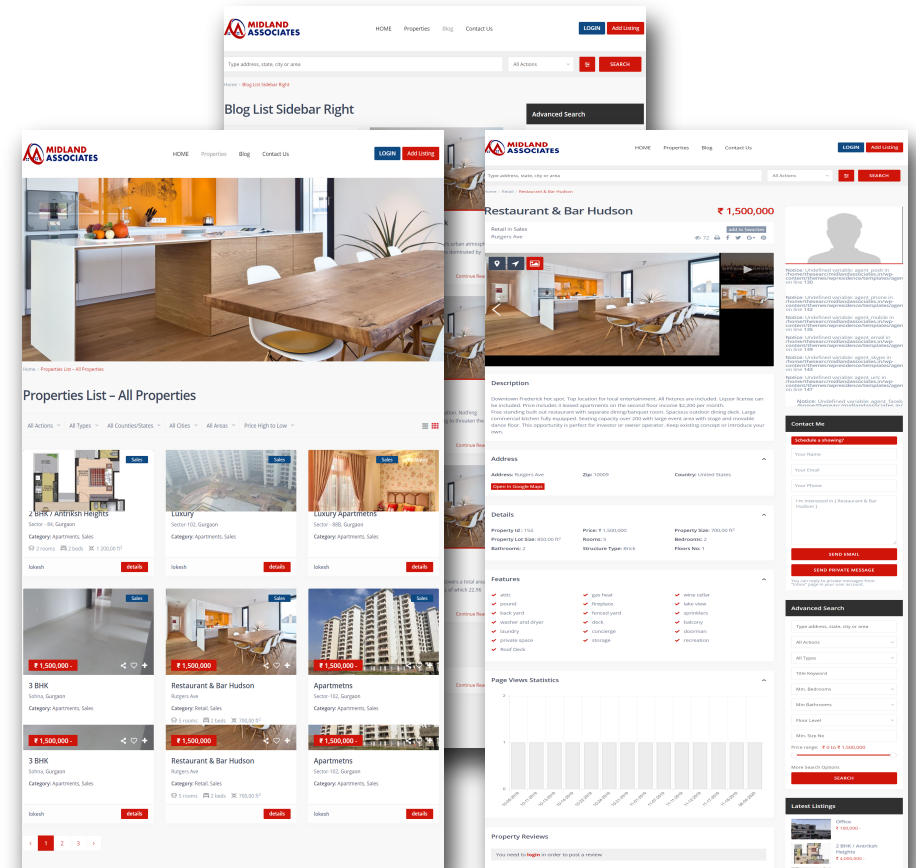
- There was no proper system for comparing various properties that was creating difficulties for the users in making a decision as they usually get confused with the plethora of options
- The initial database did not connect properties to the agents that were handling them which were quite chaotic. It was almost impossible to connect each and every agent to their corresponding property manually and thus needed a proper system to do it automatically.
- The entire process of selling and buying was cumbersome, all information related to properties are not available at one place and thus it was complicated to be managed by the agents.
- Images and videos of the property were not up to the mark. Users were hardly convinced by images. Also, agents had to contact designers for creating any marketing collateral which was time consuming and costly

The Solution

Our approach was to make the entire website and end-to-end real estate operations flawless and automated. We created, developed, and launched a website along with a strong comprehensive marketing plan to drive qualified leads to the site. Optimization of website was done with ethical and best SEO approach. A fully integrated gallery was created to showcase all properties. A contact form linked to an email address was created in order to establish a smooth engagement with visitors and prospects.

We built a complex and dedicated CMS software with a system and database architecture to handle the surge of users on the website without any glitches. A logically driven user experience tool has been aided to the website that will do comparison between properties and help users in making an informed decision. This was done by creating a database with all pertinent property details which would be a likely point of comparison going into it in order to create an efficient comparison engine.

We devised an algorithm to connect the properties to the corresponding agents automatically. Our tools help agents to create hassle free marketing collateral with pre-designed templates.



The Result



“The transition was easy, and what’s impressed me the most is PSD Markup service and that they are always available.”

CMO
Midland Associates

- With tremendous increment in mobile users, it became responsible for more than 60% of online traffic. It is an imperative part for website owners to make their website responsive for various screen sizes, attractive, and faster. We did that exactly with client’s website to enable them to compete with the contemporary online business world.
- The next step was to index the website on search engine and make it search engine friendly. Making their website search-engine friendly was no mean feat as each one of 200,000 property links had to be made conducive to SEO, which we did manually to ensure there were no errors
- On-page and off-page optimization were done to achieve keyword ranking on major search engines and to increase a significant number of traffic to the site.

- We helped our client in making a strong and impactful online presence across major social media platforms. We follow the quote “content is king” and created such an eco-system that the content from any blog is efficiently updated on all integrated social media channels like Facebook, Twitter, etc. It helped in creating many backlinks to the site.
- With CMS system developed by PSD Markup, client’s website became capable of handling a huge number of concurrent users without any lags and glitches.
- Now users can make informed decisions by using tools we developed for Midland. This is a comprehensive comparison tool that enables users to compare the various properties based on multiple parameters.
- The new algorithm added all agents to their corresponding property and makes the entire system more managed.



“ Creating and delivering a real estate software platform is only step one for client success. We also focus on creating letters, templates, results-focused training that goes beyond just software. ”

Jemie Edwards
CEO - PSD Markup



- Agents are now able to do end-to-end real estate sales transactions more easily and efficiently. All information related to property can be managed at one place.
- Photos and videos of properties are an important asset in online real estate business. Thanks to technology that enables to capture and upload HD images and 360 degree virtual tour of property helping in alluring prospects. With new system, agents can easily collaborate with photographers for photo shoot. Also, they can upload the photos or can create a vibrant video tour.
- The video and images further can be effectively used in marketing collateral. Agents can easily create brochures, post cards, table-top tents, and more from a pre-designed set of templates using simple drag and drop method.

“ In all honesty, the whole CRM is amazing, easy to use and navigate. It's perfect for me. ”

Ravi
SR Properties

About Us - PSD Markup

PSD Markup is one of the pioneers in delivering Markup services worldwide, founded in 2010.

Amalgamating knowledge in business domain, genuine methodologies, and combined tech expertise of 50+ professionals, we serve our customers with only quality solutions that best suit their business.

Right from startups to large enterprises, private or public owned, product related or service related industries, we take care of their diverse needs and fulfill their tech requirements substantially.

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