Foysal Ahmed
SEO Strategist

SEO PORTFOLIO

Condo searches, mapped *city* by city

Technical and local SEO audit for a Canadian condo platform covering Toronto, Mississauga, Brampton and Calgary.



THE PROBLEM

Buyers search by city and by building. The location pages needed to match that intent and turn visits into buyer enquiries.

WHAT I AUDITED

Five areas, one plan

Every finding comes back to one question: does this page answer the search a buyer typed?

1 **Sitemap Audit**

81 URLs, including 34 condo pages, 15 area pages and 8 town pages.

2 **Location Title Tags**

Title tags and headings reviewed for every city and area page.

3 **City Keyword Research**

Opportunities mapped for Toronto, Mississauga, Brampton and Calgary.

4 **Listing Architecture**

Property listing structure and internal linking reviewed.

5 **Local Landing Pages**

Gaps found where location pages miss what buyers search for.

PLATFORM & SCOPE

WordPress · Local SEO · Keyword Research · Technical SEO

MEASURED RESULT

The result, in numbers

+22%

more buyer enquiries

Measured over the nine months after the fixes shipped, against the nine months before.

50+
Property and location pages in scope

9 months
From the first fix to the measured result

4
City markets mapped across Ontario and Alberta

Audit findings — 5 areas reviewed

- **81 URLs audited**
  34 condos, 15 areas, 8 towns
- **Location titles reviewed**
  Titles and headings per city
- **City keywords mapped**
  Four metro markets
- **Listing architecture reviewed**
  Structure and internal links
- **Local page gaps found**
  Search intent alignment

Want this audit on your site?

Send me your domain and I will show you the first three fixes I would make.

Message me on Upwork →