

Transforming Olivia Bennett Realty's Website into a High-Converting Lead Machine

Olivia Bennett, a top-performing real estate agent in Charleston, SC, had built a strong reputation, but her website wasn't keeping up. Despite having a portfolio of high-value listings, her online presence was outdated, slow, and failing to generate leads.

The Challenges

01

High bounce rate (68%)

Visitors were landing on the site but leaving within seconds.

02

Low lead conversion

Contact form submissions and inquiries were nearly nonexistent.

03

Poor mobile experience

The site wasn't mobile-friendly, making it frustrating for users on the go.

What We Did

Our goal was simple: turn Olivia's website into a high-converting, lead-generating powerhouse that reflects her expertise and attracts serious buyers and sellers.

01

Modern, Mobile-Optimized Redesign

We rebuilt the site with a sleek, high-end design that's visually engaging and fully responsive on all devices.

03

Lightning-Fast Load Speed

We improved site speed by 73%, reducing bounce rates and keeping visitors engaged.

05

Integrated MLS Listings & Search

Users could now browse listings effortlessly with a built-in MLS integration, boosting time spent on the site.

02

SEO-Driven Content Strategy

We optimized all pages with high-ranking real estate keywords like "Charleston luxury homes for sale", ensuring Olivia showed up where her audience was searching.

04

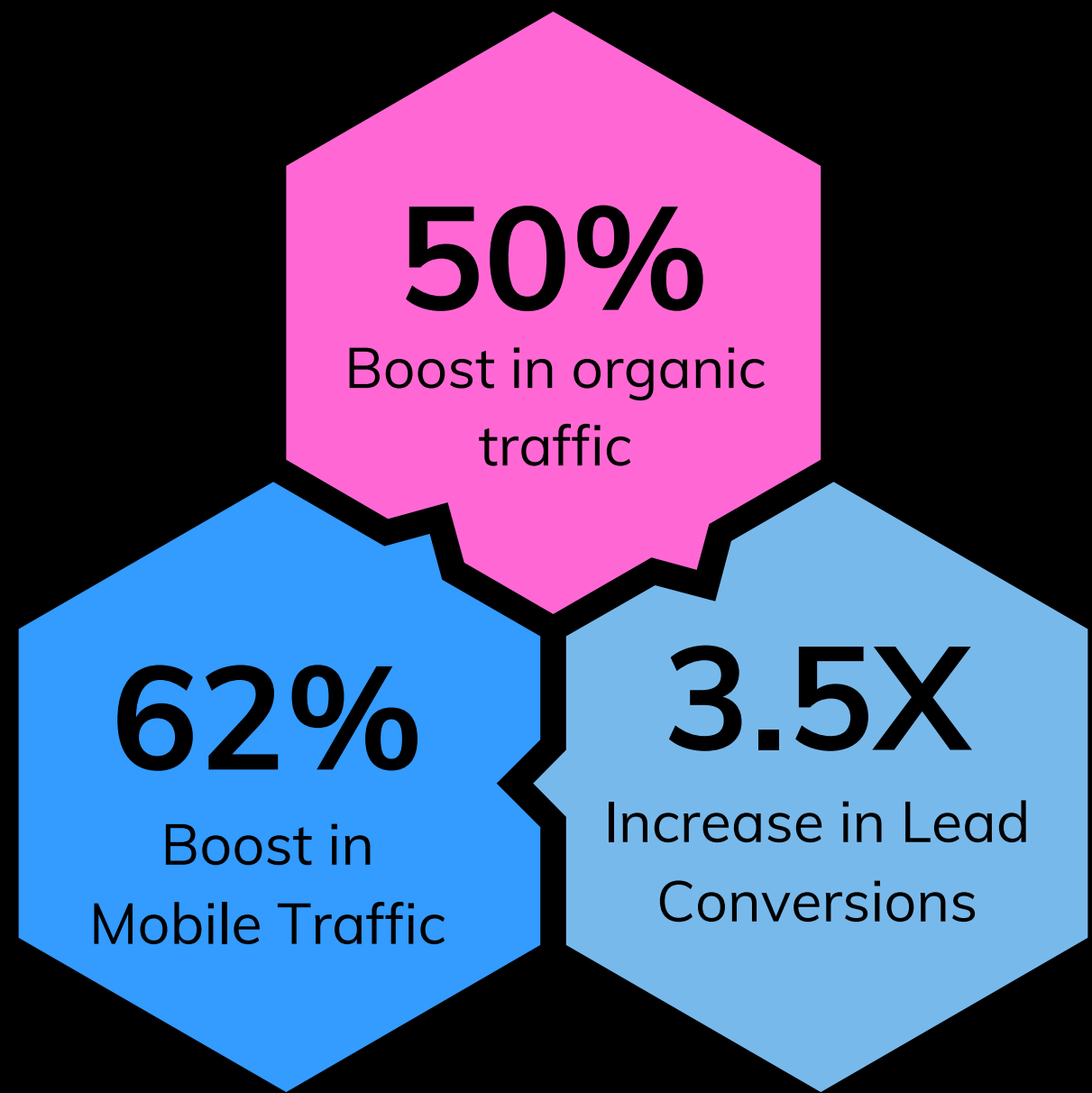
Advanced Lead Capture Forms

Strategically placed CTAs and lead forms helped convert visitors into inquiries.

Turning challenges into real results.

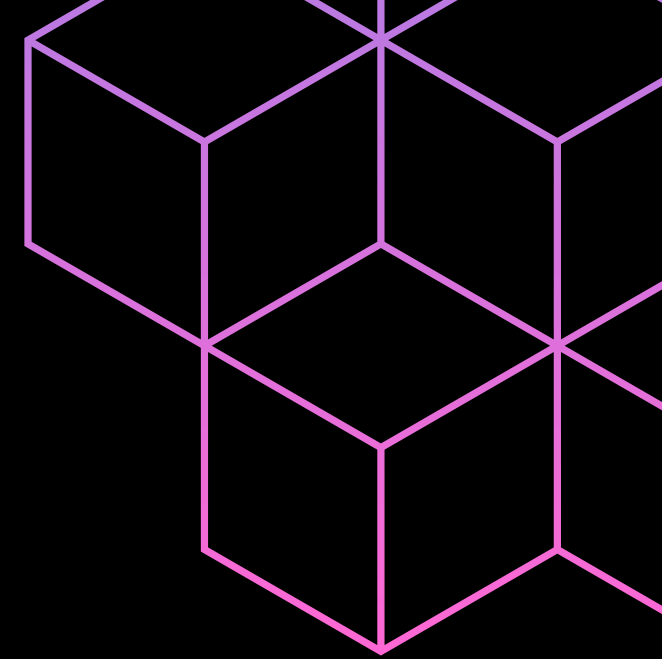
4 high-value deals closed within the first 90 days of website launch.





- **BOUNCE RATE DROPPED FROM 68% → 34%**
- **LEAD CONVERSIONS INCREASED BY 3.5X**
- **50% BOOST IN ORGANIC TRAFFIC**
- **OLIVIA CLOSED 4 HIGH-VALUE DEALS IN THE FIRST 90 DAYS POST-LAUNCH, DIRECTLY FROM WEBSITE LEADS**

In their own words — Olivia Bennett's success story



“My old website was just sitting there—it wasn’t doing anything for my business. After Crestmark redesigned it, everything changed. Clients now tell me how easy it is to find what they need, and I’m getting leads directly from my site every week. This was the best investment I made this year!”



I’m getting leads directly from my site every week.



Olivia Bennett

Would you like to see such results for your business?



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Visit the Website

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