



A High AI-Q[™]
Company

Unifying Search Performance and Analytics Across 50+ Property Websites

A centralized Search Visibility Intelligence Framework that unified SEO, AI Search (AEO/GEO), Local Search, and website analytics across 50+ property websites into a single reporting ecosystem for a major real estate firm.

Overview

QBurst created a unified reporting ecosystem consolidating marketing and search data from six independent platforms driving measurable impact:

50+



Property websites unified into a search intelligence framework

53%



of website traffic from organic search driving qualified visibility and demand

70%



Less manual reporting, freeing time for optimization



Client Profile

A major enterprise in the US real estate industry, the client manages an extensive portfolio consisting of over 50 individual property websites and digital assets across diverse regional markets.

Challenges: Operational Friction Points

- **Data Dispersal Across Silos:** Performance data was distributed across six independent platforms including Google Analytics 4, Google Search Console, Bing Webmaster Tools, Semrush, Conductor, and Chatmeter.
- **Lack of Centralized Truth:** Leadership lacked a **single source of truth** for portfolio-wide organic search performance, hindering cross-property comparison.

- **High Operational Effort:** Marketing teams burned excessive hours manually compiling data and preparing reports instead of executing optimization strategies.
- **Delayed Performance Visibility:** Declining search visibility and performance drops were identified late, delaying critical corrective actions.

Poor data quality costs organizations an average of \$12.9 million annually.

Gartner



Analysts spend up to 80% of their time preparing and cleaning data-leaving less time for deriving insights.

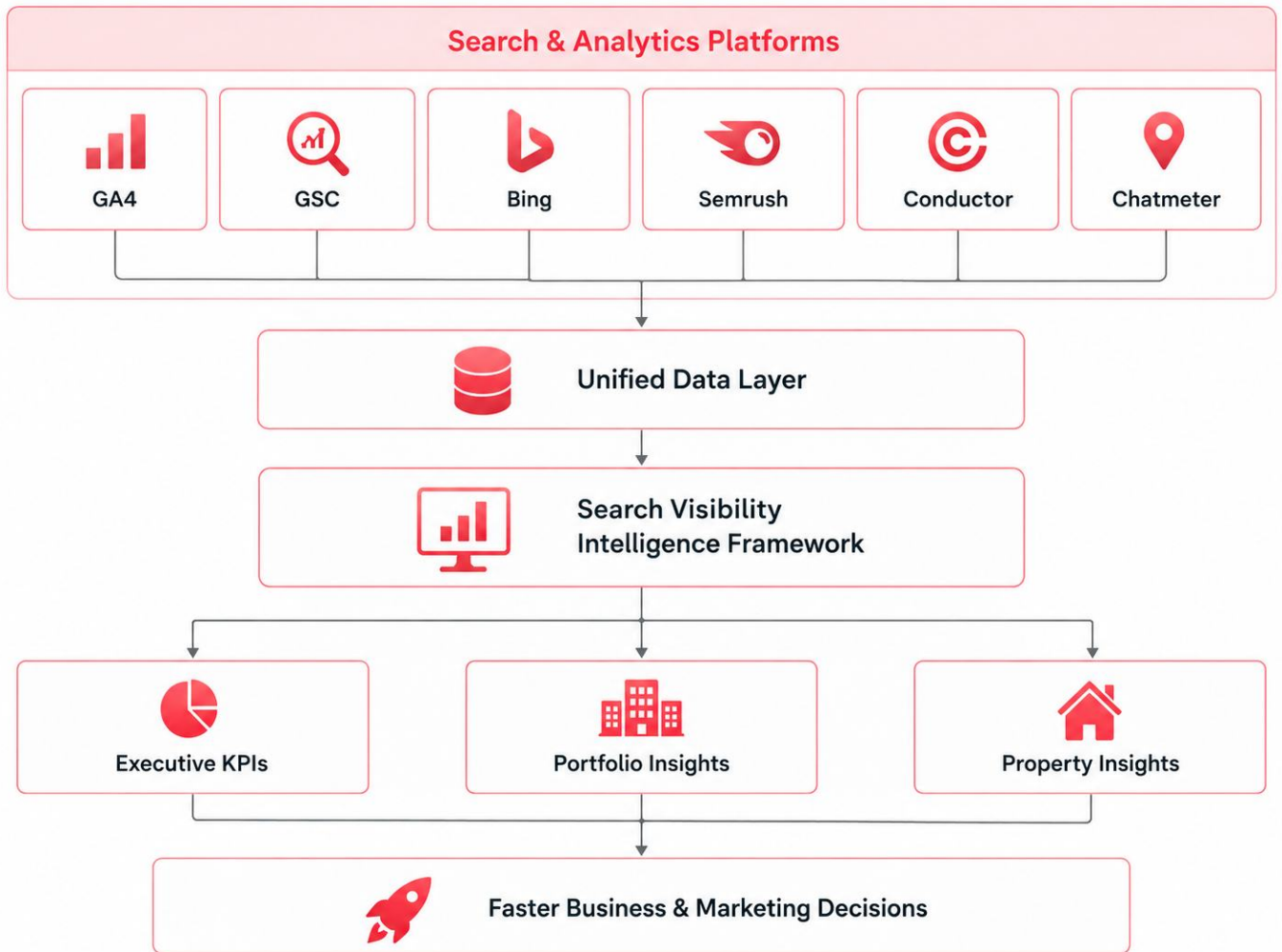
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Search Visibility Intelligence Framework

We designed and deployed a comprehensive Search Visibility Intelligence Framework that replaced manual consolidation with an automated, centralized reporting ecosystem.

- **Silo Elimination & Platform Integration:** Consolidated data pipelines from six independent search and analytics platforms into a single repository.
- **Standardized KPI Framework:** Defined consistent key metrics covering organic SEO, AI Search (AEO/GEO), Local Search, and user engagement across every property asset.
- **Automated Data Processing:** Automated ingestion and recurring reporting workflows, removing repetitive manual consolidation effort.
- **Executive Dashboards:** Created intuitive portfolio-level dashboards providing enterprise visibility into high-level performance trends and market-by-market comparisons.



Search Visibility Data Architecture

Key Technical Capabilities

- Cross-channel data normalization
- Portfolio benchmarking engine
- Data quality validation
- Hierarchical performance drilldowns
- Scalable analytics architecture
- Automated insight generation

Operational Efficiency and Proactive Governance

The implementation enabled the client to shift from reactive manual reporting to proactive performance management.

Business KPI	Impact
Reporting Effort	Reduced by 70%, freeing teams from manual reporting
Organic Traffic	20–40% YoY growth, accelerating organic acquisition
Bounce Rate	15–25% reduction, improving user engagement
Keyword Rankings	30–50% more keywords in Top 10, expanding search visibility
Technical Issue Resolution	2–3× faster identification, enabling quicker corrective action
AI Search Monitoring	100% visibility across tracked properties, enabling proactive AEO/GEO optimization
Search Visibility	20–35% increase, strengthening organic presence

