

CASE STUDY

ezHomeSearch

500+ Articles, 5 Content Pillars, 5+ Years: Building Search Authority for a Real Estate Platform

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At a Glance

500+ Published Articles Attributed byline	5+ Years Engagement Ongoing partnership	~20K Peak Output Words per week	5 Content Pillars Built from scratch
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The Client

ezHomeSearch is a real estate platform and consulting service that connects homebuyers and sellers with vetted local agents and mortgage professionals. Unlike major aggregate listing sites, ezHomeSearch gives agents exclusive leads, protects user privacy, and uses AI-assisted property discovery. The positioning is the smarter, more personal alternative to Zillow and Realtor.com.

The platform attracts buyers and sellers across dozens of U.S. markets and needed a content library robust enough to generate organic search discovery at scale.

The Challenge

Building Discoverability

ezHomeSearch had a functional platform, but needed two things as it planned for growth: breadth across dozens of markets and buyer intents, and depth within each to earn search authority. That meant producing quality content fast and making sure individual pieces connected to one another.

Specific Challenges

- A small, Carolinas-focused established content library
- No internal linking architecture to move readers through the funnel
- A platform differentiation story that content needed to reinforce: privacy, exclusivity, local expertise
- Existing published content that needed SEO optimization to compete in high-intent search results

The Approach

A Content Program Built Around Five Pillars

Content organized over time into five distinct pillars, each matched to a different reader intent and search entry point. The funnel pointed toward connecting a buyer or seller with a local professional through the platform.

1
PILLAR

City & Neighborhood Guides

The largest pillar by volume. Lifestyle-led content targeting buyers actively researching where to live in California, Texas, Tennessee, Indiana, Georgia, North Carolina, Virginia, South Carolina, and more. Articles ranged from broad state-level guides to hyper-specific content for buyer sub-segments: first-time buyers, retirees, remote workers, and buyers prioritizing specific lifestyle factors (mountains, waterways, small-town character, historic architecture).

2
PILLAR

Buyer Education

Long-form content addressing the home purchase process: pest inspections, flooring decisions, insurance requirements, custom home design, senior housing assistance, and first-time buyer programs. This pillar captured mid-funnel readers actively researching rather than browsing listings.

3
PILLAR

Mortgage & Lending

Technically precise content covering complex financial instruments: adjustable-rate mortgages, DSCR loans, FHA 203(k) renovation loans, SOFR and LIBOR index transitions, discount points, ARM lifetime caps, and more. This pillar targeted buyers and investors in the research phase of financing decisions.

4
PILLAR

Lifestyle & Discovery

A content layer that captured buyer intent from an unexpected angle. Articles on fly-fishing towns, homesteading communities, off-road living, trail-running cities, and cabin-buying guides targeted buyers searching by lifestyle. It built top-of-funnel awareness and fed readers into geographic search via internal linking.

5
PILLAR

Selling, New Construction & Market Context

Content addressing the seller side of the platform and buyers exploring new construction. Adding the pillar closed the full transaction lifestyle from buyer to seller.

Internal Linking Strategy

Architecture Moves Readers Forward

To build search authority, the internal linking strategy helped the content library function as a connected ecosystem. The architecture worked in three tiers:

- Lifestyle and discovery content (top of funnel) linked to geographic city searches
- City guides linked into buyer education and mortgage content relevant to that market
- Buyer education and mortgage content linked to the platform's agent and lender connections

This created a reader journey that matched natural discovery behavior and pulled a lifestyle reader progressively toward a transaction.

SEO Optimization

Sharpening Published Content for Search Performance

Producing new content was only part of the work. The engagement involved returning to already-published articles and optimizing them to compete more aggressively in search results.

Using Frase and SurferSEO, I audited existing articles against top-ranking competitors, identified gaps in topic coverage and keyword density, and revised content to close those gaps without sacrificing readability. This included:

- Restructuring headers and subheadings to align with how search engines parse content hierarchy
- Expanding thin sections where competitors held a depth advantage
- Adding semantically related terms and entity coverage flagged by Frase's content briefs
- Improving internal linking within revised articles to strengthen topical authority signals
- Tightening introductions to reduce bounce risk on high-traffic entry pages
- Adding FAQ sections as relevant, now part of an AEO strategy

Optimization work compounds over time: a stronger existing article lifts the pages it links to. A well-ranked page pulls organic traffic toward the platform without additional ad spend.

The Scale of the Work

Over five-plus years, the engagement produced more than 500 attributed articles across all five content pillars. At peak output, the workload reached approximately 20,000 words per week. Such volume demands writing speed, editorial consistency, research depth, and tonal precision across different subject matter.

500+

~20K

5

Frase +

Published Articles Attributed byline	Peak Weekly Output Words per week	Content Pillars Built from to reach audiences	SurferSEO Optimization tools
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Articles ranged from 800-word buyer FAQ pieces to 3,000+ word comprehensive city guides. Mortgage content required accuracy with complex financial terminology. Lifestyle content required voice and place-based specificity. Buyer education matched the specific segment, from retirees to first-time buyers.

The ghostwritten volume—articles produced under the client’s byline rather than my own—extended the total output. The attributed list understates the full body of work.

Measurement

The Signals That Validate This Work

As a contractor without access to analytics, the metrics that would validate this content program—and that I’d want to track on a similar engagement going forward—are:

- Organic impressions growth by state cluster and content pillar, tracked in Google Search Console
- Average session depth on city guide pages—do readers move to a second page?
- Bounce rate comparison between lifestyle-entry readers and direct-entry buyers
- Indexed page growth over time, reflecting crawl frequency and content trust signals
- Assisted conversion rate: platform leads attributed to organic content entries

The content program was structured to perform on all of these. The architecture, volume, pillar diversity, and optimization work are what I can demonstrate.

A Range of the Work

The following articles represent the various content types produced across this engagement:

MORTGAGE & LENDING — TECHNICAL DEPTH

The Real Estate Investor's Guide to Choosing the Right Loan: DSCR vs Conventional vs Hard Money

A decision-framework article for investment buyers comparing three financing structures—written to be genuinely useful to newer real estate investors navigating a complex choice, without talking down to readers who already know the basics.

CITY & LIFESTYLE GUIDE — GEOGRAPHIC + LIFESTYLE

Best Places in North Carolina for Fly Fishing: Rivers, Mountain Towns, and Trout Water Worth Exploring

A lifestyle-entry piece that anchors recommendations in specific geography. It builds trust with a reader who will eventually ask the platform to find them an agent in one of those towns—illustrating the top-of-funnel strategy in action.

BUYER EDUCATION — PROCESS CLARITY

FHA 203(k) Loan Pros and Cons: Is a Renovation Mortgage Worth It?

A balanced analysis of a niche financing product written for buyers seriously weighing a fixer-upper purchase. Addresses both the appeal and the complexity without steering the reader toward a predetermined answer.

BUYER EDUCATION — DECISION DEPTH

Every Decision You'll Need to Make When Designing a Custom Home

A comprehensive walkthrough of the custom build process for buyers who have already committed to new construction but are overwhelmed by the scope of choices ahead. Long-form, process-driven, and designed to reduce decision fatigue.

NATIONAL LIFESTYLE — BROAD AUDIENCE

Best Cities Where You Can Live Without a Car in the U.S.

A national-scope piece targeting buyers prioritizing walkability, transit access, and urban lifestyle—a different search entry point from geography-first or transaction-first content. Demonstrates range beyond regional real estate and the ability to write for a lifestyle-driven audience.