

**WEBSITE REDESIGN
CASE STUDY:**

CONCERGE
AUCTIONS



WEBSITE REDESIGN CASE STUDY: Concierge Auctions

by Samantha Schultz

Samantha Schultz is a Project Manager with LyntonWeb, specializing in website redesigns and inbound marketing projects.



CONCIERGE AUCTIONS



Concierge Auctions is a New York-based real estate auction company offering a smart and efficient way to buy and sell the world's most unique, high-end properties. Operating since 2008, they have helped sell over a half-billion dollars in luxury real estate worldwide.

Their Challenge

With an aggressive expansion plan, Concierge required more from their website presence in conjunction with their inbound marketing efforts. The new Concierge website had to be representative of the high-quality auction process. Not only did Concierge need a more modern user interface but also sufficient visual space to showcase each unique property that has an average listing price of \$5.4 million. Since each buyer, seller, bidder, and agent was essential to their business growth, their website needed to be a lead generator in all of these categories

Concierge Auctions targets a specific audience when it comes to generating leads and finding buyers for luxury homes. Their audience ranges from real estate agents looking for a fast selling solution, to homeowners looking to bid on a second or third home. The interface expectations of these users are high. Each of these buyers is tech-savvy and values a high-quality web experience.





The old Concierge Auctions website lacked a modern user experience and fell flat in representing unique properties for auction. It also didn't capture the youthful, vibrant culture of the Concierge team.

The old CMS limited their ability to regularly optimize pages for conversion and keep their web content fresh. Several key pages were also missing basic on-page SEO components, thus stifling the organic growth for every property listing posted. With an old, flat, stale design it was hard for Concierge to convince prospects that they offered the absolute best solution for marketing and selling a luxury home.

The team at Concierge Auctions went through months of meticulous website planning before approaching us. They knew the website needed to generate leads to strengthen the relationships with sellers and agents who rely on a large pool of bidders on auction day. **They knew they wanted to integrate with HubSpot and work on an easy-to-use platform that offered a single place to manage website content and quickly post new property listings.** Matching the site's need for ease of use, having a design team that can create an eye-popping design that brought luxury homes to life online and wow the potential buyers was vital to the success of the business. Concierge engaged us with this complex challenge, positioning their company at the top of their game and as a leader in their industry.



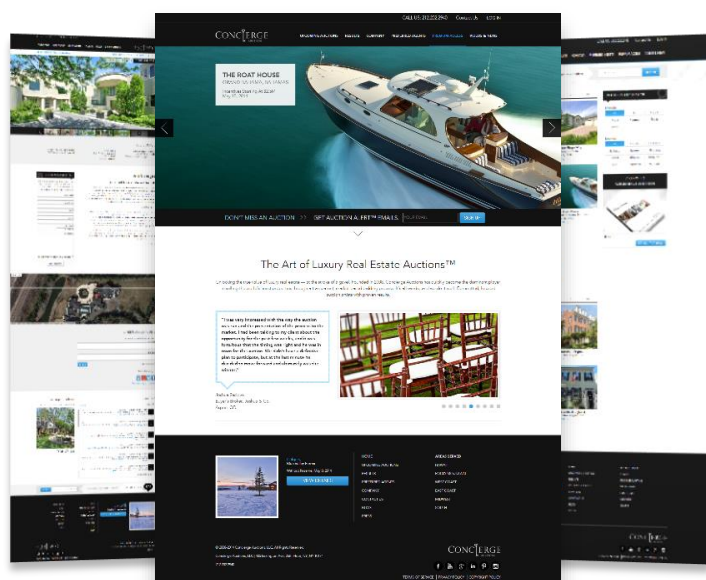


THE SOLUTION

The project plan included the following key phases:

- **Wireframe Auditing, Specification Write-up**
- **Sitemap**
- **Design**
- **Development**
- **Content Migration and Launch**
- **Optimization, Reporting and Support**

As Concierge Auctions had already organized a number of wireframes, we audited the wireframes and infused them with inbound marketing best practices and created functional user workflows. Although some content flow decisions had been made, we worked hand-in-hand with Concierge to reverse-engineer these content specifications to confirm the user experience, requirements and desired outcome for each element.



Design

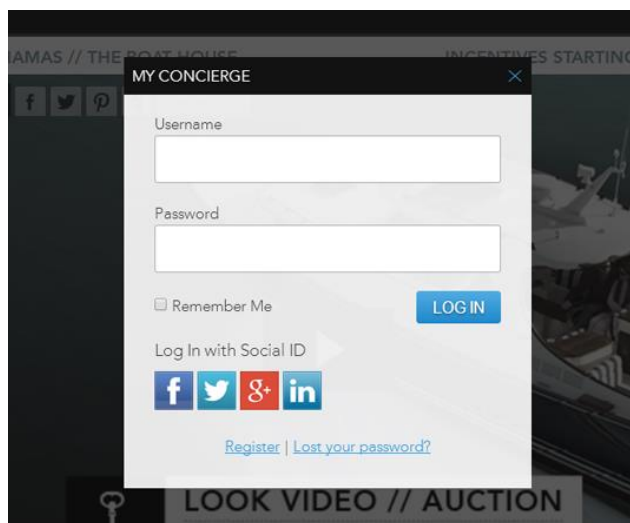
While our developers were hard at work finding tools that met all the requirements, the design team was styling page designs that met the high standard of Concierge's website users. We collaborated with Concierge Auctions on the design of their homepage, blog and property listing templates to build an optimal visual and user experience.

Development

After designs were finalized the development challenge began. **The design phase gives the visual flow to the website redesign, but equally important is how the back-end systems behind these designs relay data and support the business processes.** We worked through each feature and developed functionality according to Concierge Auction's business needs and goals.

Social Sign-In and Sign-In Security

Built for ease-of-use and lead intelligence, we leveraged Login Radius to allow website users to register with the Concierge Auctions website using their favorite social network. **Our developers set up an integration to share the social media data with WordPress, HubSpot, and Salesforce seamlessly.** We also customized a WordPress user registration form to include custom fields that could be shared across lead intelligence platforms and reduce the incidence of spam in the user registration process.



Conversion Forms – HubSpot Integration and Lead Routing

Concierge Auctions has a very organized group of sales and project management team members who were eager to get any leads the website could collect. LyntonWeb collaborated with Concierge Auctions early on to build an approach for conversion form workflows that were customized to where prospects were in the marketing funnel.

Forms were built to send email responses to users, agents, project managers and sync data to all necessary platforms. **All WordPress forms were integrated with HubSpot's marketing platform that shared data with Salesforce for complete visibility on all incoming leads.**

Property Database

We built a custom property database leveraging the PODS framework within WordPress. Several property types and various fields were created for the Concierge Auctions team. This allowed the content team to enter property description, embeds videos, meta information, Salesforce campaign information and WordPress users tied to properties in one single interface.

Social Integration







Critical to Concierge Auction's organic growth and marketing was the ability for users to share properties to social websites. In addition to the standard social media tools, we configured a custom integration with Houzz.com, a website that caters to the high-end home market.



A custom twitter feed was set up for each property, pulling in tweets based on tag and allowing social users to share their excitement about properties:

Tweets

Follow

-  **Concierge Auctions** @followconcierge 2h
Luxury Real Estate Auction Myth: Auction Purchases Are Complicated hub.am/MBE5fG
[#Auctions](#) [#RealEstate](#)
Expand
-  **Concierge Auctions** @followconcierge 2h
Auction Alert™: Calgary, Alberta, Canada
45-Ac Equestrian Retreat. Without Reserve.
More here: hub.am/1in6T4B
Expand
-  **Concierge Auctions** @followconcierge 2h
Villa de Montaña // St. Helena, California pinterest.com/pin/2036472143...
[Show Summary](#)
-  **Concierge Auctions** @followconcierge 2h
Villa de Montaña // St. Helena, California pinterest.com/pin/2036472143...
[Show Summary](#)
-  **Concierge Auctions** @followconcierge 2h
Private spa outside of master bedroom @ Villa de Montaña // St. Helena, California
pinterest.com/pin/2036472143...
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-  **Concierge Auctions** @followconcierge 2h
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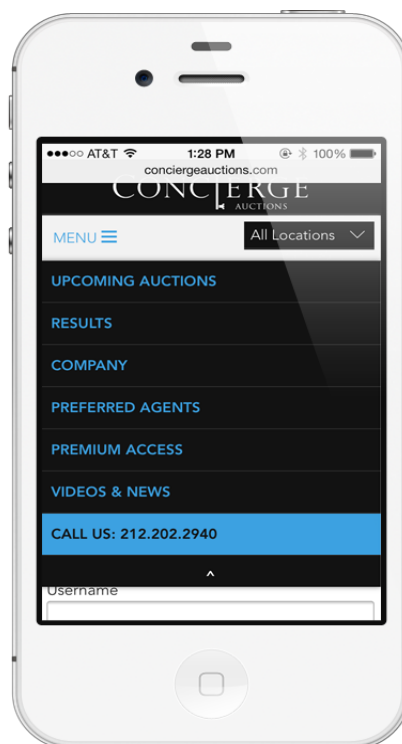
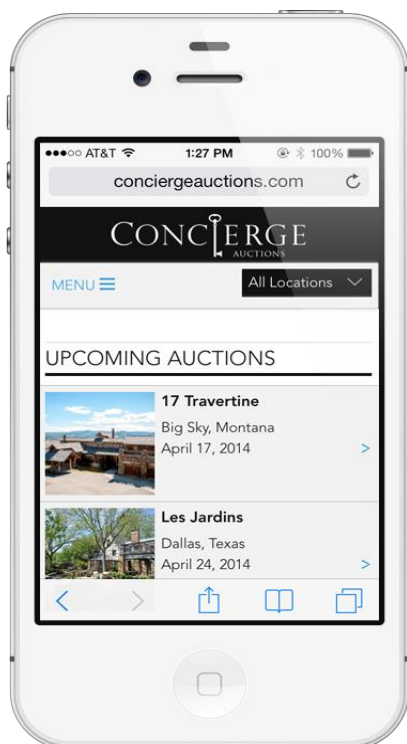
Responsive Templates and Custom Mobile Layouts

Responsive design is one of the key elements of modern web design and key to reaching Concierge's target audience. **All of Concierge Auctions' templates are responsive, meaning the page elements scale according to the resolution of the user's device.**

The Concierge Auction templates were also customized with a mobile-first CSS framework that provided a completely custom mobile experience.

Special Consideration for Images on Mobile and Retina Devices

When you're selling luxury homes, property pictures are probably the most important aspect of your website. With the majority of Concierge Auctions' bidders buying homes sight-unseen, the photos need to sell the property. LyntonWeb recommended automatic resizing of all property photos the Concierge Auctions team loaded. For each photo, retina quality, desktop and thumbnail versions are created. This offers the best viewing experience customized to the user's device and minimizes the load time needed for large files.



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LOVE THIS

BECOME A MY CONCIERGE MEMBER

You've looked at five properties.

Consider joining and creating a My Concierge account, where you can:

- Easily access properties you've loved.
- Download diligence documents.
- Register to bid in an auction
- Receive auction alerts about the kinds of properties and locations you love most

All in one place.

It's Free. Already a member? [Log In](#)

CREATE MY CONCIERGE ACCOUNT NO THANKS

Search Engine Optimization

All the features our team developed would mean nothing if the Concierge Auctions website wasn't built to drive organic traffic. All front-end layouts were built considering search engine optimization - alt tags were generated for property images and a comprehensive meta content approach was used for all pages that was specific to a property's audience.



Content Migration and Launch

Content migration was a big effort in the project, we partnered with Concierge Auctions to migrate hundreds of properties, images and documents. **We provided the template and process structure to collect content for webpage and email copy, and the Concierge Auctions team wrote new content guided by the keyword research we provided.**

The Concierge Auctions and LyntonWeb team worked together to launch the new website setting up the critical tracking elements and creating redirects where needed.



Optimization, Reporting and Support

Every inbound marketer knows the story does not end at launch. We continue to support Concierge Auctions in optimizing their website and adding new features. **The inbound marketing specialists here at LyntonWeb report monthly on Concierge Auctions' KPIs and suggest areas for growth.**

One recent update to the Conciergeauctions.com website was a dynamic video gallery.

Videos & News

VIDEOS

[ALL VIDEOS >>](#)



Concierge Connect // Episode 9 // 4.21.14
Opportunity in Big Sky, Montana just got better. Architectural masterpiece in mountains of Arizona. Bidders in Dallas just days away from bidding on Tudor style estate.



681-Acre Private Caribbean Island
Innocence Island, Exuma, Bahamas



Experts in Luxury Real Estate Auctions
About Concierge Auctions



For Agents
About Concierge Auctions



The Boat House on Grand Bahama
Grand Bahama, The Bahamas



World's Best California Property in Heart of Napa
St. Helena, California



For Sellers
About Concierge Auctions



THE RESULT

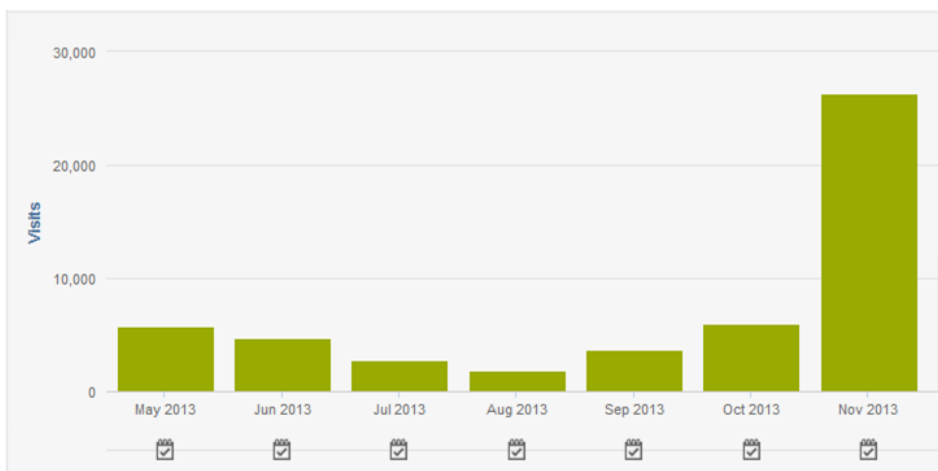
Concierge Auctions relaunched their website in October 2013 and have seen massive growth while also landing big sales and growing the audience of their luxury home auctions. Along with added media attention, Concierge has seen tremendous growth from visits and leads. The new website has showcased Concierge Auctions as the premier luxury home auction house and positioned them as a leader in their industry. Focusing on SEO, modern web design, sophisticated site functionality, and audience targeting has generated dramatic results.

+ 232%

increase in organic visits when compared to the previous 6 months

+ 185%

increase in leads from organic traffic when compared to the previous 6 months



Traffic sources ► Organic Search

Raw data:

May 1, 2013- October 31, 2013:
20,179 organic search visits, 252 leads

November 1, 2013- April 15, 2014:
67,083 organic search visits, 718 leads

November 2012 - End of April 2013:
10,031 organic search visits



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.

Inbound

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

Web

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

HubSpot Integrations

Our technologists are among the best in the business and work with your in-house technology team to assure your third party software or website integrations run smoothly.

SPEAK WITH AN EXPERT
about your inbound, web and tech goals.

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SOMETHING GREAT
WITH US.**