



WEB ROCKET MEDIA

---

# Digital Marketing Portfolio

REAL ESTATE





# Portfolio Outline

## CONTENTS

Web Rocket Media: Services Overview

Project One: Brown Harris Stevens

Project Two: Keller Mortgage

Project Three: Security America Mortgage

Project Four: H. Town Hamza/Gray Spear Capital

Project Five: FonHome Realty



**W**  
WEBROCKETMEDIA  
YOUR ONLY DIGITAL MEDIA PARTNER.

**LET US DO THE  
MARKETING**  
SO YOU CAN GET BACK  
TO DOING WHAT YOU LOVE.

**CALL NOW**

[WWW.MYWEBROCKETMEDIA.COM](http://WWW.MYWEBROCKETMEDIA.COM)

---

**“I’ve learned that people will forget  
what you said, people will forget  
what you did, but people will never  
forget how you made them feel.”**

MAYA ANGELOU

---





## **ABOUT WEB ROCKET MEDIA**

Web Rocket Media was founded in 2016 by marketing guru Melissa Psihudakis. Web Rocket has grown over the past four years into a fully staffed, full-service digital marketing agency capable of handling even the most complex of marketing projects. Despite specializing in the health & wellness sector, Melissa and her team of 40 professionals are ready to be your only digital media partner.



# OUR SERVICES

## SOCIAL MEDIA

Social Media Strategy, Infographic Creation, Social Media Calendars, Social Media Analytics, Social Media Advertising, Video Posts

## EMAIL MARKETING

Drip Campaigns, Abandoned Cart Series, CRM Integration, Sales Funnels, Lead Lists

## SEO

SEO Audits, Technical SEO Corrections, On Page SEO Corrections, Google My Business, Keyword Mapping, Blogs, Press Releases

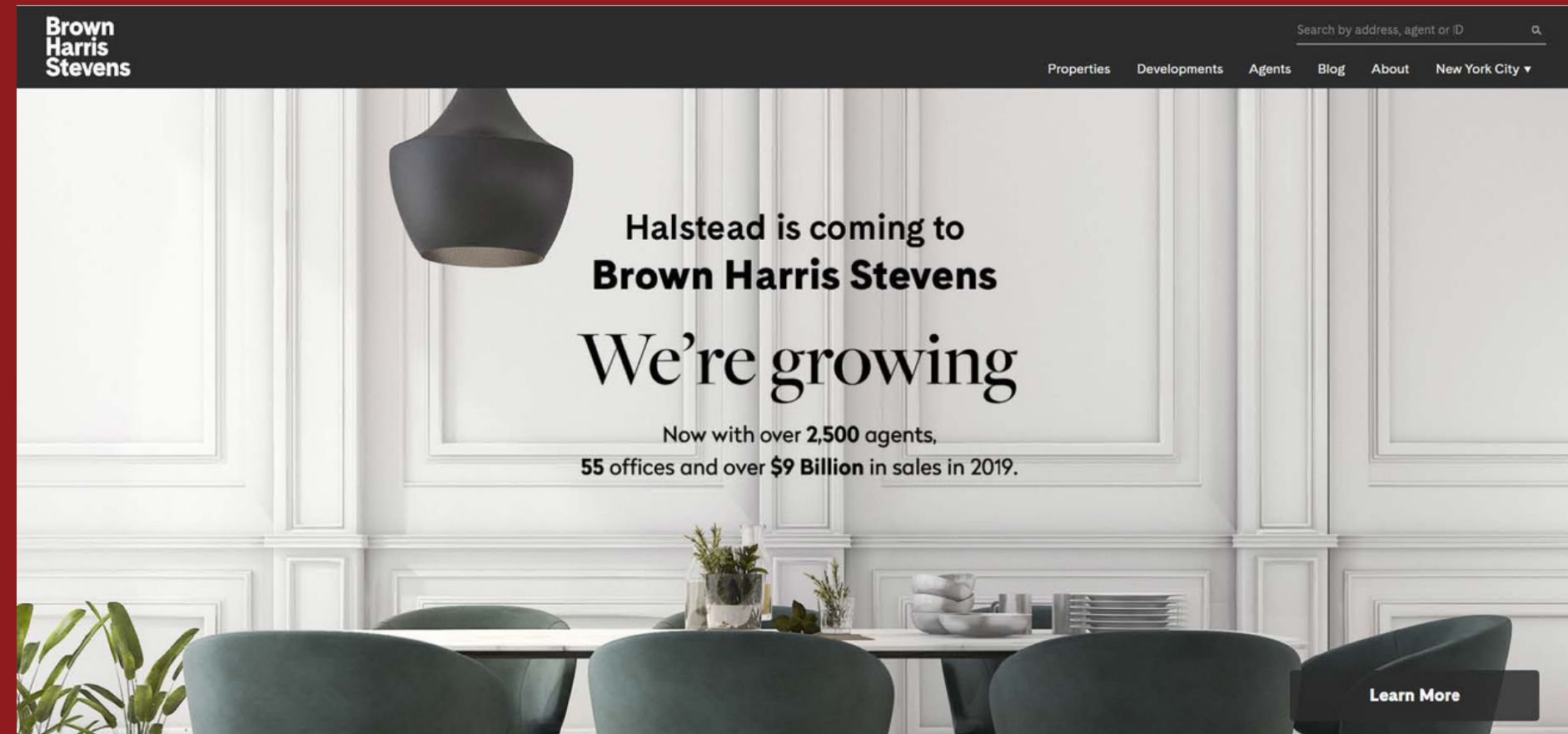
## AUDIO VISUAL

Podcast Creation, Podcast Outreach, YouTube Strategy, YouTube Channel Optimization, YouTube Video Script writing



# PROJECT

1



## BROWN HARRIS STEVENS

BHS is a luxury real estate company operating out of the Hamptons in New York. They came to Web Rocket Media in order to boost their organic website traffic through website SEO optimization and SEO optimized content. .

[www.BHSUSA.com](http://www.BHSUSA.com)



## Recent Posts



### Fashion on the Move: Robert Duffy and Marc Jacobs

An in-depth look at the real estate of the two founders of the Marc Jacobs label.

## BROWN HARRIS STEVENS BLOG SAMPLES

Signs That Your Local Housing Market is Overpriced

This is What a 2,000 sq ft Terrace on Billionaire's Row Looks Like

Do Current Mortgage Rates Mean it's an Ideal Time to Buy?



# PROJECT

2

## KELLER MORTGAGE

KELLERMortgage 1-888-766-2678 Home FAQ Help For Borrowers KW Agents

Save **Thousands** of Dollars on your next home loan.

The ZeroPlus loan can save you thousands of dollars. It's fast, easy, and you can begin the process right now!

APPLY NOW

KW Agent Portal Sign In  
Not a KW Agent?

Customer Savings with ZeroPlus  
**\$142,991,800**

Keller Mortgage is a mortgage company based in Texas. They came to Web Rocket Media requesting a complete range of services including, SEO, Social Media, graphic design and copywriting. Web Rocket was able to increase their KPI's across the board and drastically improve their SEO Health Score to a 99%

<https://www.kellermortgage.com/>



# KELLER MORTGAGE

**KELLER Mortgage**  
We're disrupting the industry.  
So you can gain market share.

**Keller Mortgage**

- Traditional Lenders: Millions in savings passed directly to your clients.
- Internet-Only Lenders: A win-win deal. With savings go straight to clients, KW agents are able to close more deals and secure more market share!
- Internet-Only Lenders: Millions in savings passed directly to your clients.

I can make your dream home more affordable!

The New Keller Mortgage is changing the way buyers finance their new home purchase.

**ZeroPlus** by KELLER Mortgage

- Zero Origination Fee
- Zero Underwriting Fee
- Zero Processing Fee
- PLUS \$1000** Closing Credit and a Low Rate

Loan Amount	Origination Fee	Underwriting Fee	Processing Fee	Closing Credit	APR
\$250,000	\$0	\$0	\$0	\$1,000	4.522%
\$500,000	\$0	\$0	\$0	\$1,000	4.375%
\$750,000	\$0	\$0	\$0	\$1,000	4.258%

the **ZeroPlus** mortgage by KELLER Mortgage NMLS #140234

Your Dream Home is Waiting

## ZeroPlus

NMLS# 140234

by KELLER Mortgage

- ✔ Zero Origination Fee
- ✔ Zero Underwriting Fee
- ✔ Zero Processing Fee
- ✔ **PLUS \$1000** Closing Credit and a Low Rate

	\$250,000 Loan		\$500,000 Loan	
	Keller Mortgage	Typical Lender	Keller Mortgage	Typical Lender
Origination Fee	\$0	\$2,500 (1%)	\$0	\$5,000 (1%)
Processing Fee	\$0	\$625	\$0	\$625
Underwriting Fee	\$0	\$875	\$0	\$875
<b>Total "Junk" Fees</b>	<b>\$0</b>	<b>\$4,000</b>	<b>\$0</b>	<b>\$6,500</b>
Credit for Closing Costs	-\$1,000	NONE	-\$1,000	NONE
<b>Cash Savings with Keller Mortgage</b>	<b>\$5,000</b>	N/A	<b>\$7,500</b>	N/A

To qualify for the \$1,000 Credit for Closing Costs, the loan amount must be at least \$150,000.

### What would you do with THOUSANDS OF \$\$\$??

Fill out to SAVE!!!!

First Name\*  Last Name\*

Email\*

Phone

Please enter in this format (XXX-XXX-XXXX)

**HELP ME SAVE THOUSANDS!**

Don't worry, we hate spam too.  
We won't share your information with anyone.

## KELLER Mortgage

NMLS# 140234

### Your Dream Home Is Waiting

As a KW agent, I provide you an unparalleled advantage – the ZeroPlus loan by Keller Mortgage. Offered exclusively on transactions completed with Keller Williams, this loan helps buyers like you save thousands of dollars.

	\$250,000 Loan		\$500,000 Loan		\$750,000 Loan	
	Keller Mortgage	Typical Lender	Keller Mortgage	Typical Lender	Keller Mortgage	Typical Lender
Origination Fee	\$0	\$2,500 (1%)	\$0	\$5,000 (1%)	\$0	\$7,500 (1%)
Processing Fee	\$0	\$625	\$0	\$625	\$0	\$625
Underwriting Fee	\$0	\$875	\$0	\$875	\$0	\$875
<b>Total "Junk" Fees</b>	<b>\$0</b>	<b>\$4,000</b>	<b>\$0</b>	<b>\$6,500</b>	<b>\$0</b>	<b>\$9,000</b>
Credit for Closing Costs	-\$1,000	NONE	-\$1,000	NONE	-\$1,000	NONE
<b>Cash Savings with Keller Mortgage</b>	<b>\$5,000</b>		<b>\$7,500</b>		<b>\$10,000</b>	
Note Rate	4.5%	4.5%	4.375%	4.375%	4.25%	4.25%
APR	4.522%	4.608%	4.386%	4.472%	4.258%	4.343%

To qualify for the \$1,000 credit, the loan amount must be at least \$150,000.

Pre-approval is easy.

Text "KW20FSTR1" to 87778 to download my FREE Mobile App.

Tap the "Keller Mortgage" button on the home screen.

## LUETKE TEAM REAL ESTATE

Larry Luetke Broker Associate  
605-310-8886  
larry@larryluetke.com  
www.SiouxFallsRealEstate.biz

"My experience with Keller Mortgage was exceptional. They were incredibly helpful throughout the buying process and they had very quick response times to any of my inquiries. I saved nearly \$5,000 and with that savings, we were able to fund half of our kitchen remodel."  
-R. Vaughan

**KELLER Mortgage**

Get more listings with the ZeroPlus loan  
Exclusive to buyers of KW listings and KW buyers

With the ZeroPlus loan, you can save thousands of dollars on your mortgage. Let's make your dream home a reality.

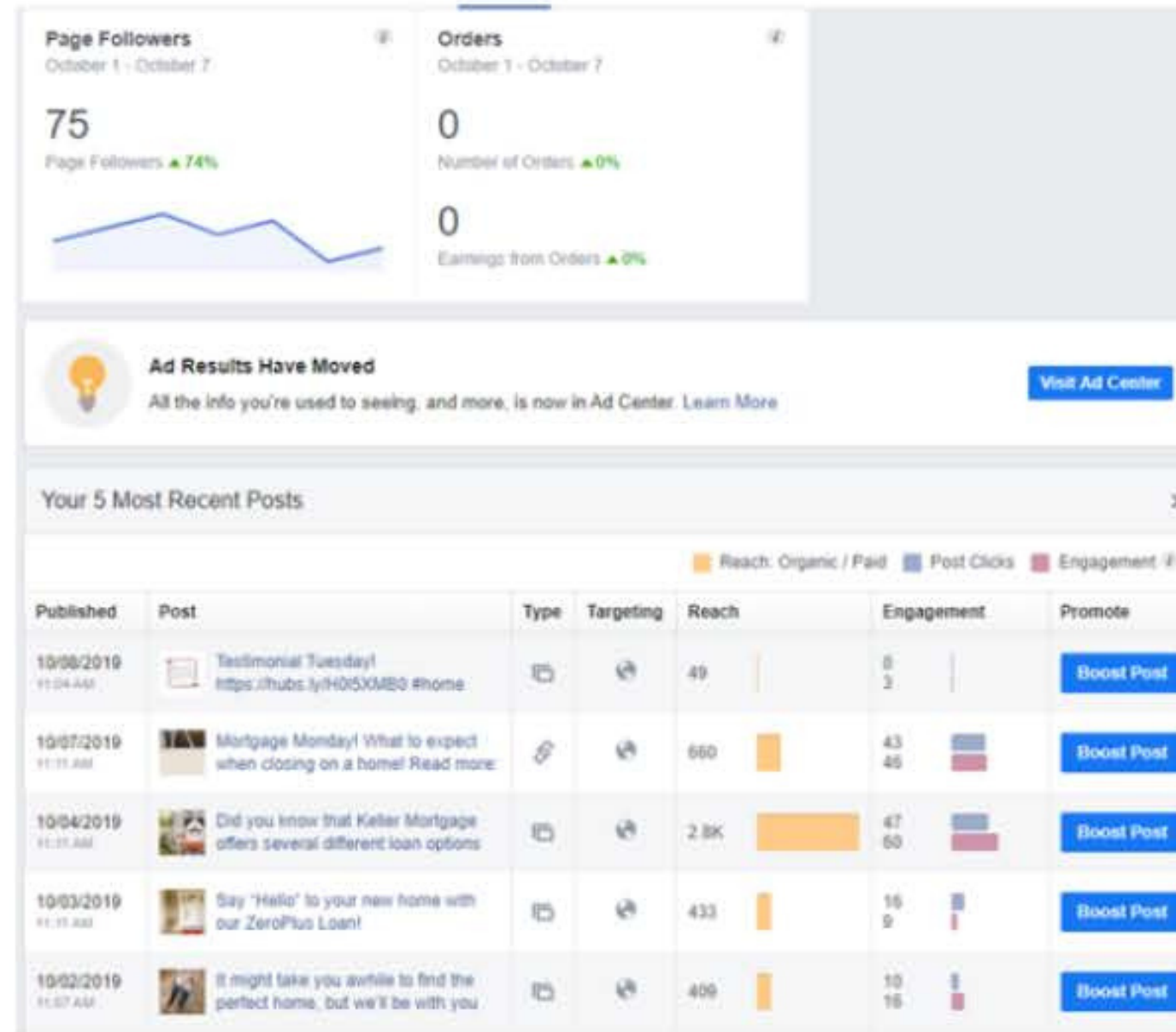
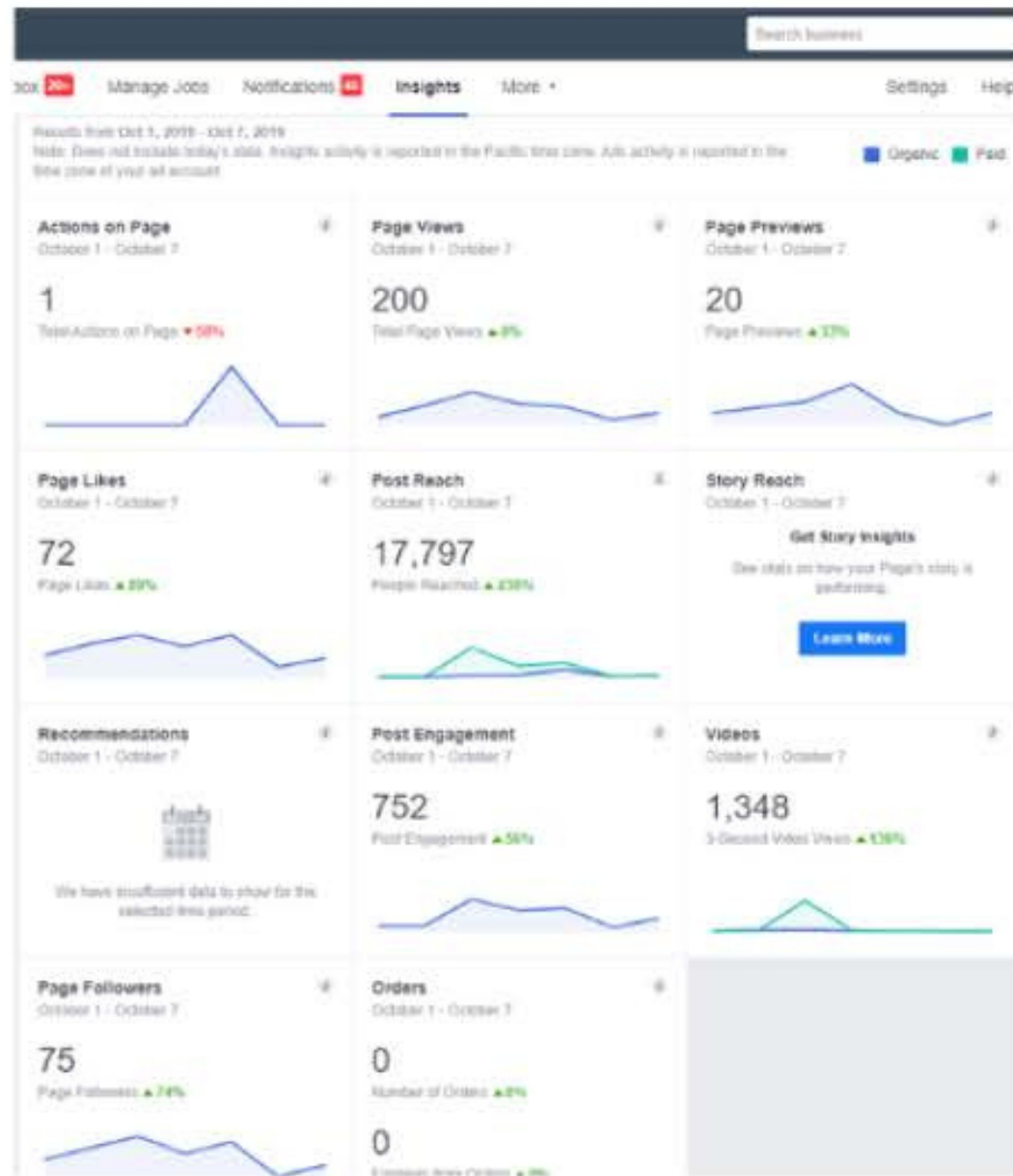
More money in your client's pocket.

Zero origination fee  
Zero underwriting fee  
Zero processing fee  
Plus \$1000 credit and a low rate

# SOCIAL MEDIA POSTS



# KELLER MORTGAGE



**Top media Tweet** earned 197 impressions

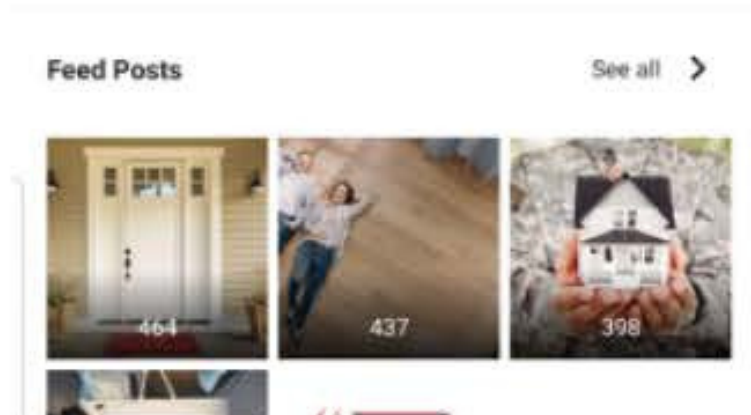
Testimonial Tuesday! See what our clients are raving about and contact us today! [hubs.ly/H0kyK4R0](https://hubs.ly/H0kyK4R0)

#home #house #family #mortgage #zero #homesweethome #nest #safe #safety #finance #bank #keller #financial #zeroplus #credit [pic.twitter.com/bPvZdiiE](https://pic.twitter.com/bPvZdiiE)

## SEP 2019 SUMMARY

Tweets	20	Tweet impressions	3,879
Profile visits	39	Mentions	6

New followers  
Currently unavailable



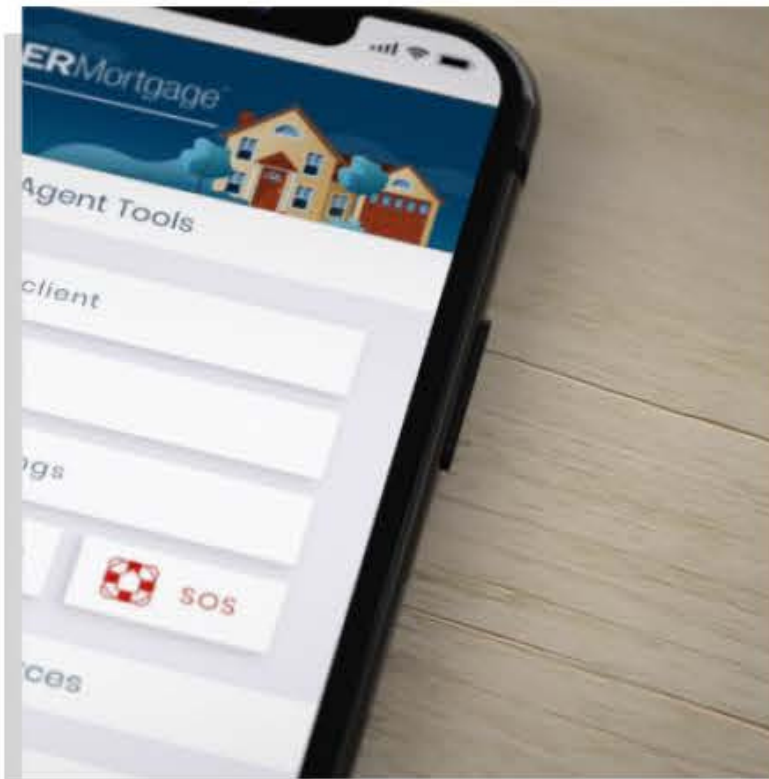
# SOCIAL MEDIA ANALYTICS



You Asked.  
We Listened.  
Solutions Delivered.

The new agent tool created  
with your feedback.

Learn More



Videos, Testimonials, Scripts,  
Education, Marketing

Powerful Tools

Everything You Need To Get Started

Find Out How

Not an Agent but Still  
Interested in ZeroPlus?

ZeroPlus  
by KELLERMortgage

Learn More



## ZeroPlus

by KELLERMortgage NMLS #140234

Live Updates on your Deals



Powerful Agent Tools and Marketing



Built for KW Agents

Use Your KW Login To  
Get Started

\*Disclaimer: Savings based on comparison of equivalent loans when ZeroPlus qualifications are not met. ZeroPlus requires a Keller Williams Agent to be a party to the transaction, minimum loan amount of \$150,000, and the first mortgage is financed with Keller Mortgage, LLC. Keller Mortgage does not lend on commercial properties. When compared to United States 30-Year Fixed Rate Mortgage Average. Savings based on life of loan estimated interest savings only. No other lender or third-party fees included unless specifically stated. National monthly interest rate and points determined by averaging the weekly rates published by the Federal Reserve Bank of St. Louis. Monthly rate comparison based on month loan was locked. Keller Mortgage par rates reduced .25% to account for the points paid by national average consumers as published. Keller Mortgage comparative loans determined by using Freddie Mac loan selection criteria. This is not a commitment to lend. Buyers are advised to obtain a Loan Estimate. Rates are subject to change and are dependent on credit and underwriting criteria.

[COOKIE POLICY](#) | [TERMS OF USE](#) | [PRIVACY](#)

KELLERMortgage



Fannie Mae  
Approved Lender



# LANDING PAGE FOR GOOGLE ADS CAMPAIGN

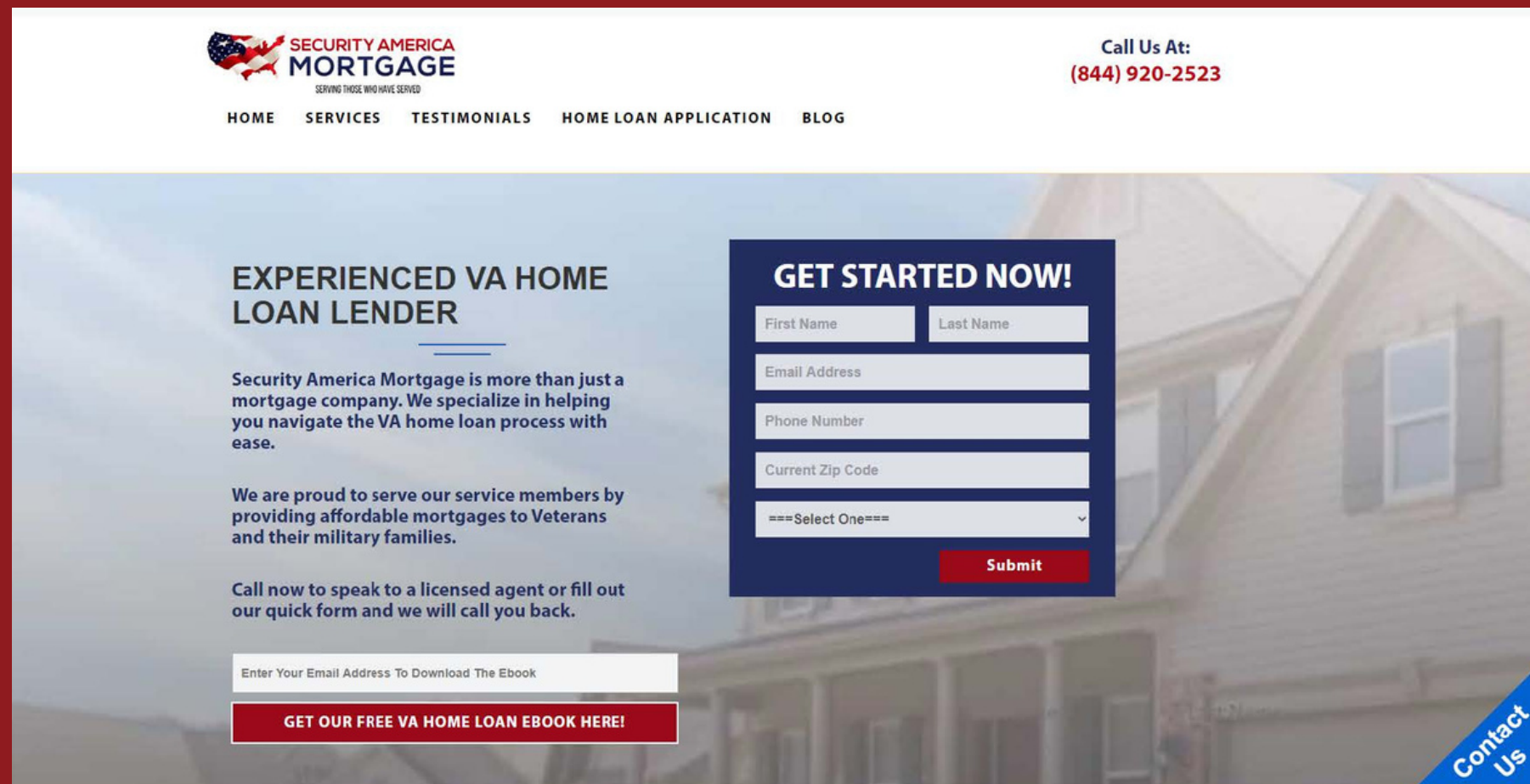


# PROJECT

3

## SECURITY AMERICA MORTGAGE

Security America Mortgage and their sister company Security America Realty are companies devoted to helping veterans, and their families achieve the dream of homeownership. Web Rocket Media helped them increase their monthly leads through Google Ads campaigns, SEO and link building. Web Rocket helped the SAM team set up a CRM to create efficient work flows and they also redesigned their home page and logo, as well as designed several landing pages. SEO health and effectiveness were monitored via weekly Google Data Studio reports. Web Rocket also wrote and designed an ebook to be used for lead capture on the site.



<https://securityamericamortgage.com/>

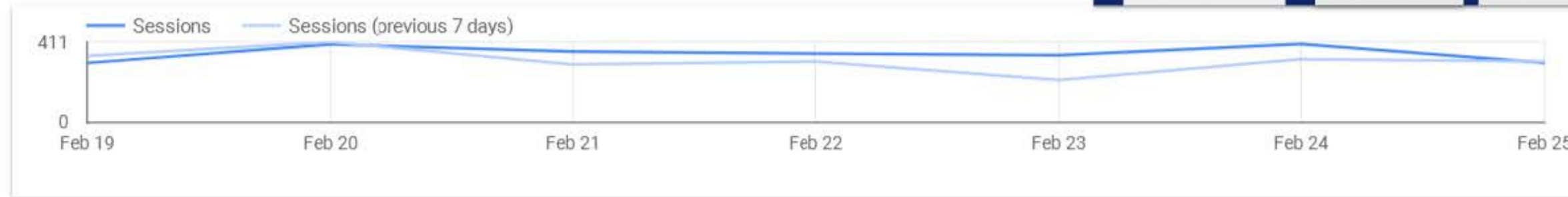
# SECURITY AMERICAN MORTGAGE



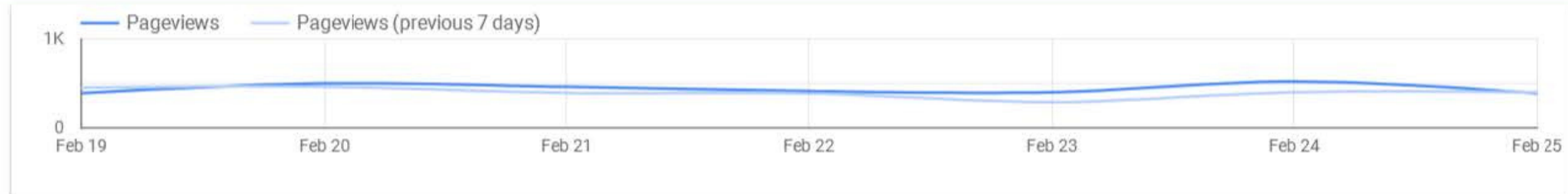
## Google Analytics Performance Overview

### Total Traffic (Sessions) to Site: Last 7 Days vs Previous & Days

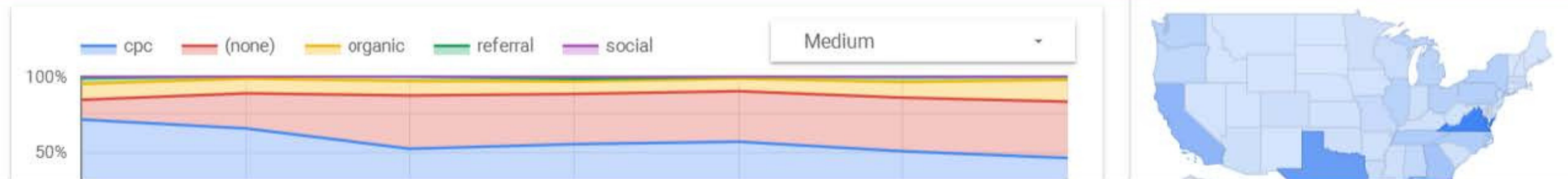
Users	Sessions	Pageviews
1,946	2,470	3,075
↑ 17.9%	↑ 11.7%	↑ 10.4%



### Total Pageviews : Last 7 Days vs Previous & Days



### Sessions by Channel: Last 7 Days



# SAMPLE GOOGLE DATA STUDIO REPORT



### Funding Fees for VA Loan **Purchase, Remodel and Construction**

Type of Service	Down Payment	Percentage for First Time Use	Percentage for Following Uses
Active Duty/Veterans (Regular Service)	0%-4.9%	2.15%	3.3%
	5%-9.9%	1.50%	1.50%
	10% or more	1.25%	1.25%
Reserve Service National Guard	0%-4.9%	2.4%	3.3%
	5%-9.9%	1.75%	1.75%
	10% or more	1.5%	1.5%



# SECURITY AMERICA MORTGAGE BLOG SAMPLES

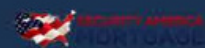
[How Student Loans Impact VA Home Loan Chances](#)

[The VA Appraisal Process](#)

[Getting a VA Loan When Self-Employed](#)

### WHAT IS A VA LOAN?

- A government program to make home ownership cost effective instead of cost prohibitive for veterans
- ensures that soldiers and their families aren't financially penalized for a lack of credit history.
- is backed by the US Department of Veterans Affairs



### Check Your 2019 VA Loan Eligibility

I am buying a home

I am refinancing a home



Hundreds of 5 Star Reviews!



### WHY CHOOSE A VA HOME LOAN FROM SECURITY AMERICA MORTGAGE ?

We are glad you asked..

NO MORTGAGE INSURANCE REQUIRED

NO PENALTY IF YOU PAY YOUR LOAN OFF EARLY

NO DOWN PAYMENT

NO HIDDEN FEES



### EDWARD OUEILHE

RESIDENTIAL MORTGAGE LOAN ORIGINATOR, NMLS 1499700

Edward Oueilhe has been active in the finance industry since 2011. He is now using his vast experience and knowledge to assist his clients in purchasing the home of their dreams. Edward is committed to preparing his clients for every step of the process that lays ahead. Edward's integrity, expertise, and commitment makes the exciting journey of owning a home as fun and as smooth as possible. As a loan officer, Edward makes his clients his top priority and is always available to address any questions or concerns that may arise along the way.

# SECURITY AMERICAN MORTGAGE



### Here is what our customers had to say:

Susan

Thank you very much from our side. Even though we had hiccup a long the way you pulled it off. I have never doubted your skills and ability. I'll send pictures of the house with the family. These couple days were just a blast moving in and enjoying the faces of my wife and kids. You made those smiley faces and again, I really appreciate you and all you have done. Thanks from the bottom of my heart. Stay tuned, I will send gifts in a couple days after we settled in. Happy Be-lated Turkey day. Turkey days just became one of my favorites due to you :)

Susan

Dave

Thank you for all you have done. You and your company have truly played a large part in making a dream come true. This wasn't just a home. It is the home! I will be recommending you to everyone I meet looking to buy. Thank you again for your assistance. From my family to yours, Merry Christmas!

Dave

Milton Evans

They are great company. The loan agents very knowledgable and professional. They make the loan process very easy. Would recommend them to anybody needing a mortgage company.

Milton Evans

### Call Today!

(844) 920-2523

### OUR REVIEWS SPEAK FOR THEMSELVES



CARLOS SAY

★★★★★ 2 months ago

As a Realtor, you are always looking for a lender to take care of your clients specially when your clients have taken care of you by serving our country. Security America Mortgage goes above and beyond for our Veterans by providing the ... [More](#)



DAMARIS WEEKS

★★★★★ 1 month ago

I started working around and getting to know the people at Security America Mortgage in Feb 2019. Since then, they have shown me nothing but integrity and honesty. I have seen how dedicated this team is to doing the right thing for their ... [More](#)



ROB GILL

★★★★★ 3 months ago

I was connected with Susan Mueller on my first call. That was the beginning of an awesome journey that put me and my wife into our retirement home using my VA benefits. Susan was amazing, there wasn't a question left unanswered and ... [More](#)



EDWARD OUEILHE

★★★★★ 3 months ago

Fastastic company to work with. Couldn't have made the process any easier from start to finish. I really appreciated how they kept me informed and remained patient with me as well. I'd recommend this company to family and friends.

# GOOGLE ADS LANDING PAGE



# PROJECT

4

## GRAY SPEAR CAPITAL

The goal of this project was to redesign the website in order to combine the client's two existing domains: Gray Spear Capital and H Town Hamza into one site. The results were one site with a clean and classic feel, with all of the personality of the business owner but still maintaining a professional appearance.



<http://www.grayspearcapital.com/>

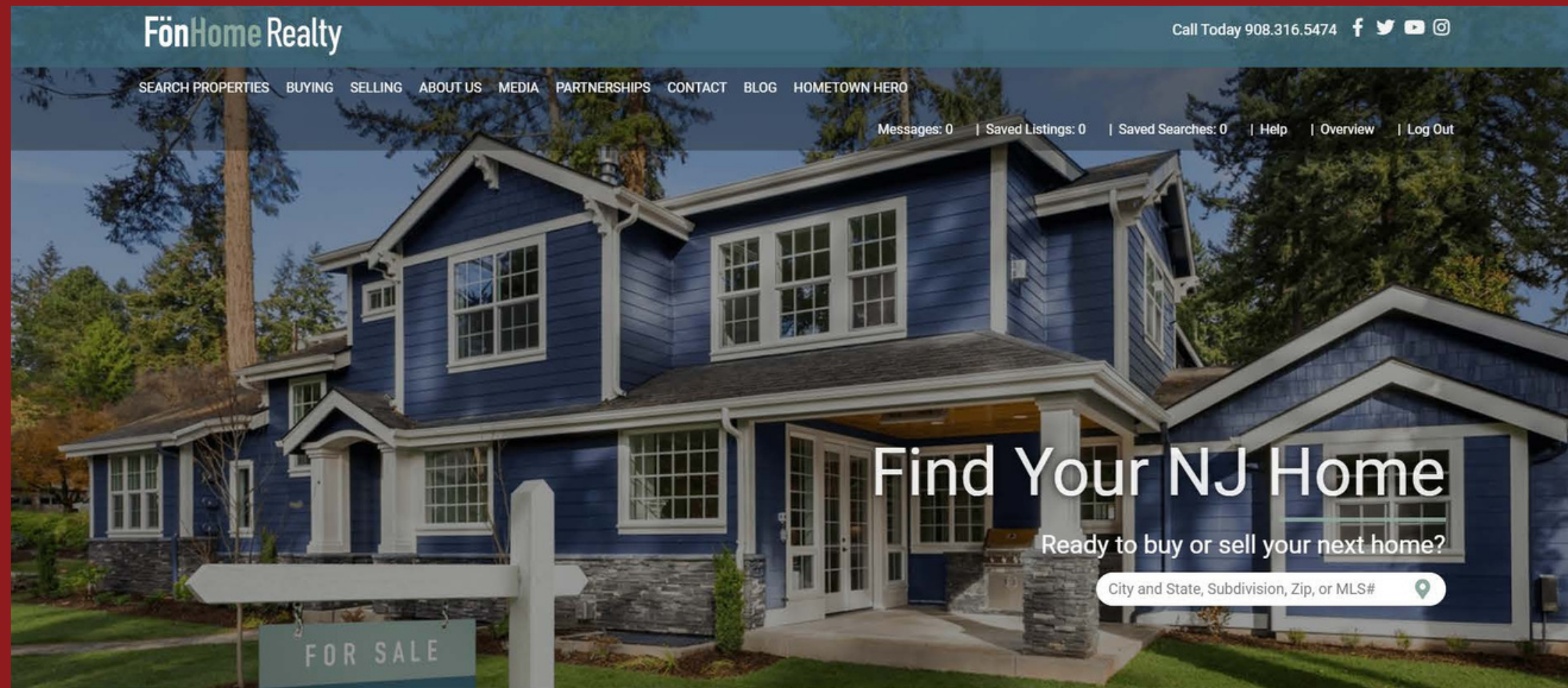


# PROJECT

5

## FONHOME REALTY

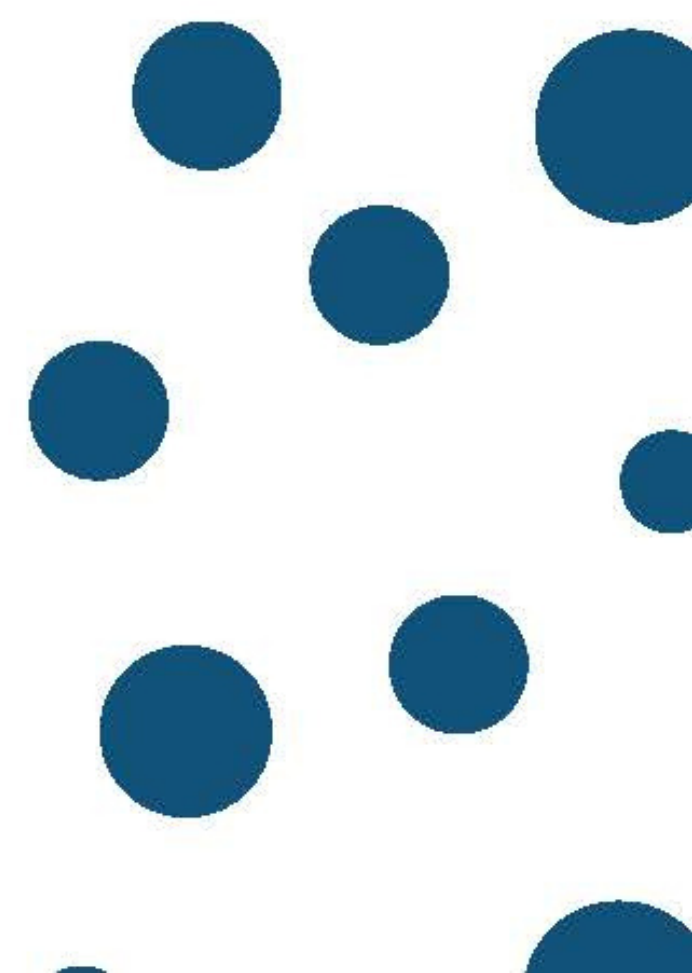
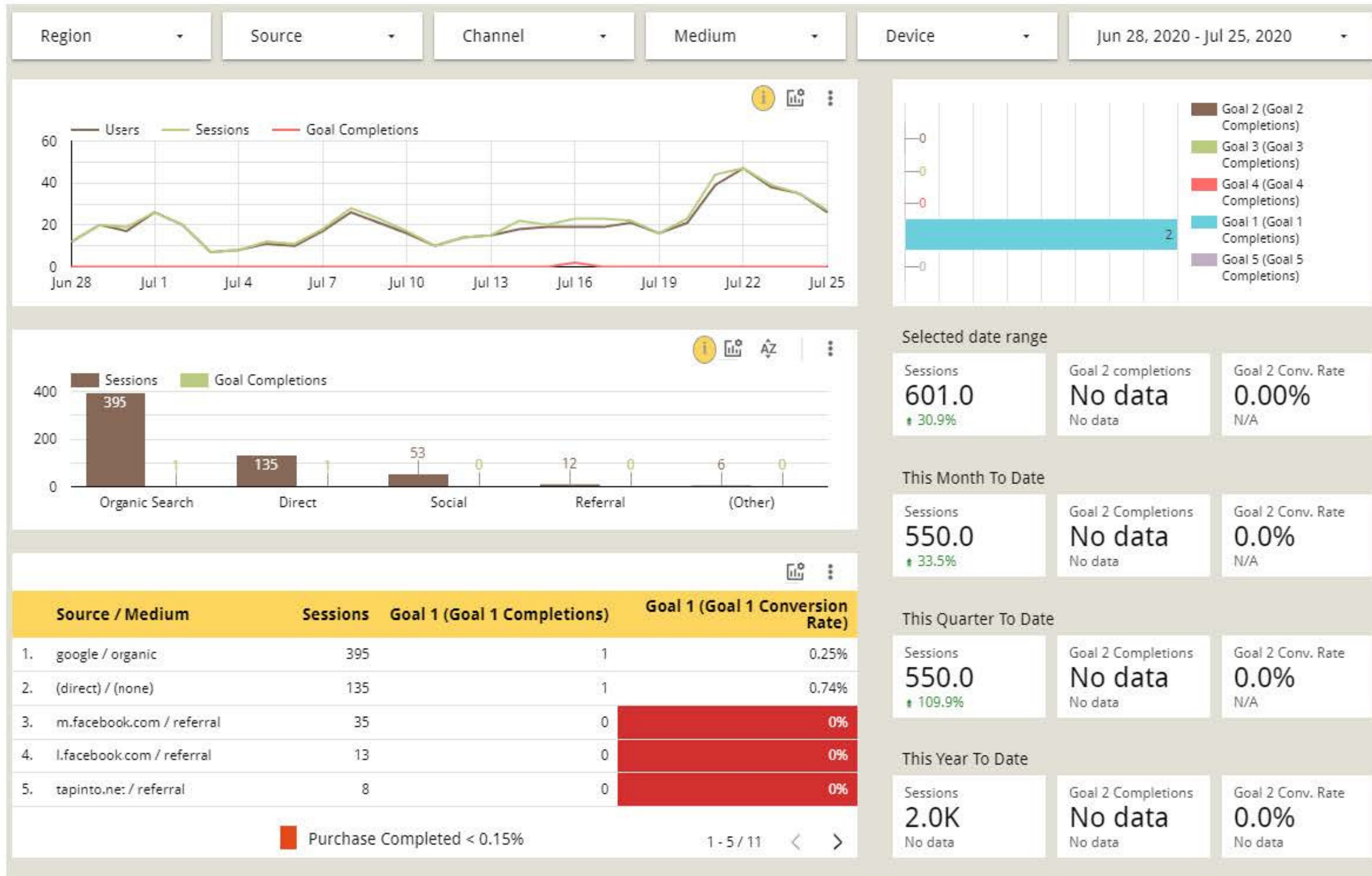
FonHome Realty came to Web Rocket Media in their first three months of starting out as a real estate company. They wanted help to ensure they were starting off on the right foot for SEO and they were also interested in backlinks, keyword ranking and SEO optimized copy, as well as detailed analytics to see exactly how their leads were finding them.



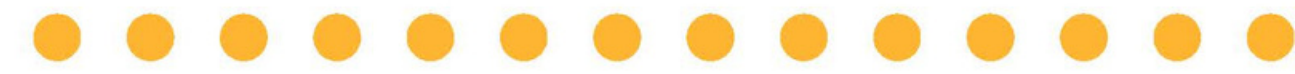
<http://www.fonhomerealty.com/>



# GOOGLE TAG MANAGER LEAD CONVERSION REPORT



# RESULTS OF SEO AND BACKLINKING



VALUES AT THE BEGINNING OF THE PROJECT- 11/08/2019

Index	8-Nov	23-Jul
Domain Authority	0	9
Page Authority	1	24
Backlinks	NA	117
Indexed Pages	243	20100

VALUES AFTER 8 MONTHS OF SEO WORK AND BACKLINKS- 07/23/2020





FönHome Realty

# SMART MAILBOXES PROTECT PACKAGES

## DEFENSES AGAINST PORCH PIRATES

- SCHEDULING DELIVERIES
- LOCKBOX ON THE PORCH
- DOORBELL VIDEO CAMERAS
- GETTING A PO BOX



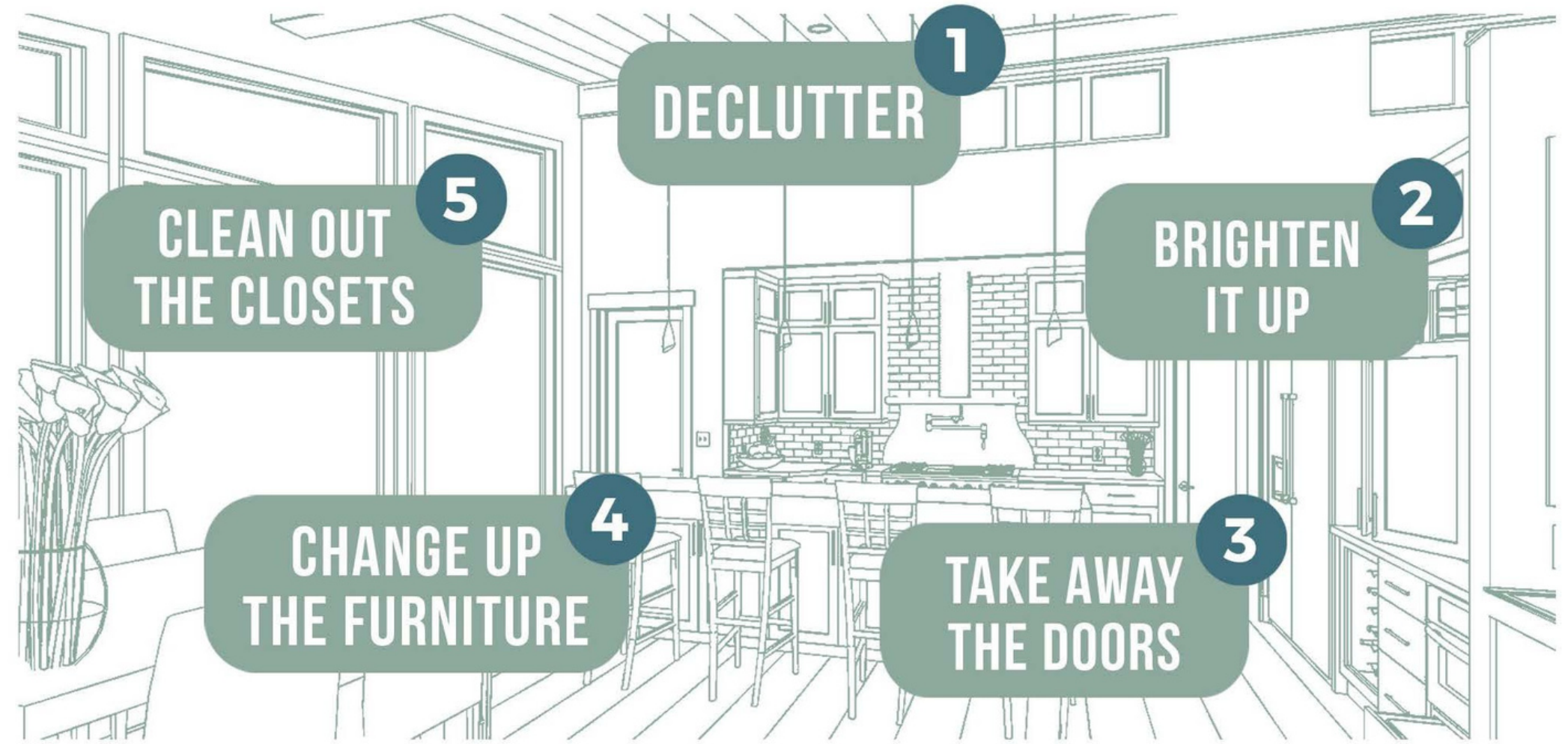
Danby **PARCEL GUARD**

PARCEL GUARD HAS A SMALLER DROP-IN SLOT FOR LITTLE PACKAGES AND A LARGER SAFE SECTION FOR BIGGER PACKAGES. WHEN THEY ARE DELIVERED, YOU RECEIVE A PUSH NOTIFICATION.

**40%**  
PEOPLE ARE VICTIMS OF PACKAGE THEFT

FönHome Realty

# TIPS TO MAKE A SMALL HOME FEEL SPACIOUS





# INFOGRAPHICS

FönHome Realty

## SMART MAILBOXES PROTECT PACKAGES

### DEFENSES AGAINST PORCH PIRATES

- SCHEDULING DELIVERIES
- LOCKBOX ON THE PORCH
- DOORBELL VIDEO CAMERAS
- GETTING A PO BOX



Danby  
**PARCEL GUARD**

PARCEL GUARD HAS A SMALLER DROP-IN SLOT FOR LITTLE PACKAGES AND A LARGER SAFE SECTION FOR BIGGER PACKAGES. WHEN THEY ARE DELIVERED, YOU RECEIVE A PUSH NOTIFICATION.

**40%**  
PEOPLE  
ARE VICTIMS  
OF PACKAGE  
THEFT

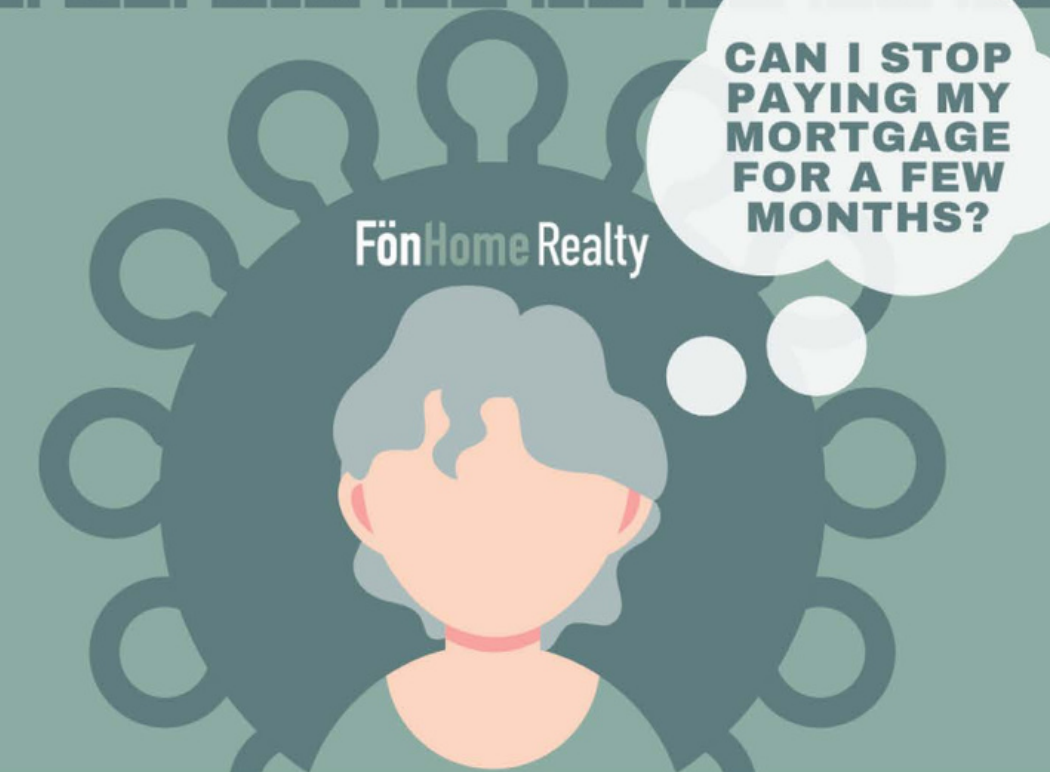
## LITTLE NOOKS YOU CAN TRANSFORM INTO A HOME OFFICE SPACE

TV NOOK	
HALLWAY	
FOYER OR ENTRYWAY	
CLOSET	
CUPBOARD UNDER THE STAIRS	

FönHome Realty

FONHOME REALTY

## ANSWER TO TOP A MORTGAGE QUESTIONS IN CORONAVIRUS ERA



If you find yourself unable to pay your mortgage because of the pandemic, you might be able to temporarily delay your mortgage payments without incurring late fees or risk of foreclosure. Contact your mortgage lender and express your concerns as soon as possible to find out if you qualify for relief.