

Balayo

Agenda

1. Who we are
2. Our Objectives
3. Scope of Work 2023
4. Target
5. Competition
6. Budget and Requirements
7. Balayo Team
8. Contest Deliverables



Who we are



Freedom from complexity

To change the way people sell, live and
buy homes in Europe

We're Balayo

Balayo is the European next-generation platform that, thanks to an innovative and end-to-end experience, gives people the freedom to sell and buy homes anytime life changes.

[Company Profile](#)



Balayo in numbers

400 MLN Capital raised

Last investment round (July 2022 / equity + debt)

5,000 Total transactions

Houses sold and bought with us

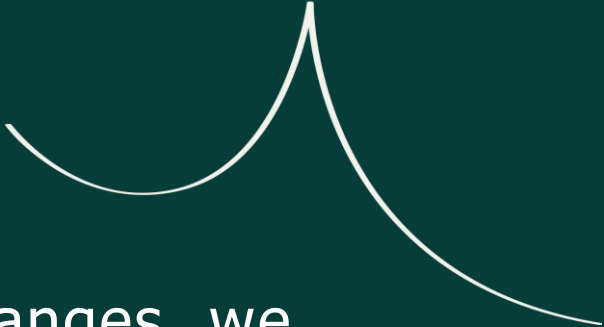
4 Countries

In which we operate


500 Team members

Sharing the same mission





When it comes to making changes, we should have the freedom to fully embrace life. And we believe something as essential as real estate should be simple. So we're using our technology to remove complexity and uncertainty, every step of the way.



Our Objectives

Objectives

1. Increase organic traffic
2. Increase traffic quality
3. Increase visibility in search results
4. Increase Brand awareness
5. Increase conversion rates (optimize lead generation costs)

What we are looking for

An **International SEO Agency** for 2023 able to support Balayo in achieving its business objectives in all its markets
(Italy, Spain, Portugal, France)

SOW 2023

What do we expect for 2023?

SEO Strategy & Set up

- Strategic proposal
- In-depth SEO audit on the state of the art and indications on technical, architectural and content side for the website optimization, production of a "Report 0" of positioning at the time of departure, Keyword analysis and research, creation and revision of metadata for all main content and guidelines for writing content
- SEO CONTENT – e.g. analysis, KW research and writing of contents and metatags for Balayo blog (the quantity of articles and the frequency of publication).
- SEO SUPPORT - Monitoring, monthly reporting, strategic support and suggestions of Optimization
- SEO OFFSITE - Backlink analysis and proposal for inbound link acquisition

Targets



Sellers

Gen X - Baby Boomers

People sell for many reasons. Sometimes new beginnings, other times sad goodbyes. Sometimes motivations are entirely financial. Whatever the reason, we help them embrace change with ease.



Buyers

Millennials - Gen X

Our buyers have big dreams for their next homes. We help them get there simply and swiftly.



Brokers

(Partner)

We partner with brokers, reducing admin for them so they can focus on their clients.

Competition



Below are both direct and indirect competitors

	Country	Instant Buyer	Brokerage	Listing platform	Mortgage	Other¹
Zillow			✓	✓	✓	✓
Opendoor		✓	✓	✓	✓	✓
Offerpad		✓	✓	✓		✓
zoopla		✓	✓			✓
REDFIN		✓	✓	✓	✓	✓
Sundae						✓
loft		✓	✓	✓	✓	✓
idealista				✓		
immobiliare.it				✓	✓	
dove.it			✓	✓		
homepal			✓	✓		
quimmo <small>il tuo immobile è qui</small>			✓	✓		



Below are both direct and indirect competitors

	Country	Instant Buyer	Brokerage	Listing platform	Mortgage	Other ¹
		✓	✓	✓	✓	
		✓	✓	✓	✓	
			✓	✓		
			✓	✓		
		✓	✓	✓		✓
			✓		✓	
		✓				
		✓			✓	
				✓		✓
		✓	✓			✓
				✓		
				✓		

1. Any additional service that is not relevant from a business perspective

Budget & Requirements

Budget & Requirements

Budget

1. As we are looking for a strategic partnership, we will not identify a specific budget. We would like to receive 2-3 budget scenarios with related activities to make the most informed decision based on our goals.

Requirements

1. International agency with local teams
2. Available to start collaboration on January 23
3. Native point of contacts (for each country)
4. Desiderable extra: copywriting skills / copywriting partners

Team

Team

Balayo



Maria Fruscione

- Global POC
- Website management (SEO technical implementation)



Hiring



Juanma

- Local POC both for SEO and Copywriting agency
- In charge of the project scope of work and be responsible for the investment



Gloria



Ludivine

External

REVERSE

Global Copywriting Agency

Develop and write blog posts and also to upload them for ITA

Thanks

Get in touch

Email address here

Phone number here