

# Working With superb.digital



# We Are Superb Digital

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Thank you for taking the time to find out about us.

We are a Bristol-based digital marketing agency helping estate agents generate more valuations, appointments and instructions online.

With over 20 years' experience across SEO, PPC, content and web design, we know what it takes to build visibility and trust in local markets and turn that into real-world growth.

This document gives you an overview of how we work, the kind of results you can expect, and pricing for both our retained services and website packages.



superb.digital

# How We Help You Grow

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Every estate agency is different, but your growth goals usually come down to three things:

- Attracting more vendors and landlords
- Booking more valuations and winning more instructions
- Building long-term brand visibility in your key areas

We deliver these outcomes through a tailored mix of:

- **Website design** – convert visitors into enquiries and appointments with our fast, modern websites
- **Search Engine Optimisation (SEO)** – rank higher locally and capture motivated searchers
- **Pay Per Click (PPC)** – generate quality leads quickly through Google and Social Media Ads
- **Social & Email Marketing** – grow, nurture and re-engage your audience over time

Our approach combines data-driven strategy with hands-on implementation. We will become an extension of your marketing team, bringing technical expertise, creative insight and proactive communication.



# How We Work With Our Clients

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Our process is designed to make things clear, collaborative and measurable from day one.

## 1. Discovery & Goal Setting

We start with an in-depth discovery phase to understand your business, target locations, goals and budget.

## 2. Strategy Development

We build a digital roadmap combining the right mix of channel activity to hit your targets.

## 3. Implementation

Our team handles everything, from technical setup and tracking to ad creation, copywriting and link building.

## 4. Reporting & Review

Each month you'll receive a detailed performance report, which we'll review together in a scheduled call.

## 5. Growth & Optimisation

We continually refine campaigns based on results, ensuring your marketing improves month after month.



# Retained Marketing Services

All our services come in three tiers (Lite, Core and Advanced) and we can bundle these together to create a package suited to your budget, goals and the timeframe you want to achieve them in.

Below are three typical retained service packages. Each has been carefully designed to suit agencies at different stages of their growth journey.

We also have a number of additional services, such as email marketing and social media management, which will further allow us to customise your campaign. We will establish what the ideal package looks like for you in the discovery call.

## Ads Starter

**Description:** Google Ads setup and management to generate traffic and leads fast. Perfect for agents with limited budgets wanting quick results.

**Services:**

Google Ads Lite \*  
Account Management Lite

**Price:** £450 per month

## Growth

**Description:** Perfect for agents with a solid website, to build local authority and deliver consistent organic and paid lead flow.

**Services:**

SEO Lite  
Google Ads Core \*  
Account Management Core

**Price:** £1250 per month

## Accelerator

**Description:** A comprehensive retainer for established multi-branch agencies in competitive markets ready to scale aggressively.

**Services:**

SEO Core  
Google Ads Core \*  
Meta Ads Core \*  
Account Management Core

**Price:** £2200 per month

*\* All pricing for Google and Meta Ads reflects our setup and ongoing management costs only and does not include your media spend (or 'click budget') required to pay Google or Meta for the clicks required to run these campaigns.*

# Website Packages

Our websites are designed specifically for estate agencies, with modern design, CRM integration, and basic on-page SEO baked in from day one.

All our websites are built on WordPress and are scalable, fast and conversion-focused — the perfect launchpad for your wider digital strategy.

You'll also go onto our Website Support Plan. This provides ongoing hosting and management, including all our standard plugin costs, setup and management, as well as security updates (please see our website for a full list of included plugins). You'll also get access to our website performance dashboard and receive a free digital marketing consultation every six months. Once outside of your website contract, you'll remain on the Website Support Plan, which is charged at £99 p/mo.

## Pro

**Description:** A simple, affordable solution using our customised Elementor theme. Ideal for start-ups or small agencies, this ready-to-go website helps you establish a professional online presence.

**Price:** £189 per month \*

## Premium

**Description:** A flexible, design-led website with full property feed integration via Property Hive. Choose from a selection of stylish themes built with Elementor and enjoy greater control over layout and content.

**Price:** £279 per month \*

## Custom

**Description:** A custom website based on our Premium package, but with complete design flexibility and the option to add advanced features and integrations where needed. Build exactly what your business requires.

**Price:** Call \*

*\* All our website contracts are 12 months and include our Website Support Plan, which includes hosting, all plugin licenses and management.*

# Our Results

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# Hopewell

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**What we did:** Web Design, SEO

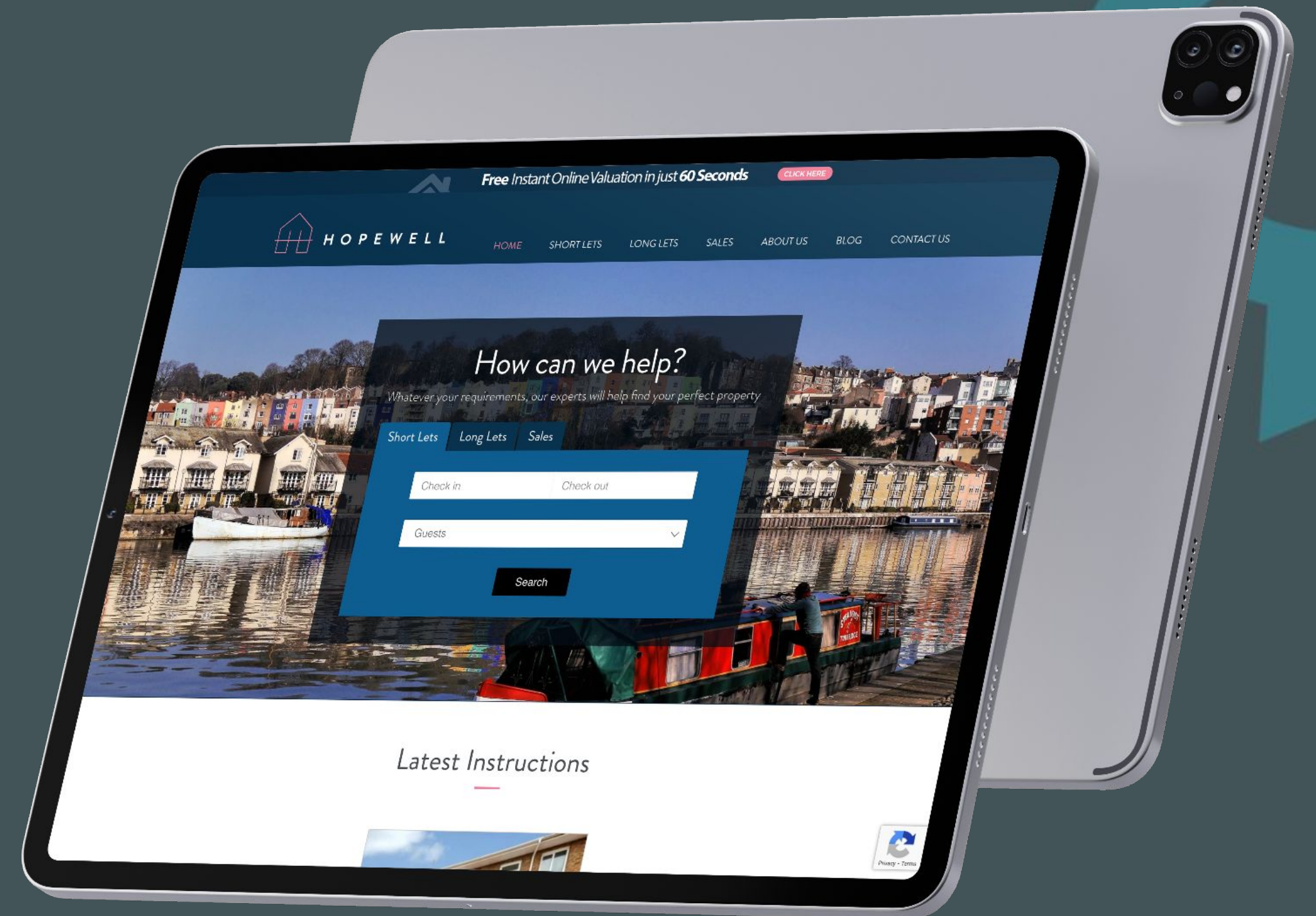


# Hopewell

“We were initially looking for a Bristol based agency when we came across Superb Digital. Paul and his team have been amazing and we now rank in the top three for terms like “property management bristol” and “short term lets bristol”. Highly recommend.”

Adam Kershaw, Director, Hopewell

[View case study](#)



**219%**

Increase in organic search traffic

**266%**

Increase in enquiries from organic search traffic

**66%**

Increase in conversion rate

# Zest Sales & Lettings

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**What we did:** Web Design, SEO, Google Ads

# Zest Sales & Lettings

“Before Superb Digital got involved, we had around 8,500 visitors a year to our website. The first year that then increased to 47,000, and now we’re more towards 60,000. What became really clear very quickly was an attitude of, ‘Yeah, we can do that.’ Every time I asked about changes or improvements, it was always met with enthusiasm – not obstacles. That to me was really positive and exciting.”

Beth Perry, Director, Zest Sales & Lettings

[View case study](#)



**600%**

Increase in website visitors

**227%**

Increase in organic search visibility

**171%**

Increase in leads from Google Ads

# Bristol Property Centre

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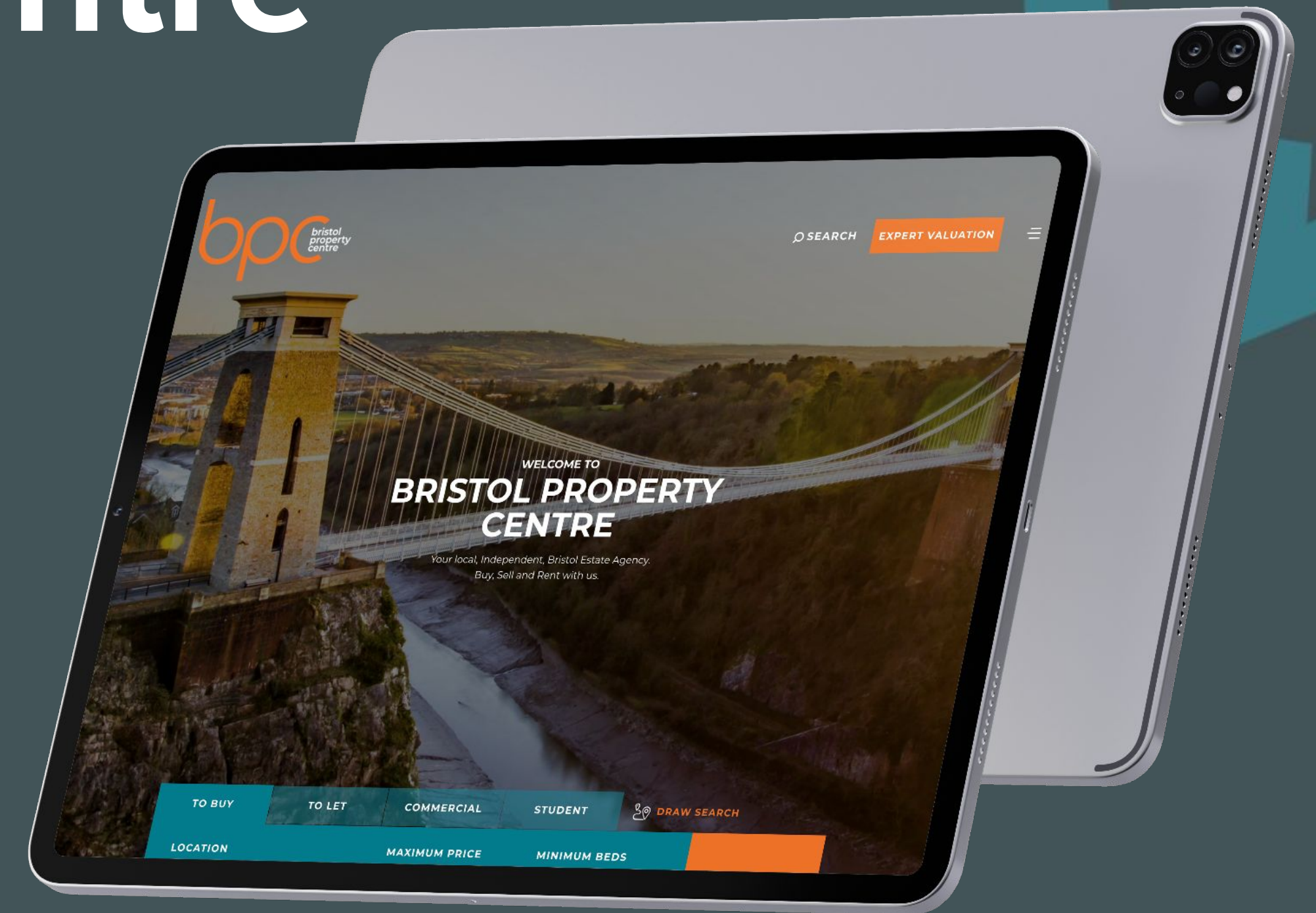
**What we did:** Google Ads, Meta Ads, Social Media Marketing, Email Marketing

# Bristol Property Centre

“We knew we needed professionals, and Superb Digital just got it straight away. They were honest about where we were going wrong, gave us a clear plan and delivered results, plain and simple.”

Ashley Day, Director, Bristol Property Centre

[View case study](#)



**77%**

Reduction in cost per conversion

**104%**

Growth in conversion rate

**297%**

Growth in leads YoY

# The Team

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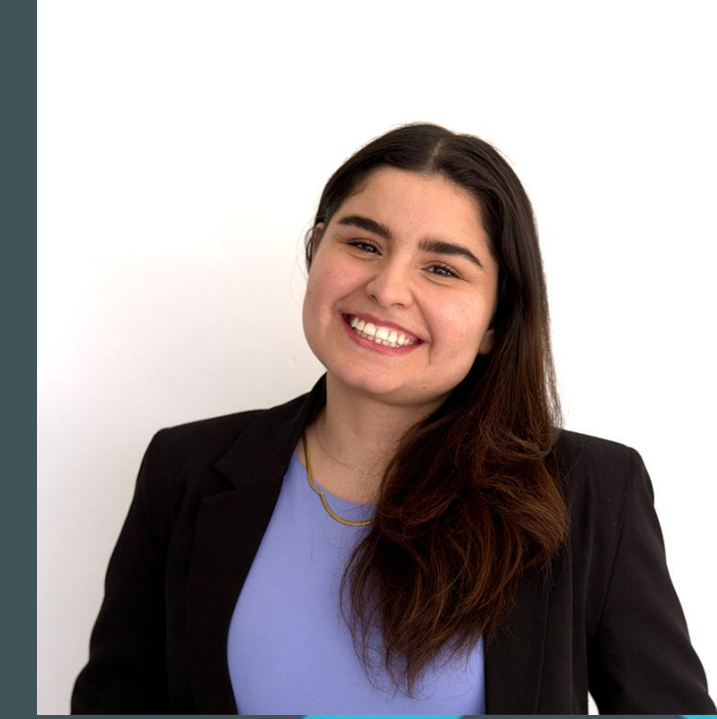
**Paul Morris**  
Managing Director



**Joe Cox**  
Director



**Miranda**  
Digital Marketing Specialist



**Paulina**  
Digital Marketing Specialist



**Ellen**  
Content Creator



**Amy**  
Social Media Manager



**Mark**  
Business Development  
Manager

# Next Steps

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If what you've read resonates and you'd like to continue the conversation, please click the link below to book a discovery call with us.

[BOOK A DISCOVERY CALL](#)

