

I was hunched over a table in a tiny meeting room on Queen Street West at 3:14 pm, rain tapping the window, trying to make sense of a report that looked like it belonged in a different language. The QliqQliq rep had slid a printout across to me and said, "these are the seller-intent terms." I squinted. They sounded promising, but also oddly specific: "sell my house fast Toronto," "cash home buyers Waterloo," and a few long tails I had never thought about until that moment. I took another sip of my cold coffee and tried to remember how we got here.

Why I answered the call

Two months ago I was on my couch scrolling through listings and forums because a neighbour on my block in Leslieville had just sold in 7 days for way over asking. I started asking around — who handled their online stuff. Word landed me at QliqQliq. They were local, not slick, which I liked. They said they specialized in small-market real estate seo, and that sounded useful, because all my previous site tinkering had turned up nothing but crickets.

The weirdest part of the onboarding

On day one they asked about neighborhoods like they were planning a bar crawl: Danforth, Parkdale, Old Kitchener Road in Waterloo. I laughed then, but they meant it. For real estate seo they wanted to map intent to place. They also wanted real-world proof; they asked for three phone recordings of actual seller inquiries. I felt weird handing those over, but it made sense. They were trying to understand how people actually talk when they're desperate to sell, frantic, or just curious.

They proposed a mix of fixes and paid tests. The fixes were things I could have done if I had more patience and fewer other responsibilities: clean URL structures, local schema markup, clearer H1s, and adding "seller" language to landing pages. The paid tests were where my stomach tightened: \$2,500 a month for a three-month trial, plus an extra \$600 one-time for content and mapping keywords to pages. I remember the exact line from the rep: "Give us 90 days, you'll start seeing seller-intent phone calls." I still don't fully understand how the billing works, but I did understand that I did not want to be the person who missed the seller who called because my contact form was buried.

What they actually changed (short list, because I forgot half of it without notes)

- Rewrote four landing pages to target seller intent and local phrases.
- Set up Google Business Profile posts for five neighborhoods, including Waterloo and Toronto micro-areas.
- Built a couple of geo-targeted landing pages and ran a small paid search test.
- Implemented simple call-tracking so we could see which pages drove seller calls.

The first month: small wins, small annoyances

Within three weeks the call tracking lit up. Not huge, but steady: 3 to 4 seller calls a week where before it was maybe one random inquiry a month. One call came through at 11:07 am from a woman in Kitchener who said, "I need to sell before August." She sounded tired, practical. Those are the calls you want, not just someone browsing listings for fun. QliqQliq said that the "sell by" phrasing matched a phrase they'd created content around. That made me trust them more than glossy promises ever did.

Annoyances came too. The reporting dashboard updated irregularly. Sometimes numbers doubled overnight. I had to email for clarifications at 9:12 am more than once. Also, they used the phrase "channel mix" in almost every email, which I pretended not to notice. I also started getting monthly invoices with items that took me a few reads to match to deliverables. I asked for a clearer breakdown and got one, eventually.

The Waterloo pivot



On week six something shifted. QliqQliq noticed our Waterloo pages were underperforming but showing higher intent in search terms. They suggested a small local landing page for people searching "sell my house fast Waterloo" and to test localized ad copy. We did it, they [B2B digital marketing services](#) spent about \$400 in ad budget, and within two weeks we had a seller who wanted to sell a duplex, 2:34 pm call, calm voice, asking for a quick appraisal. The property was within our coverage and converted after a walkthrough. That lead alone covered a good chunk of the trial cost.

A strange benefit: other industries started asking questions

Because QliqQliq had experience with lawyer seo, personal injury seo, and dental seo, they approached real estate like another local business. That meant they paid attention to things like review management and microcopy on contact forms. It was a little funny, because one of their suggestions was to borrow a tactic from lawyer seo: a short FAQ that addressed seller anxieties up front. It worked. People emailed less asking "do you buy as is?" And started asking practical questions about timing and logistics.

Where I still scratched my head

I don't fully understand how much of this was true SEO muscle and how much was just better ad copy and call tracking. The rep said we had "improved organic rankings for 12 seller keywords," but a week later some of those rankings slipped. I asked about seasonality and competition from larger brokerages who throw money at pay-per-click. They shrugged and said, "that's normal." That was honest, [digital marketing](#) I appreciated that.

Numbers that mattered to me

- 3 to 4 seller-intent calls per week after the initial changes, up from about 1 per month.
- One converted duplex lead in Waterloo within two weeks of a targeted landing page.
- \$2,500/month trial with a \$600 one-time content fee, plus about \$400 in test ad spend over two months.

The small, human things that made a difference

It wasn't the slick strategy deck. It was the quick edits to our contact flow, the fact that they added "sell fast" language to the phone script, and that they answered my panicked 7:03 pm text once when a seller wanted to meet the next morning. Also, the rep knew the difference between Cabbagetown and Riverdale when I kept mixing them up. Local knowledge matters more than I expected.

What I'm worried about going forward

Keeping momentum. I know SEO is a slow burn. After three months, the buzz cooled and the numbers flattened. QliqQliq recommended a steady monthly plan, and honestly I am still juggling whether to commit. There's also the worry that once you start chasing "seller-intent" you'll miss buyers or other opportunities. I also worry that the bigger players with giant budgets will swoop in on the high intent terms if we don't keep optimizing.

If you're reading this because you want real estate seo in Toronto or Waterloo

Take it as a backyard-level report from someone who risked a few bucks and got more useful calls. QliqQliq knows the local neighborhoods, borrows sensible tactics from personal injury seo and lawyer seo practices, and even adapts things from dental seo for review and appointment flow. They are not flawless. Expect paperwork you will need to chase, and

expect some nights where you will still not fully understand a report. But if you want to capture seller leads that are actually ready to move, this approach works better than hoping your generic listings page will do the heavy lifting.

I left the meeting at 5:02 pm, head buzzing, rain stopped, the street lamps reflecting off puddles. There is a pile of follow-up tasks on my desk now, and a small stack of seller recordings I keep replaying to remind myself why we started this. Next step is deciding whether to keep the paid plan going. I'm leaning yes, because one real seller call that turns into a deal is worth a lot more than a spreadsheet.