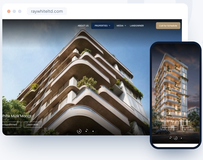
Real estate · Dhaka, Bangladesh

Website redesign · Project pages · Appointment booking

Ray White Ltd. turned its website into a steady source of apartment buyers

New project pages, a one-step appointment form and local ads helped one of Dhaka's growing developers sell apartments in Jolshiri Abashon and Bashundhara R/A online.



Get results like this

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CLIENT	INDUSTRY	LOCATION	TIMELINE	WEBSITE
Ray White Ltd.	Real estate	Dhaka, Bangladesh	10 weeks	raywhiteltd.com ↗

RESULTS IN THE FIRST 90 DAYS

3×
Buyer leads
From 31 to 96 qualified leads a month

+62%
Website visitors
Mostly from Google search and Facebook

48
Site visits booked
Through the online appointment form

About Ray White Ltd.

Ray White Ltd. is a Dhaka real estate developer building lifestyle-led apartments, mostly 2,850 sft homes in Jolshiri Abashon and larger units in Bashundhara R/A. Projects include Ray White Vista, Mulk Manor and Sinfonia, with rooftop pools, gyms and lake views.

12
Ongoing projects

4
Upcoming projects

Member of REHAB · RAJUK approved · ISO 9001:2015

01 Before · 02 Solution · 03 After

BEFORE

Great apartments, but buyers had to call to learn anything

Ray White had a dozen projects under construction, but its website showed them as one long list with small photos and no prices or sizes. Almost every lead came from phone calls, signboards and word of mouth, and the team could not tell which marketing was working.



The old website (illustration)

Leads only by phone
The website brought in only a handful of inquiries a month.

Projects hard to compare
No sizes, amenities or locations side by side, so buyers couldn't shortlist.

No tracking
Ad money was spent without knowing which campaign brought buyers.

SOLUTION

We rebuilt the website around how people actually buy an apartment

Website redesign · Project pages · Appointment booking · Local SEO · Facebook & Google ads · Lead tracking



STEP 1

A page for every project

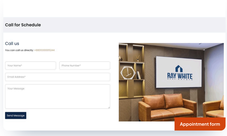
Each of the 16 projects got its own page with large photos, size, location and amenities at the top. Vista, for example, leads with lake-view simplex apartments, a rooftop gym and EV charging.

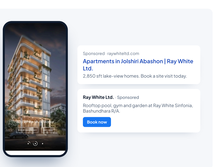
- Filter by status, type and location
- "Book an Appointment" on every project

STEP 2

Booking a visit takes 30 seconds

A short "Call for Schedule" form asks only for name, phone, email and a message, with the sales number right beside it. Every request goes straight to the sales team.





STEP 3

Mobile-first, with ads that reach local buyers

Most buyers browse on their phones, so every page was designed for mobile first. Google and Facebook campaigns target people searching for apartments in Bashundhara and Jolshiri, and every lead is tracked back to its ad.

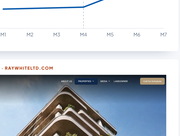
AFTER

The website is now Ray White's busiest sales channel

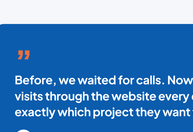
What changed

- Qualified buyer leads grew from 31 to 96 a month
- 48 site visits booked online in 90 days
- Cost per lead fell by 38% once ads were tracked
- Sales team now knows which project each buyer wants

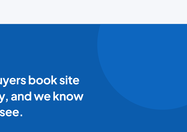
Monthly buyer leads



BEFORE · ILLUSTRATION



AFTER · RAYWHITELTD.COM



> Before, we waited for calls. Now buyers book site visits through the website every day, and we know exactly which project they want to see.
>
> **Managing Director**
> Ray White Ltd., Dhaka

How the 10 weeks went

WEEK 1–2
Research
Talked to the sales team and mapped how buyers choose a project.

WEEK 3–6
Design & build
New site, 16 project pages and the appointment form.

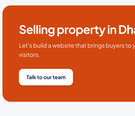
WEEK 7–8
Launch & SEO
Went live, set up Google Business Profile and tracking.

WEEK 9–10
Ads
Launched Facebook and Google campaigns for local buyers.

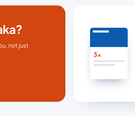
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Jetway Hajj Group
Hajj & Umrah agency
Clear Hajj and Umrah packages with prices, reviews and online registration.
+90% package inquiries



02 · BANGLADESH
Pantex Dress Ltd.
Garments manufacturing
A buyer-ready site with product lines, certifications and a clear company profile.
+65% buyer emails



03 · BANGLADESH
Hasan Tech Solutions
CNC & laser machinery
A machine catalog with specs, spare parts and a one-click quote request.
3× quote requests



Selling property in Dhaka?

Let's build a website that brings buyers to you, not just visitors.

Talk to our team



Take this case with you

The full Ray White Ltd. story in a 2-page PDF to share with your team.

Download PDF

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