

Square One

Building a digital growth function from zero

The foundational real-estate project that became the blueprint for CREATE's search methodology.

A blank canvas became a durable search asset.

1.36M

GOOGLE IMPRESSIONS

Measured across 488 days.

25,936

ORGANIC CLICKS

Search-generated visits without paid media attribution.

7.8

LATEST 30-DAY POSITION

Improved from 24.2 in the first measured month.

The commercial significance: the system achieved first-page visibility inside one of Cyprus's most established and competitive sectors.

The company entered search against decades of incumbent authority.

PAFILIA

48 years

Largest private property developer in Cyprus

D. ZAVOS

45+ years

170+ developments; 11,500+ properties sold

BBF

150 projects

15 years across four countries

Square One needed to earn visibility without inherited domain strength, marketing infrastructure or a mature brand footprint.

The starting point was zero marketing infrastructure.

0

MARKETING FUNCTION

0

CRM SYSTEM

0

ANALYTICS & TRACKING

0

SEO OPERATING MODEL

As the company's first marketer, the role was not to optimise an existing department. It was to build one.

No legacy process. No historical baseline. No specialist team.

The work evolved from in-house creation to retained delivery.

SEP 2023

First marketing manager

Built the initial function from a blank canvas.

FEB 2025

CREATE established

Square One retained through the end of 2025.



Marketing Manager

Square One · Full-time

Sep 2023 - Feb 2025 · 1 yr 6 mos

Limassol, Cyprus · Hybrid



Square One

💎 Business Development, Digital Marketing and +6 skills

ENGAGEMENT ENDED / JAN 2026

Subsequent search performance is treated as durability evidence—not exclusive attribution.

KEY INSIGHT

**This was the laboratory.
CREATE became the system.**

Square One supplied the competitive pressure, commercial complexity and operating constraints through which the methodology was first developed.

The hypothesis: growth required an operating system, not campaigns.

01	MEASUREMENT	_____	Analytics, tracking and reporting
02	INFRASTRUCTURE	_____	Website, CRM and landing pages
03	DISCOVERY	_____	SEO architecture and content
04	DEMAND	_____	Lead-generation campaigns
05	BRAND	_____	Social, design and sales materials

Each layer created the conditions for the next. Removing one would weaken the whole system.

One operator built the complete marketing stack.

WEBSITE DEVELOPMENT

Led the website build and information architecture.

SEO & CONTENT

Built search architecture and the complete SEO programme.

CRM & MEASUREMENT

Implemented tracking, analytics and lead infrastructure.

LANDING PAGES

Created conversion destinations around projects and demand.

LEAD GENERATION

Planned and ran acquisition campaigns.

BRAND DELIVERY

Produced social content, design, brochures and presentations.

The constraint forced integration: strategy, execution and measurement lived inside one accountable system.

Search architecture connected company, projects and investor intent.

CORPORATE AUTHORITY

Homepage

About and company pages

Developer positioning

COMMERCIAL INVENTORY

Project portfolio

**Individual development
pages**

Lead capture

DEMAND EDUCATION

Property tax and investment

Location and lifestyle

**Schools, healthcare and
market context**

The site did more than display properties: it created multiple pathways into the brand from search.

The system generated sustained search demand at scale.

25,936

CLICKS

Organic visits recorded across 488 days.

1,359,455

IMPRESSIONS

Search appearances at property level.

1.91%

BLENDED CTR

Expanded discovery includes broad, non-brand demand.

28 MAR 2025

Measurement begins

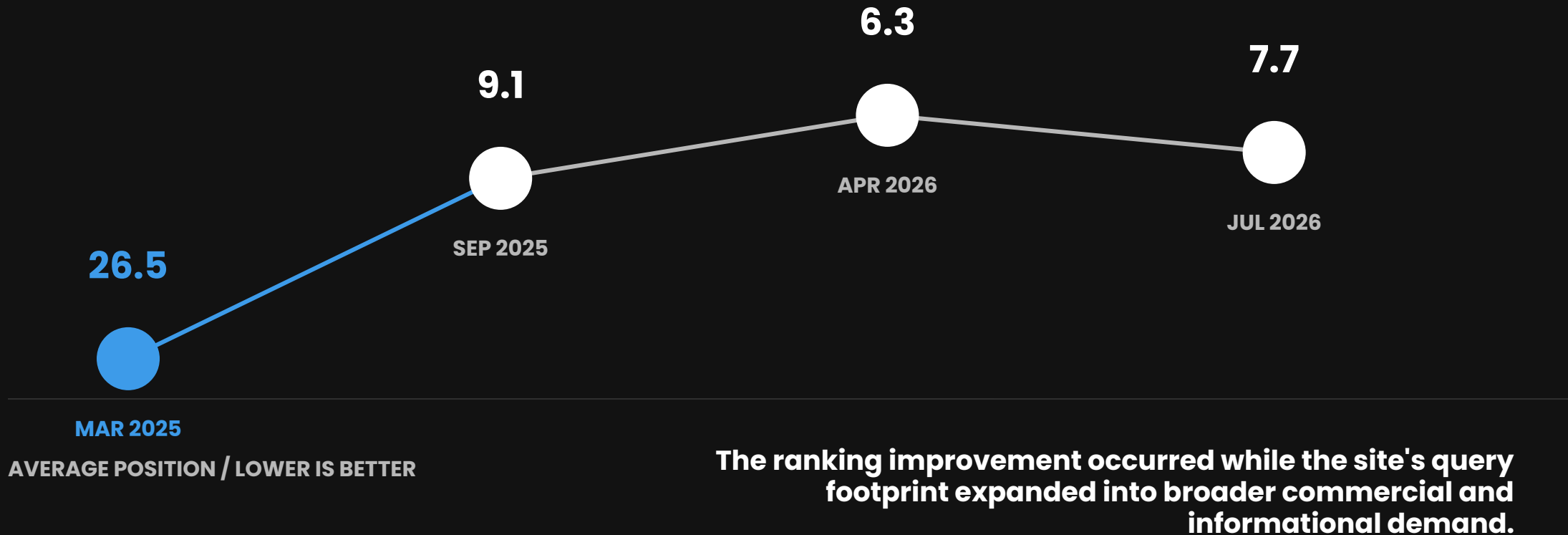


28 JUL 2026

Latest export

**488 days of observable
search behaviour**

Search authority moved from page three to page one.



Under direct control, visibility expanded and rankings improved.

+82%

DAILY IMPRESSIONS

First measured 30 days versus final 90 days of 2025.

24.2 → 8.8

AVERAGE POSITION

Movement from page three into first-page territory.

236,897

FINAL 90-DAY IMPRESSIONS

October–December 2025.

Interpretation

The system broadened the number of searches in which Square One appeared while materially improving average rank.

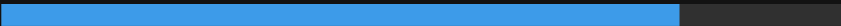
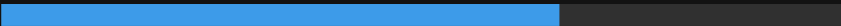
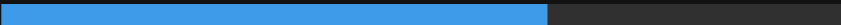
CTR declined as exposure expanded into broader, less-branded demand—an expected discovery-stage trade-off.

KEY INSIGHT

First-page visibility was not achieved on one keyword.

The pattern repeats across multiple commercial developer searches—evidence of category authority rather than an isolated ranking.

Commercial developer searches repeatedly reached page one.

QUERY		IMPRESSIONS	POSITION
developers limassol		4,916	7.79
cyprus property developers		4,036	9.33
property developers cyprus		3,316	7.80
limassol developers		3,249	6.20
cyprus real estate developers		3,003	6.89
real estate developer		2,496	5.93
property developers limassol		2,320	6.64

All seven displayed terms held average positions within Google's first ten results across the measurement period.

The developer category became a repeatable search footprint.

47

DEVELOPER QUERIES

Variants containing the word 'developer'.

64,870

CATEGORY IMPRESSIONS

Within the exported top 1,000 queries.

79%

TOP-10 IMPRESSION SHARE

Share generated by variants averaging position 10 or better.

8.88

IMPRESSION-WEIGHTED POSITION

Category-level visibility is stronger proof than a branded ranking because it reaches people before they have chosen a developer.

Content extended discovery beyond property listings.

CONTENT THEME	CLICKS	IMPRESSIONS	POSITION
Limassol shopping areas	917	51,770	6.81
VAT on property in Cyprus	563	71,563	7.22
Cyprus rental income tax	495	141,108	5.83
Cyprus Schengen 2026	460	67,684	3.83

The editorial layer captured investor questions and local intent before a project enquiry was formed.

Search visibility reached both local buyers and international markets.



Israel is the strongest international proof point: 1,820 clicks at an average position of 6.97.

The search asset continued producing after the engagement ended.

10,970

POST-ENGAGEMENT CLICKS

Recorded from January through 27 July 2026.

539,868

POST-ENGAGEMENT IMPRESSIONS

Continued search discovery after the handover.

7.27

AVERAGE POSITION

Stronger than the measured 2025 average.

ATTRIBUTION BOUNDARY

This is durability evidence, not exclusive attribution. Later website or marketing changes may also have influenced 2026 performance.

The result validates four principles behind the CREATE method.

01 SYSTEMS BEFORE SCALE

Measurement and infrastructure created control.

02 ARCHITECTURE BEFORE CONTENT

Pages were connected to explicit search demand.

03 CATEGORY BEFORE BRAND

Generic developer terms expanded market access.

04 ASSETS BEFORE CAMPAIGNS

Organic visibility continued after active delivery ended.

The evidence is strong—but the commercial claim remains bounded.

PROVEN

Search visibility

Ranking improvement

Category authority

International discovery

Post-engagement durability

NOT CLAIMED

Lead volume

Sales attribution

Revenue generated

Conversion rate

Return on investment

No CRM, GA4, lead or sales dataset was available for this publication.

Square One became the prototype for faster replication.

01

SQUARE ONE

REAL ESTATE

Method developed under pressure

02

MODELS CYPRUS

TALENT

Platform system validated

03

RESTAURANTS CYPRUS

HOSPITALITY

Method replicated

04

DOCTORS CYPRUS

HEALTHCARE

Indexation accelerated

What took the first project years to discover became a repeatable framework for subsequent markets.

The result was not a campaign.

It was a capability built from zero.

1.36M

SEARCH IMPRESSIONS

7.8

LATEST POSITION

47

DEVELOPER QUERIES

Square One established the blueprint. CREATE turned it into a system.

create.