



CLIENT
DTZ

LOCATION
Worldwide

INDUSTRY
Property Services

Overview

DTZ provides property management and services for over 3.3 billion square feet of real estate worldwide. Represented in 50 countries, with 260+ offices and over 28,000 employees, DTZ is a global leader in the property services industry. With global headquarters located in Chicago, DTZ did approximately \$2.9 billion in revenue last year.

Project Summary Highlights – Digital Marketing

- Rebranded industry sub-sites to match the look/feel of the DTZ global website.
- Adhered to client requirements in order to maintain brand consistency and recognition.
- Content was optimized in order to target specific market segments in support of paid and organic search campaigns.
- Consulted on best practices for handling website consolidation and migration to new platforms/URLs with emphasis on preserving SEO value and paid search traffic.