


Freestone Homes Montana

Digital Media Case Study



Website Redesign • Brand Refresh • SEO • Digital Analytics



 freestonehomesmontana.com

Executive Summary



Freestone Homes Montana partnered with Phoenix Rising Marketing & Entertainment to modernize its digital presence by strengthening the brand, repairing core marketing infrastructure, and establishing a cohesive, scalable platform capable of supporting long-term growth.

The engagement re-architected the website and navigation, elevated the brand identity, rebuilt SEO and analytics foundations, stabilized domain and workspace operations, and aligned social channels into a conversion-ready ecosystem. The work also introduced Freestone's luxury narrative—clarifying why the development sets the bar as the premium brand within Missoula County.

Key outcomes:

- 216% pageview growth, 128% new users, and 2× listing pageviews within 30 days of launch
- 12% higher engagement and 21% lower bounce rate driven by clearer navigation and improved user pathways
- 61% increase in high-intent desktop users from modernized visual design, accessibility, and mobile-first experience standards
- Top 1–3 SEO rankings for subdivision terms and improved visibility for luxury development queries from rebuilt SEO + metadata foundations
- Integrated luxury brand identity with clarified buying paths, creating a unified narrative across web and social that primes PR and advocacy
- Accurate GA4 tracking with Looker reporting and campaign-ready measurement, readying future paid media and CRM expansion
- Stabilized domain, email, workspace, and martech systems enabling reliable campaign execution and increased verified human traffic

Freestone is now positioned as a top-tier luxury home community in Missoula County — supported by a digital experience that is built for credibility, visibility, and increased acquisition and conversion.

The Challenge

Freestone Homes had immediate need to rebuild its digital presence from fragmentation, inefficiency, and confusion into a cohesive, credible, luxury showcase that accurately reflects the community, improves buyer clarity, and supports realtor activity to drive long-term organic growth.



Website Functionality & UX

- Broken links, outdated pages, and non-functional pathways
- Inconsistent or missing information across key pages
- Poor navigation structure that confused buyers and realtors
- Lack of clarity, hierarchy, accessibility, and intuitive flow

Brand & Visual Cohesion

- Inconsistent styling across pages
- No unified visual identity across digital touchpoints
- Photography, layout, and aesthetic did not reflect quality of homes
- No emotional or aspirational narrative

SEO & Discoverability

- Weak metadata, missing foundational SEO elements, and limited organic visibility
- Poor keyword alignment for local and luxury real estate search
- Canonical conflicts, indexing errors, and inconsistent metadata inheritance
- No structured schema or metadata hierarchy, and a limited backlink profile

Analytics & Tracking

- Inaccurate or incomplete GA4 implementation
- No segmentation or national ad campaign support
- No event tracking or behavior insights
- No reliable reporting for leadership or realtors

The Strategy

Phoenix Rising developed a cohesive digital strategy focused on rebuilding Freestone Home's entire ecosystem — from UX and navigation to brand consistency, SEO foundations, and analytics accuracy — establishing a modern, luxury-standard platform capable of supporting growth.



UX & Information Architecture Redesign

- New site structure for clearer hierarchy, accessibility, and usability
- Unified emails, domain, and workspaces for operational stability
- Simplified website navigation & internal link pathways for user flow
- Prioritized mobile-first layouts for modern browsing behavior

Brand Alignment & Visual Cohesion

- Unified a consistent visual identity and logo across all touchpoints
- Introduced luxury-forward color, typography, and design elements
- Imagery and layout system updates to reflect architectural quality
- Established a clear narrative and emotional tone

SEO & Discoverability

- Rebuilt metadata foundations to restore clarity and search visibility
- Established keyword alignment for Montana, Missoula, and luxury real estate
- Structured metadata, titles, and URLs to resolve indexing issues and long-term ranking
- Improved naming conventions and prepared a scalable schema framework

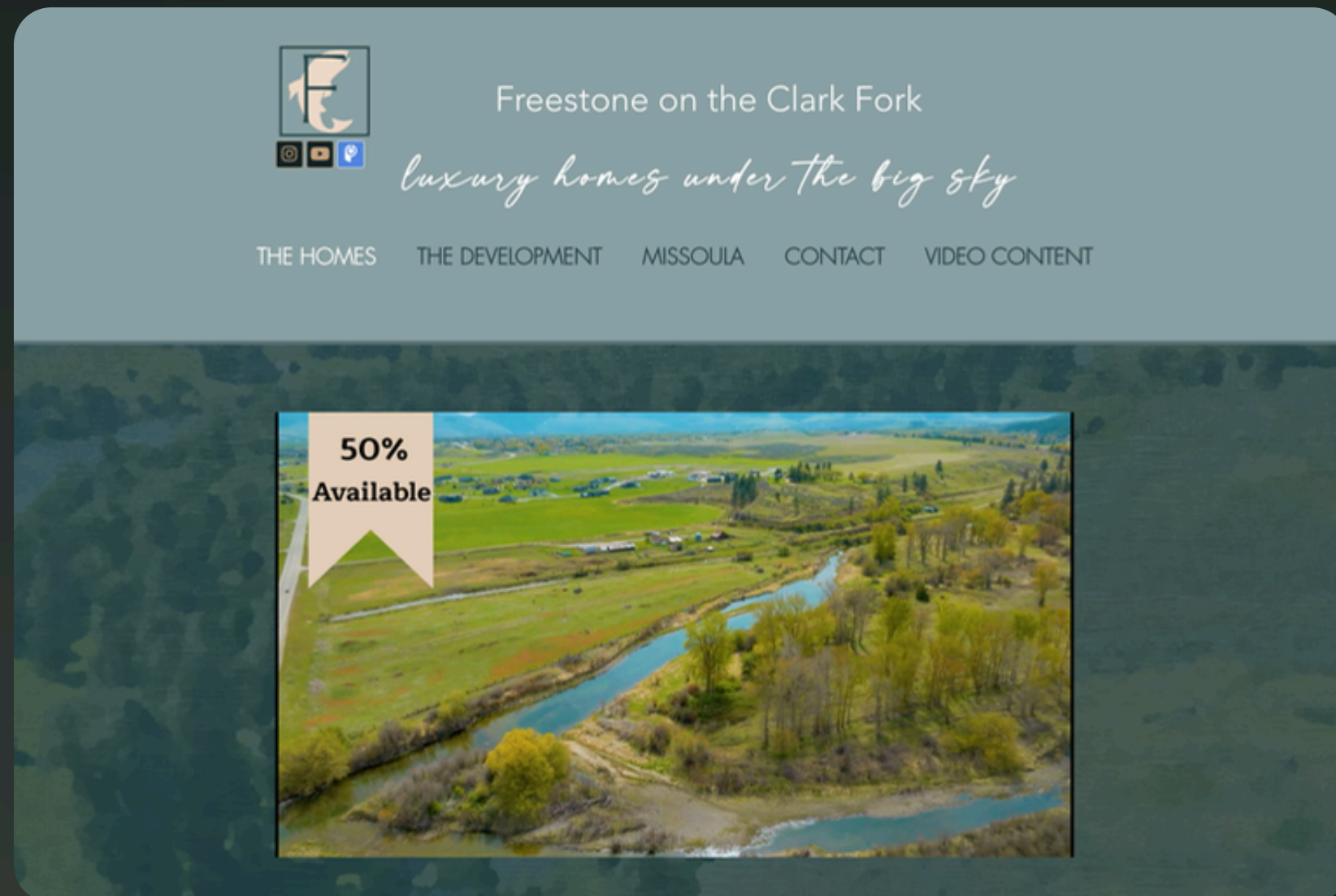
Analytics Accuracy & Reporting Framework

- Full audit and recommendations for enhanced Google Ads performance, and targeting
- Implemented accurate GA4 configuration with event tracking and segmented reporting
- Established dashboards for buyer behavior, realtor traffic, and insights
- Built a dependable analytics backbone for decision-making

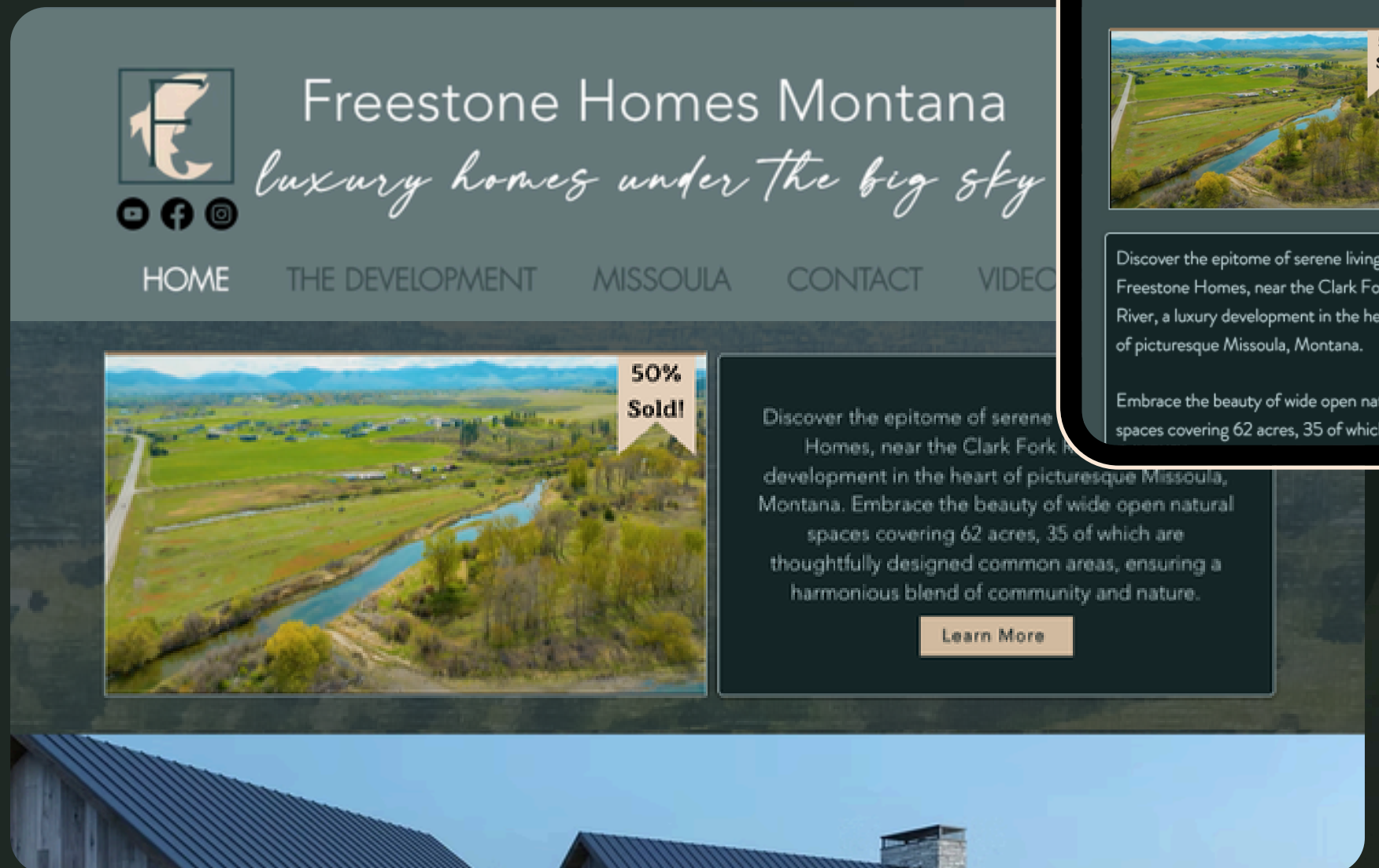
The Transformation | Homepage

The updated homepage elevates Freestone's identity above the fold, improving clarity, hierarchy, and immediate understanding of core actions. The redesigned layout strengthens credibility and allows users to see essential information without scrolling.

BEFORE



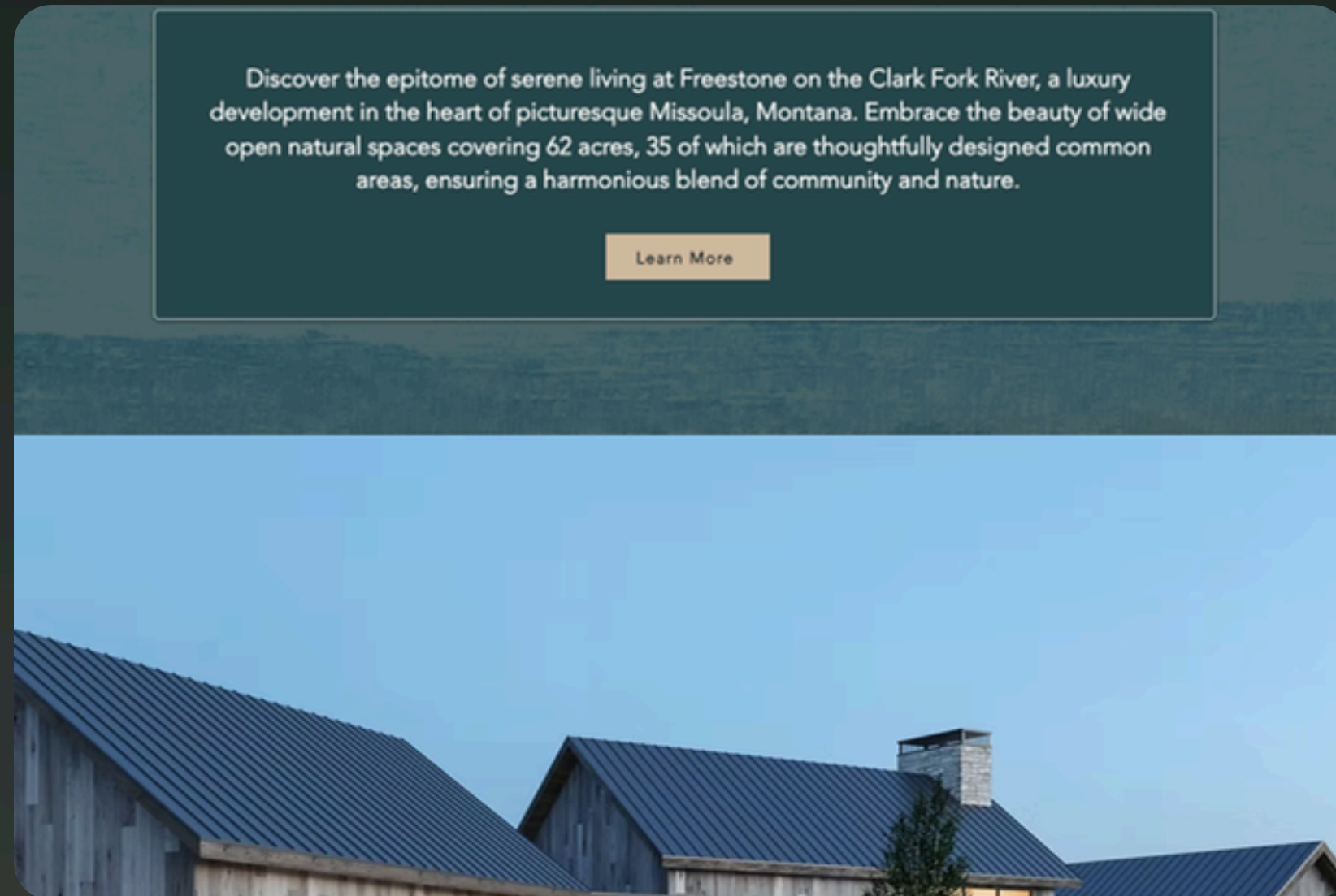
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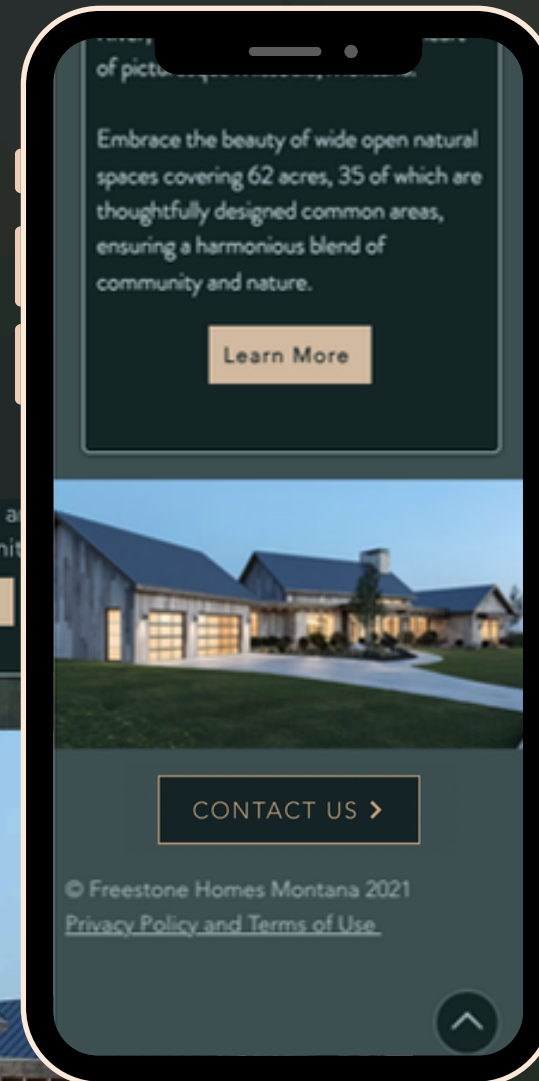
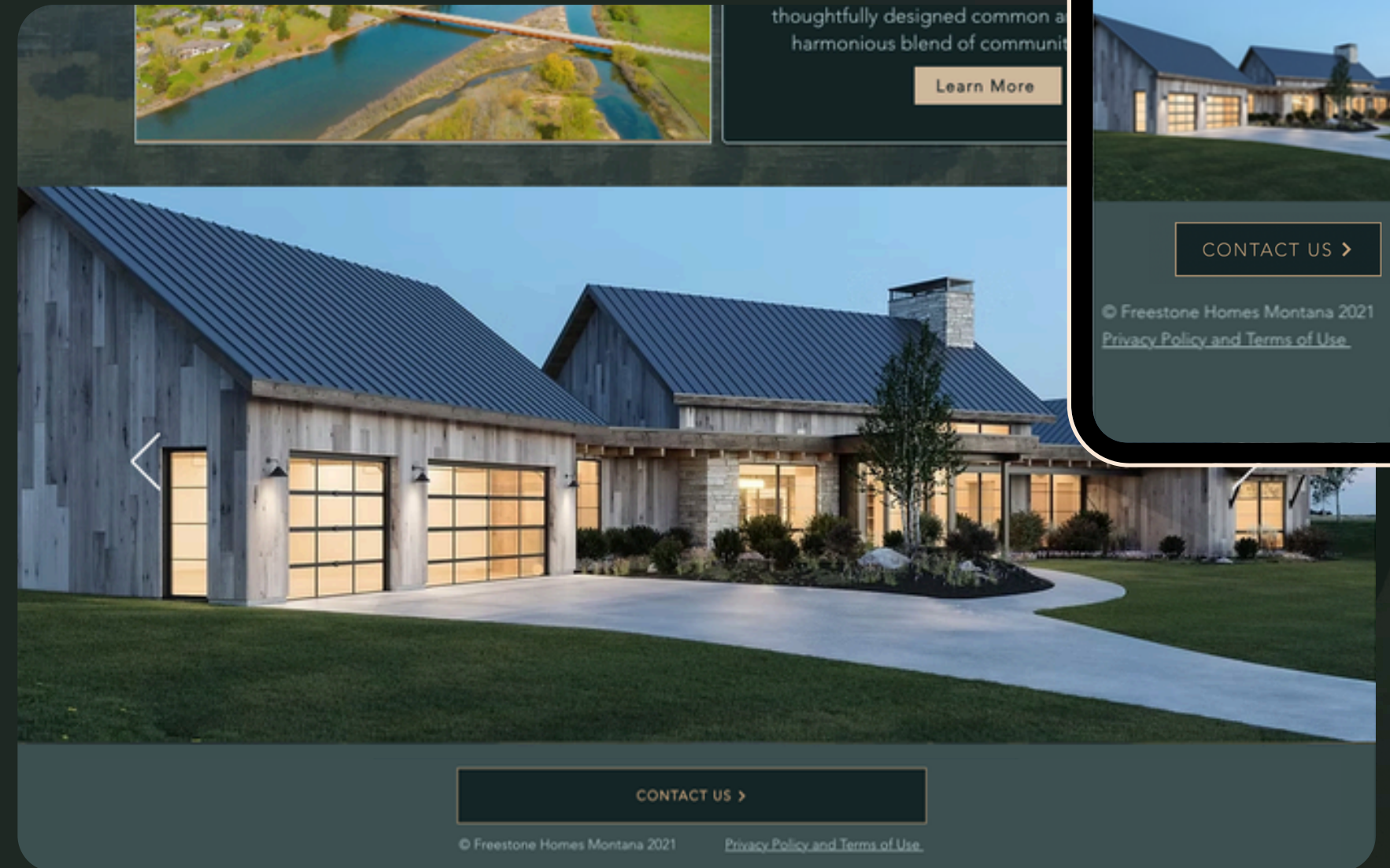
The Transformation | Homepage

The refreshed footer introduces a clear call to action and required compliance links, creating a more trustworthy and conversion-ready experience. The improved structure ensures users can access all critical information quickly and easily.

BEFORE



AFTER



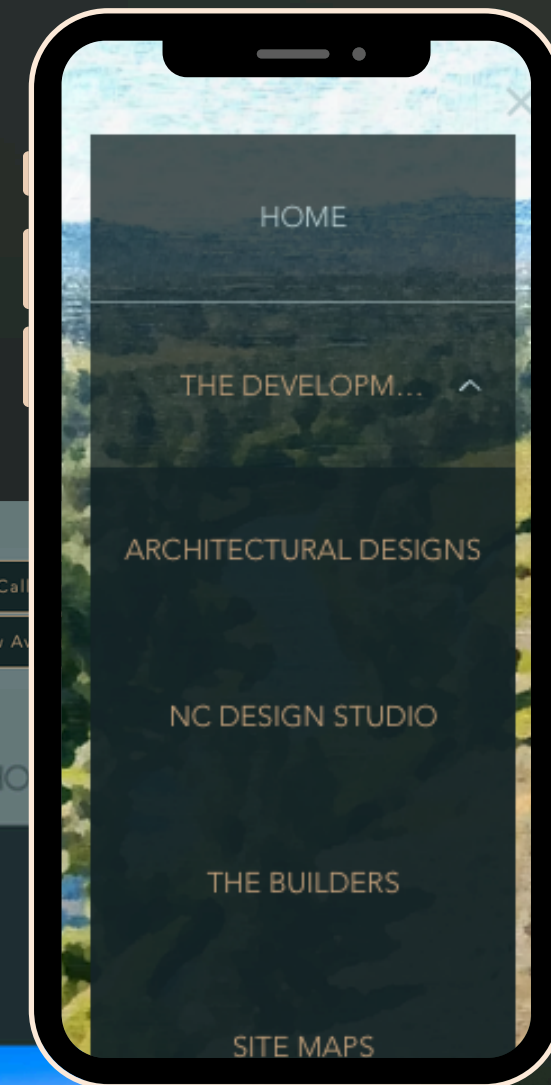
The Transformation | Navigation

The simplified, consolidated navigation dramatically reduces cognitive load, giving users a single, intuitive entry point to explore homes and key community pages. This update eliminates confusion and streamlines the buyer journey.

BEFORE



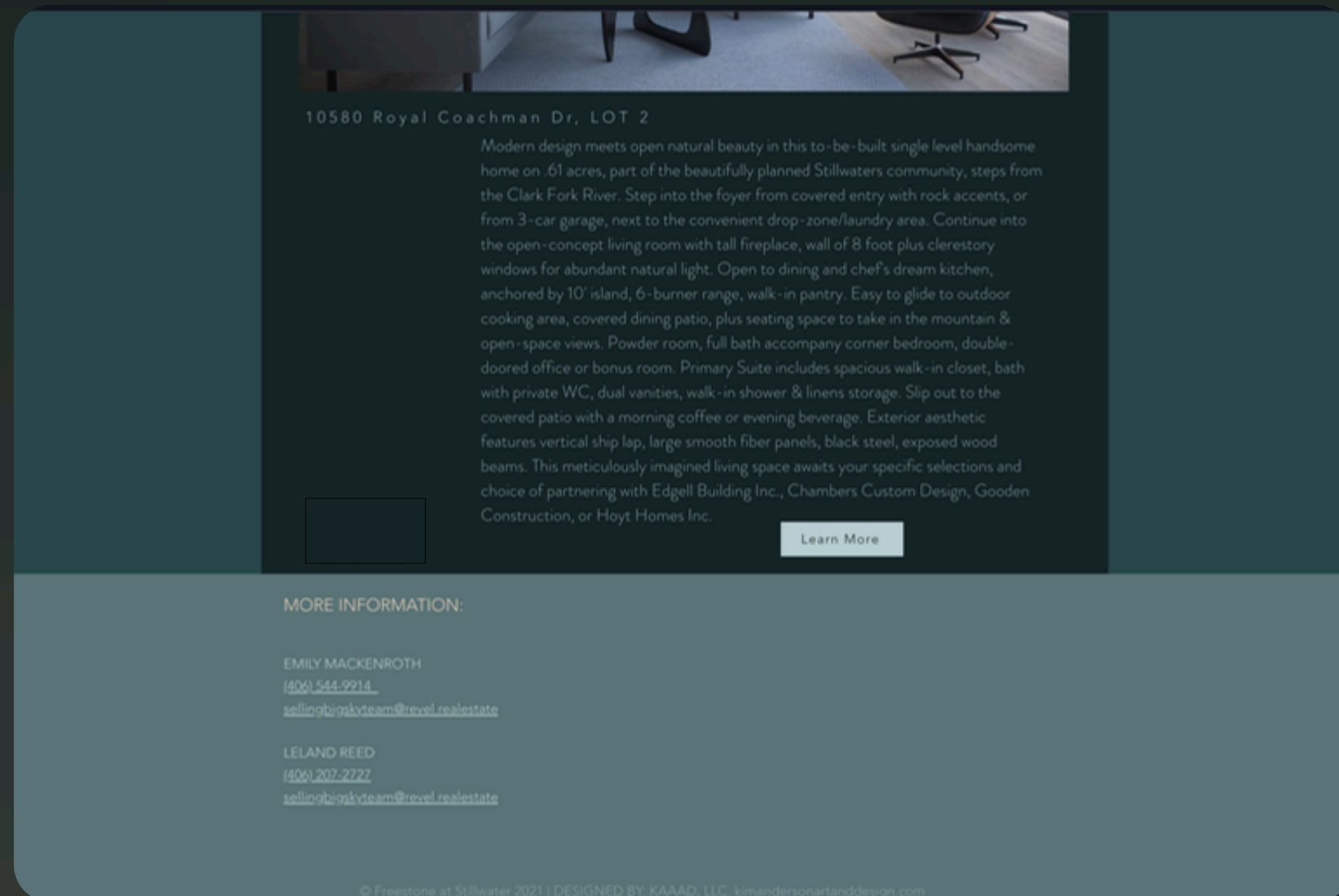
AFTER



The Transformation | Navigation

Global “Previous,” “Next” and “Back to Homes” navigation allows buyers to browse inventory seamlessly, while the new MLS links provide a direct path to realtor listings. This improves usability and supports both buyers and sales partners.

BEFORE



10580 Royal Coachman Dr, LOT 2

Modern design meets open natural beauty in this to-be-built single level handsome home on .61 acres, part of the beautifully planned Stillwaters community, steps from the Clark Fork River. Step into the foyer from covered entry with rock accents, or from 3-car garage, next to the convenient drop-zone/laundry area. Continue into the open-concept living room with tall fireplace, wall of 8 foot plus clerestory windows for abundant natural light. Open to dining and chef's dream kitchen, anchored by 10' island, 6-burner range, walk-in pantry. Easy to glide to outdoor cooking area, covered dining patio, plus seating space to take in the mountain & open-space views. Powder room, full bath accompany corner bedroom, double-doored office or bonus room. Primary Suite includes spacious walk-in closet, bath with private WC, dual vanities, walk-in shower & linens storage. Slip out to the covered patio with a morning coffee or evening beverage. Exterior aesthetic features vertical ship lap, large smooth fiber panels, black steel, exposed wood beams. This meticulously imagined living space awaits your specific selections and choice of partnering with Edgell Building Inc., Chambers Custom Design, Gooden Construction, or Hoyt Homes Inc.

[Learn More](#)

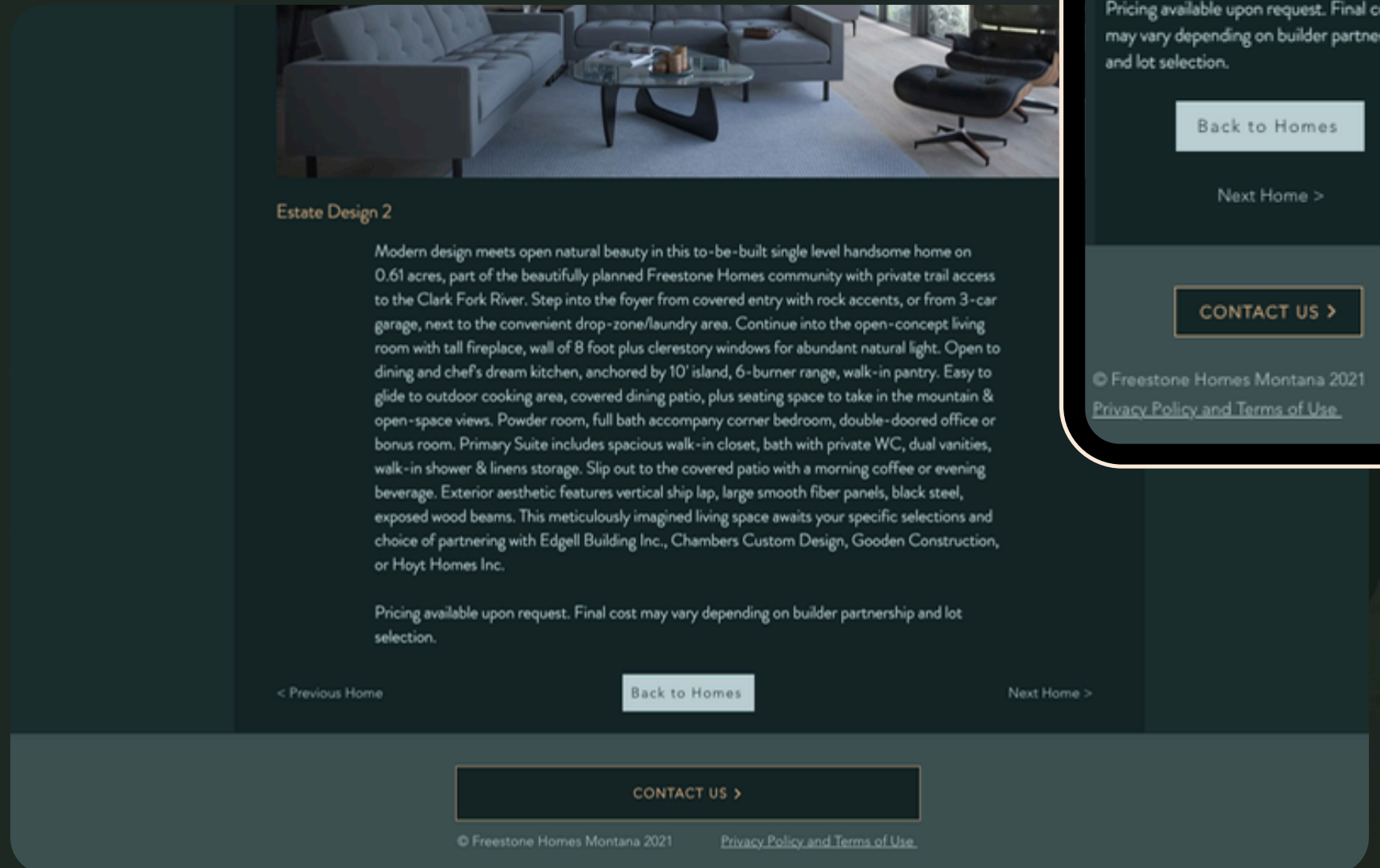
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AFTER



Estate Design 2

Modern design meets open natural beauty in this to-be-built single level handsome home on 0.61 acres, part of the beautifully planned Freestone Homes community with private trail access to the Clark Fork River. Step into the foyer from covered entry with rock accents, or from 3-car garage, next to the convenient drop-zone/laundry area. Continue into the open-concept living room with tall fireplace, wall of 8 foot plus clerestory windows for abundant natural light. Open to dining and chef's dream kitchen, anchored by 10' island, 6-burner range, walk-in pantry. Easy to glide to outdoor cooking area, covered dining patio, plus seating space to take in the mountain & open-space views. Powder room, full bath accompany corner bedroom, double-doored office or bonus room. Primary Suite includes spacious walk-in closet, bath with private WC, dual vanities, walk-in shower & linens storage. Slip out to the covered patio with a morning coffee or evening beverage. Exterior aesthetic features vertical ship lap, large smooth fiber panels, black steel, exposed wood beams. This meticulously imagined living space awaits your specific selections and choice of partnering with Edgell Building Inc., Chambers Custom Design, Gooden Construction, or Hoyt Homes Inc.

Pricing available upon request. Final cost may vary depending on builder partnership and lot selection.

[Back to Homes](#)

[Next Home >](#)

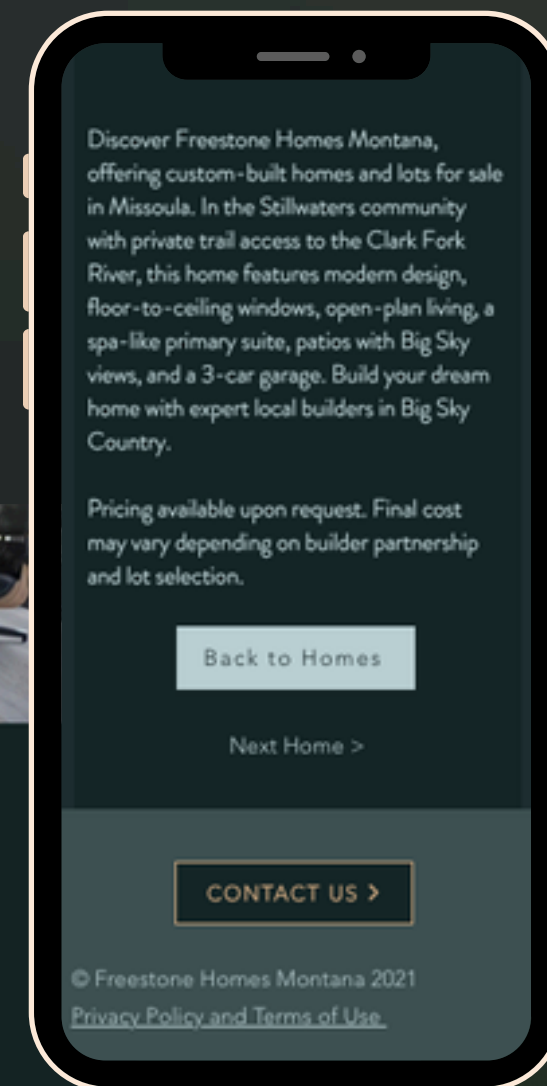
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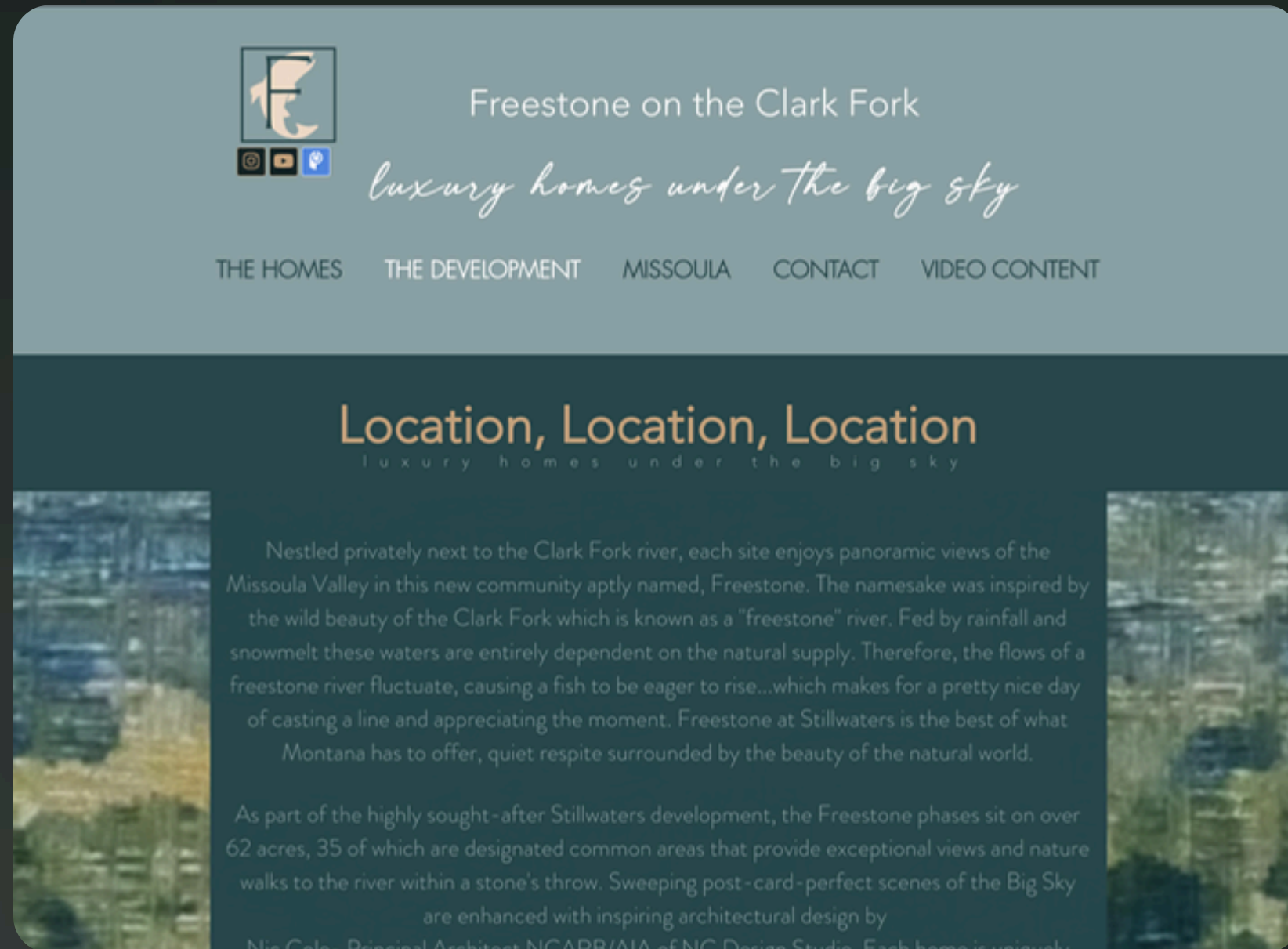
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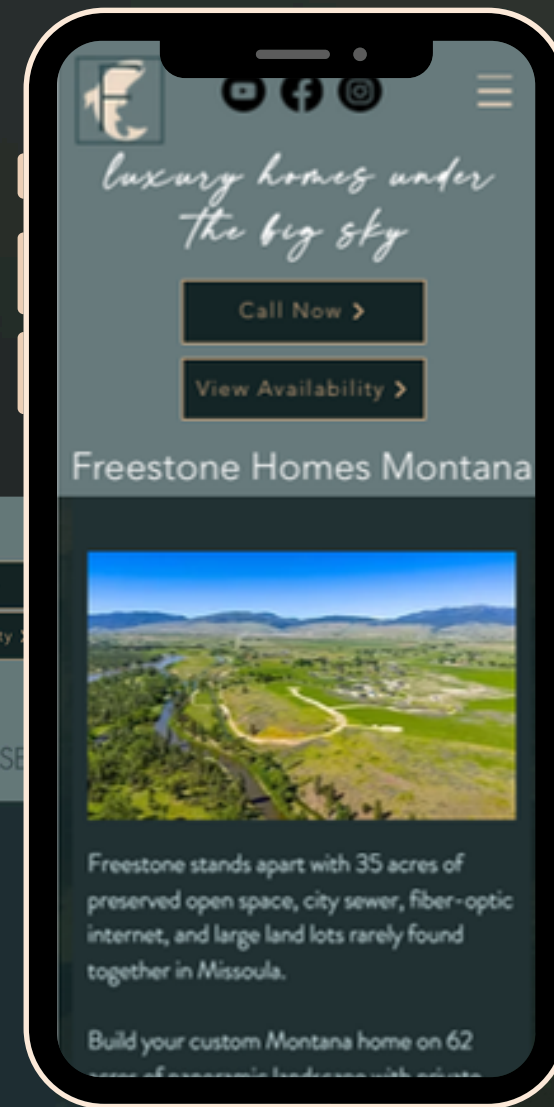
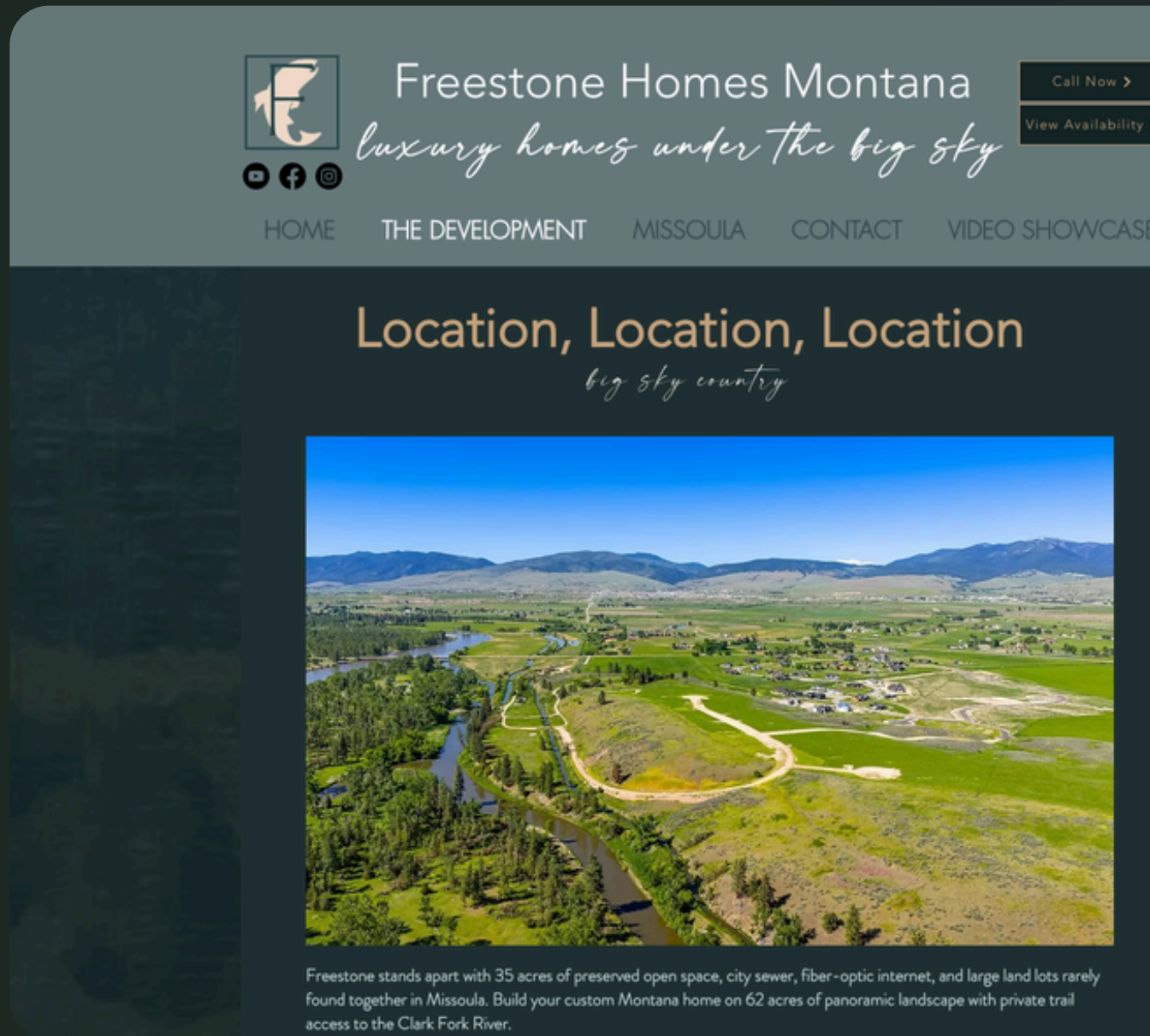
The Transformation | Development

The refreshed Development page now leads with a strong hero image and clearer, more compelling narrative—instantly showcasing Freestone’s unique luxuries and lifestyle value. Buyers can understand the development at a glance.

BEFORE



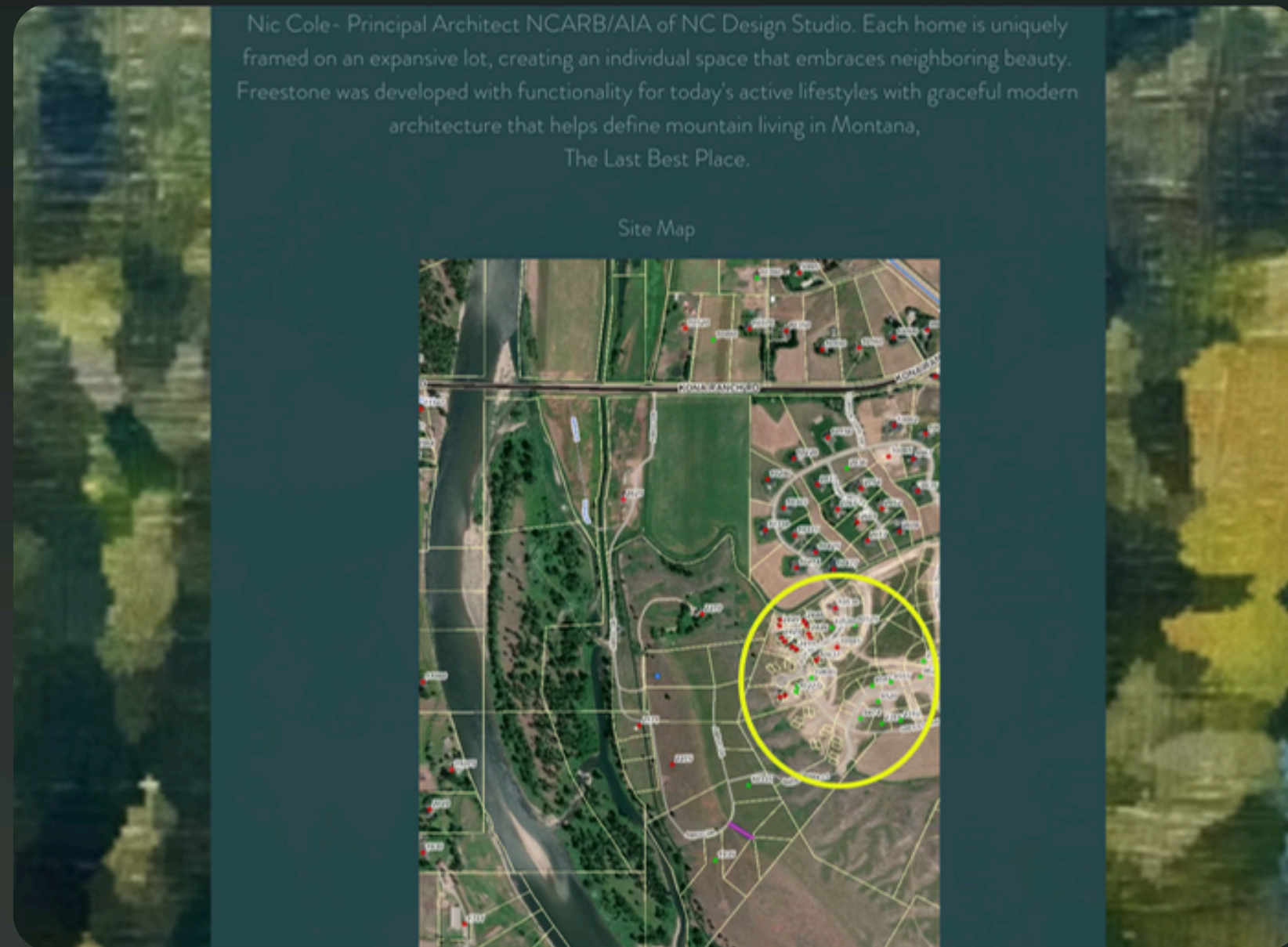
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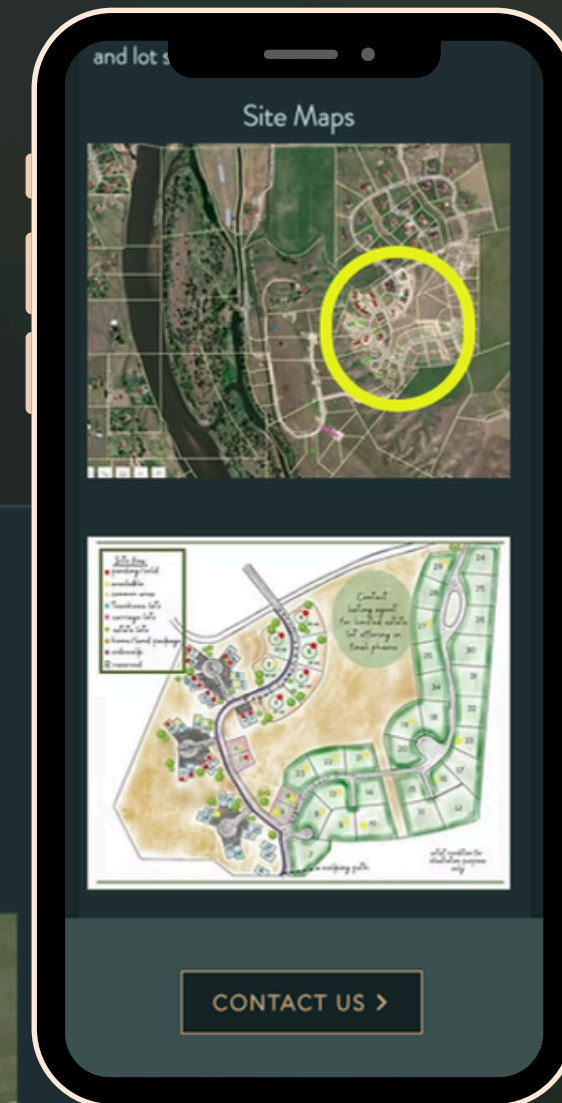
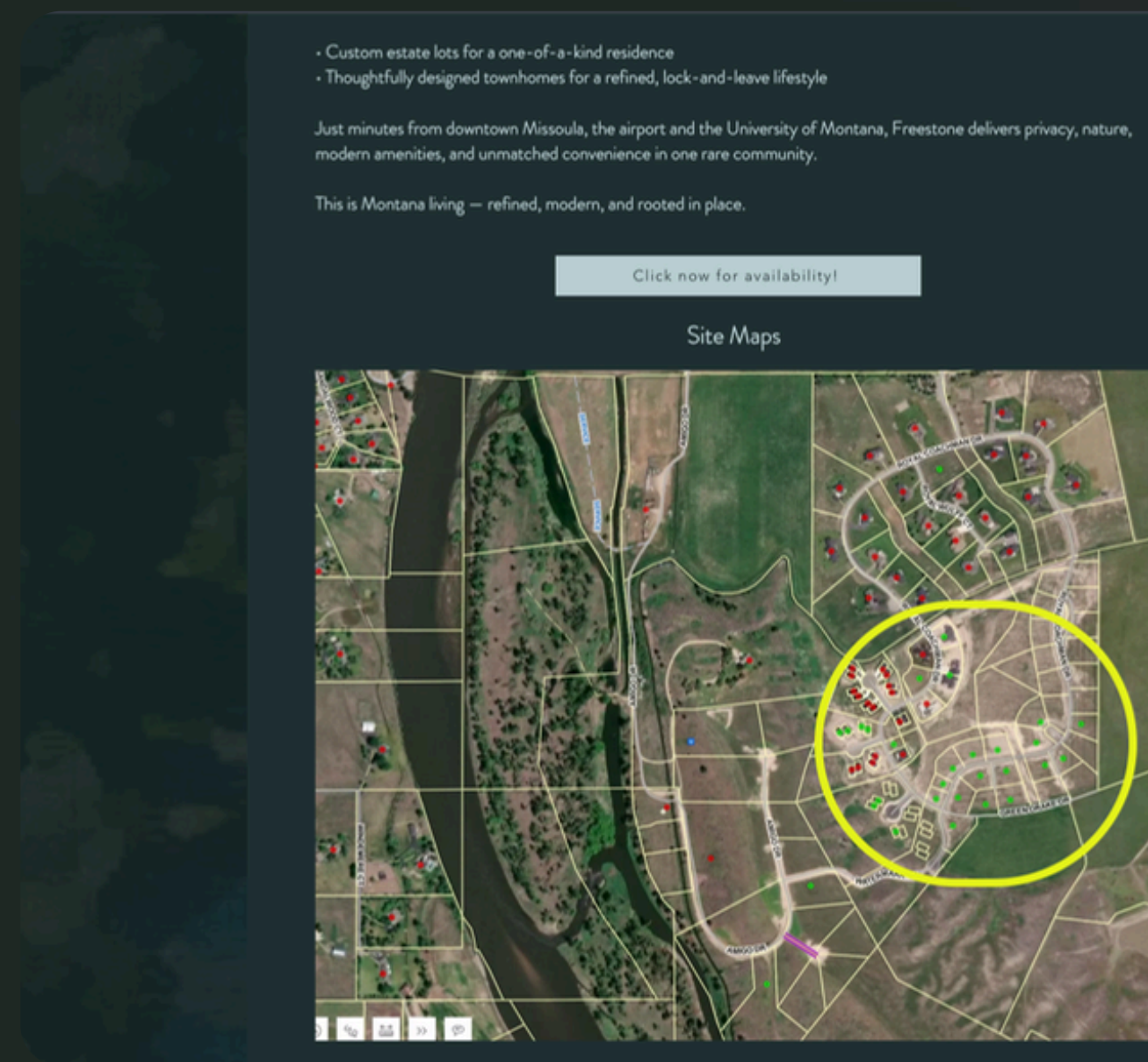
The Transformation | Site Maps

Updated site maps provide accurate, up-to-date geographical representation and introduce a clear CTA that drives users toward available homes. This improves transparency, navigation, and buyer confidence.

BEFORE



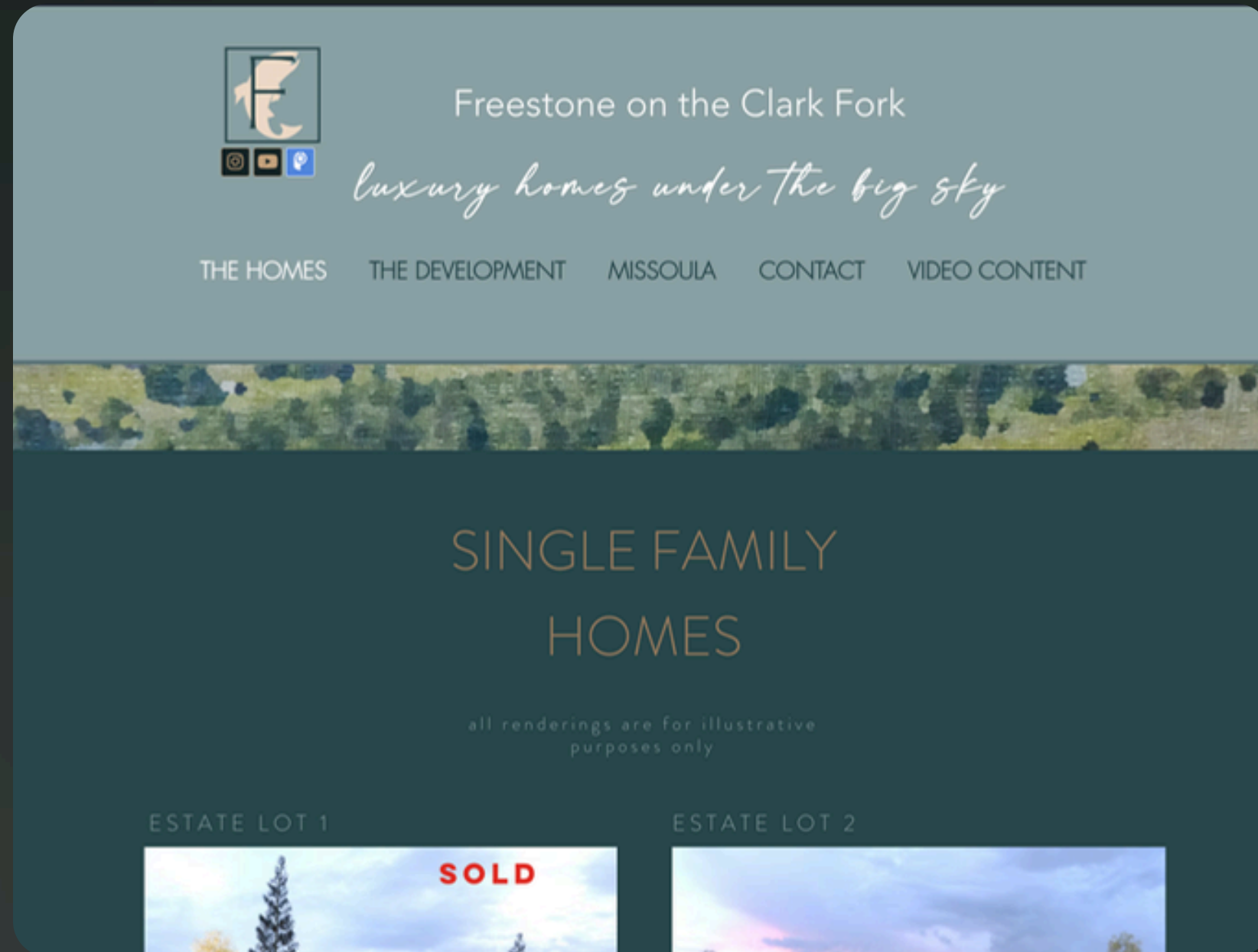
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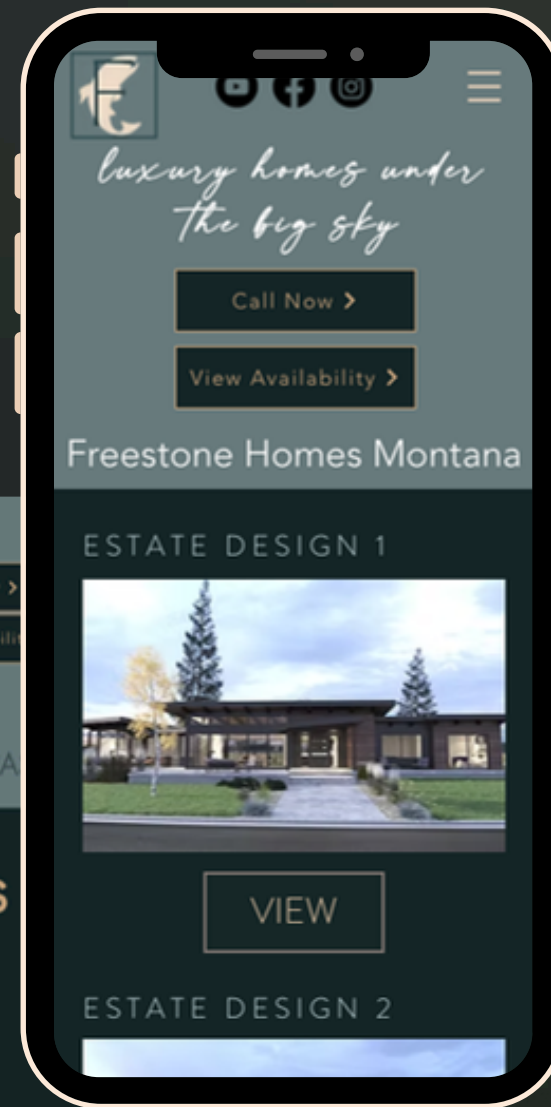
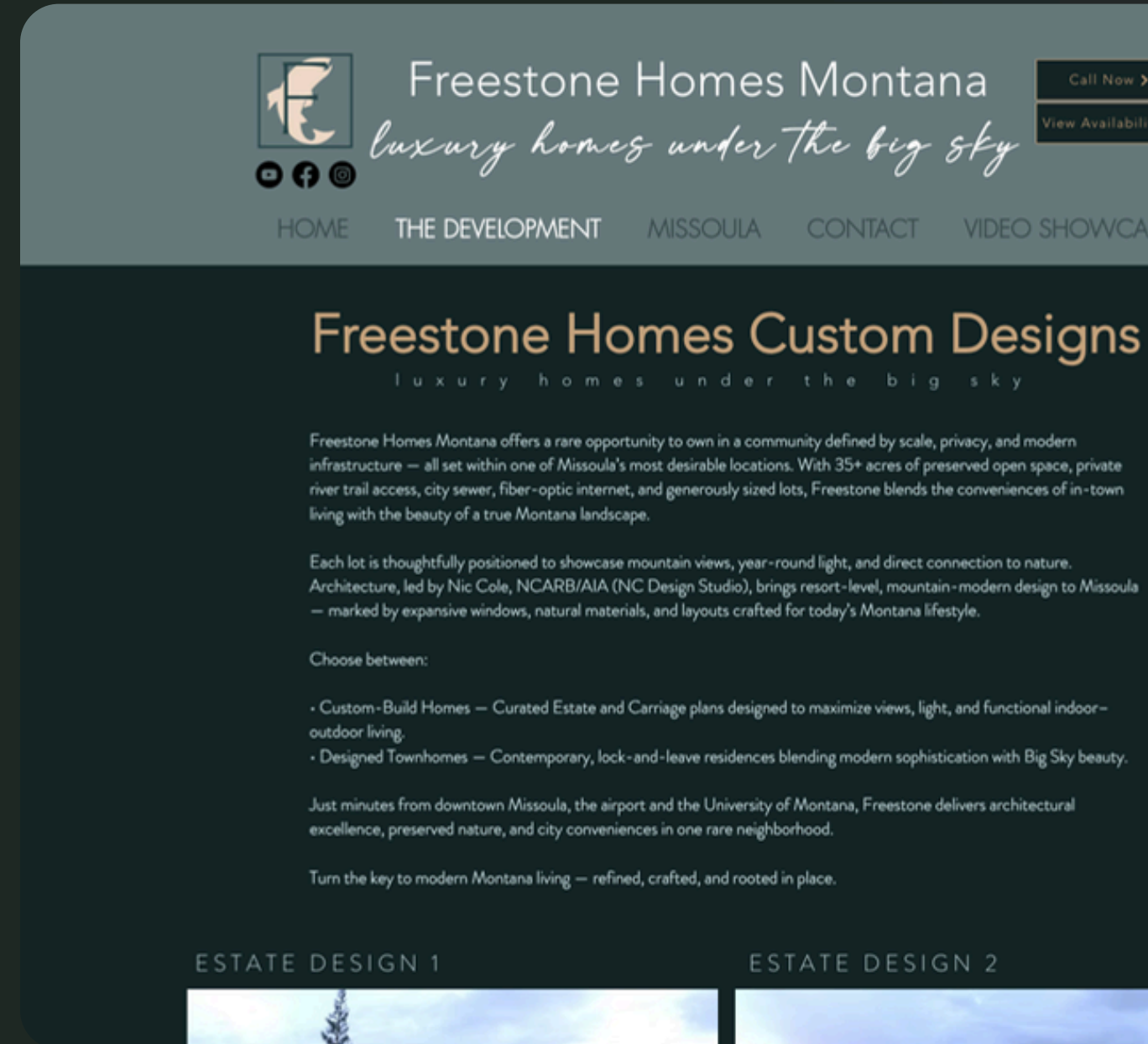
The Transformation | Architecture

A new introductory section clarifies how buyers should explore architectural options, creating a structured and informative starting point for evaluating designs. This elevates understanding and reduces friction.

BEFORE



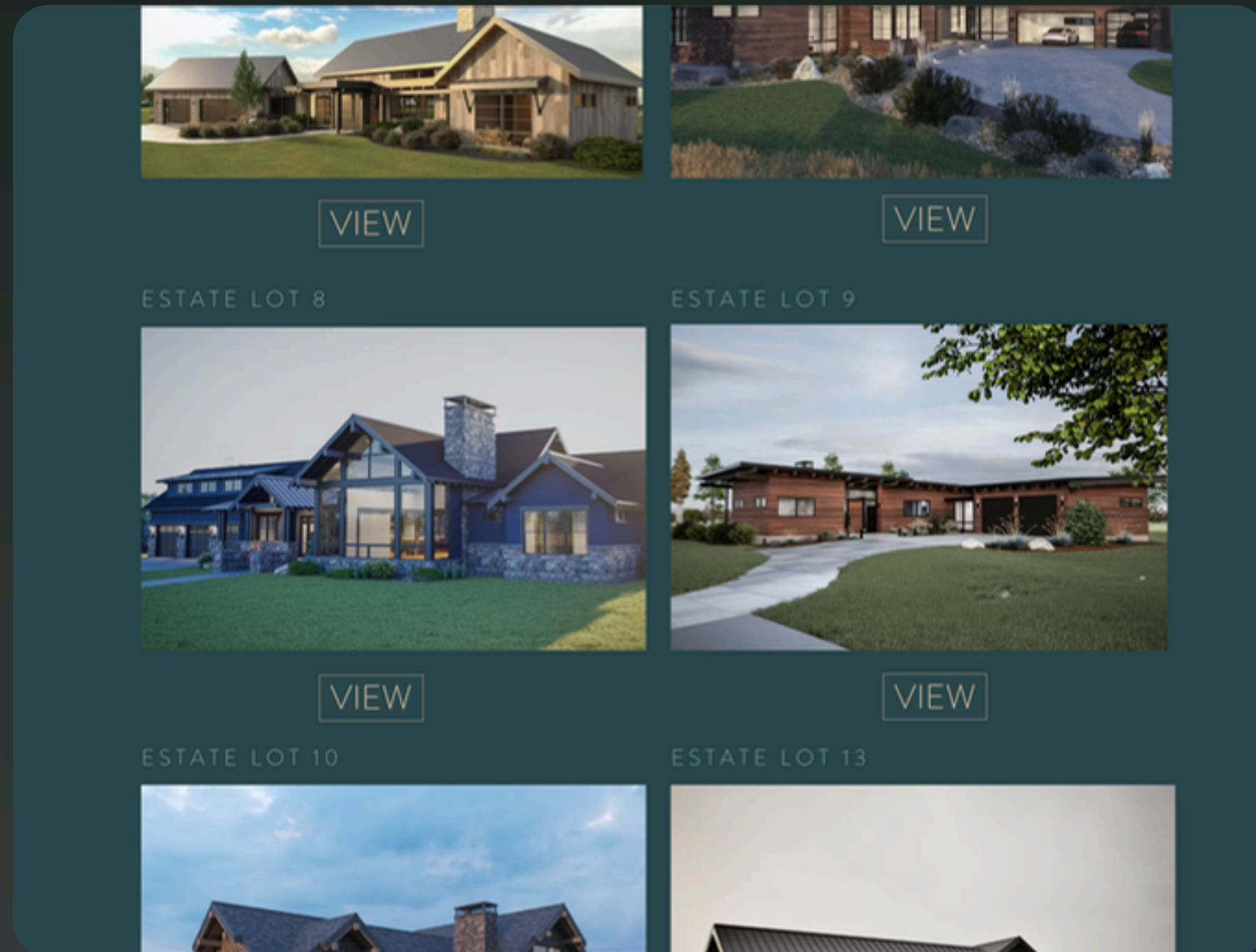
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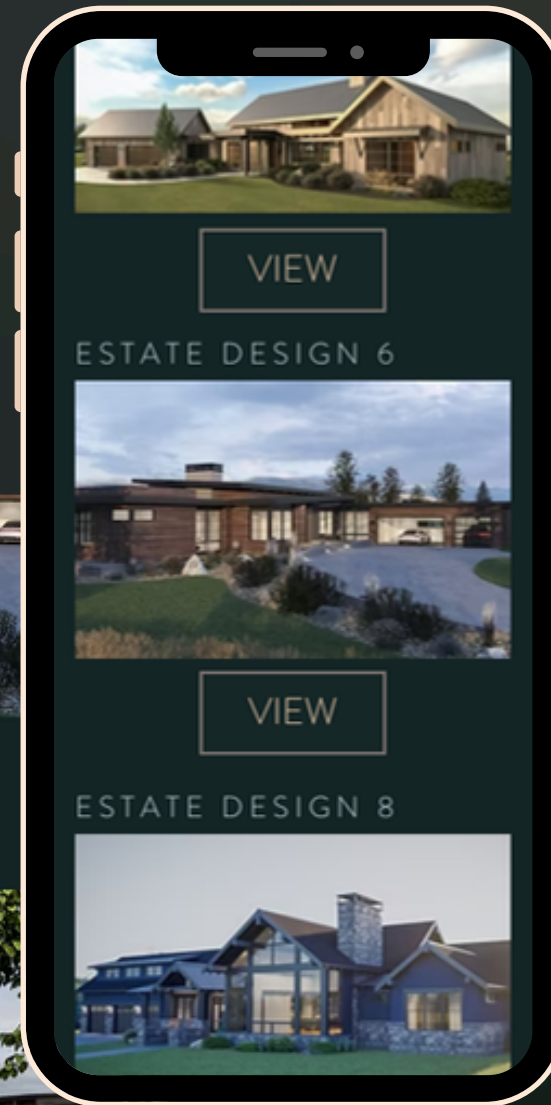
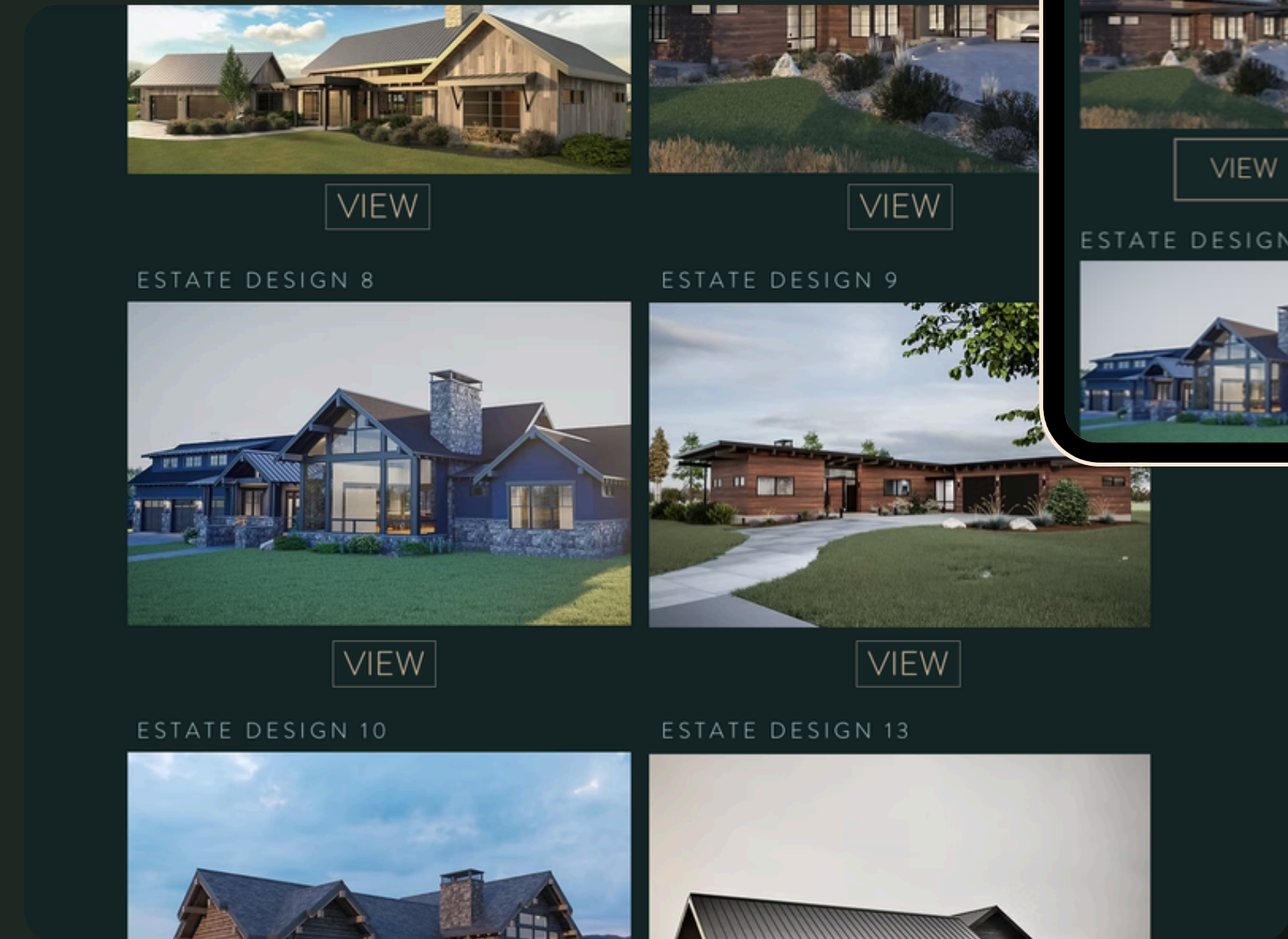
The Transformation | Architecture

Consistent photo sizing, alignment, spacing, and button placement create a polished, high-end presentation of home designs. This improves scannability and reinforces the premium nature of the community.

BEFORE



AFTER



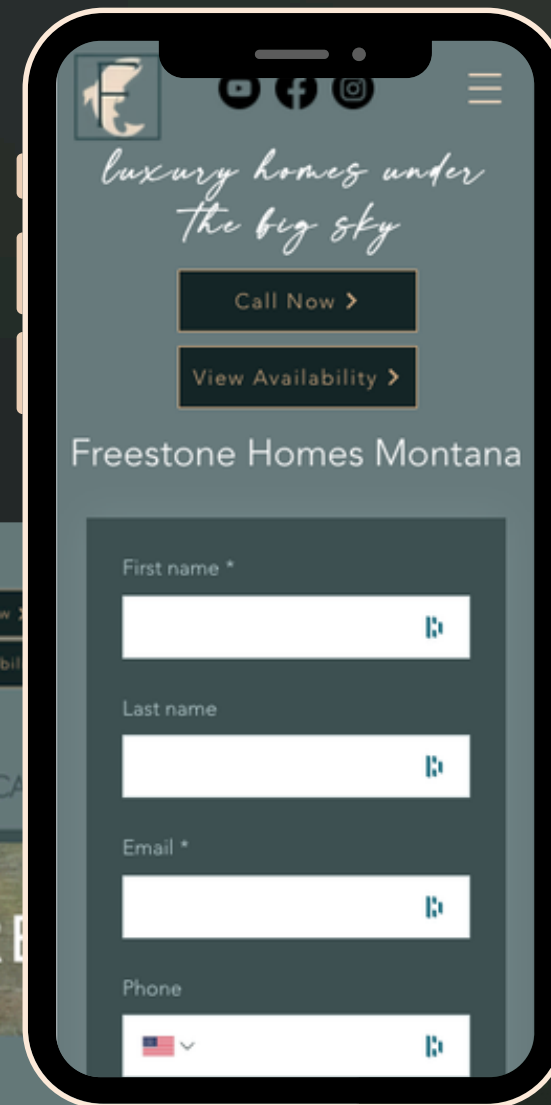
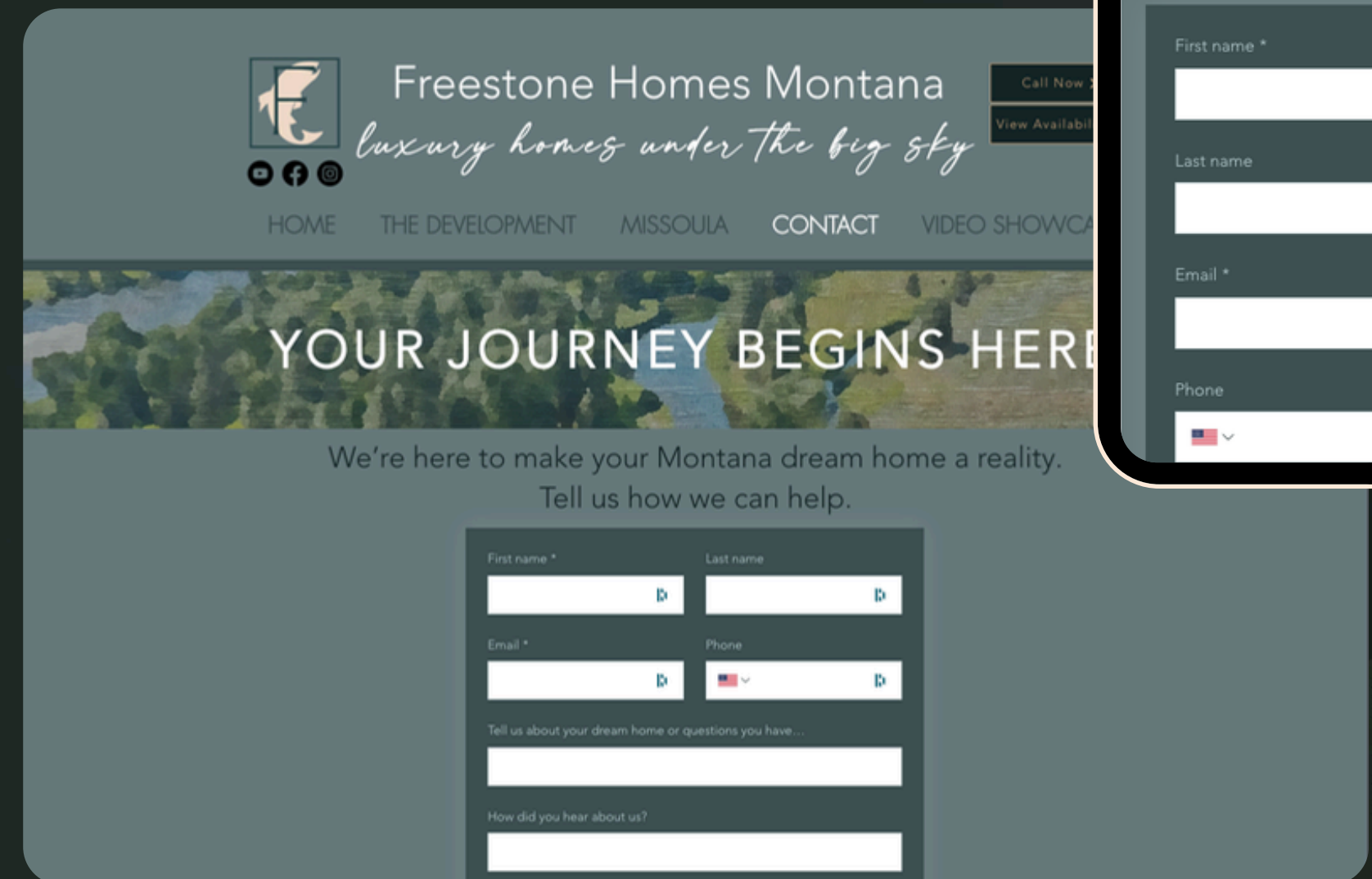
The Transformation | Contact

By moving the click-to-call higher in the navigation and exposing the lead form, the redesigned Contact page removes friction and encourages buyers to reach out more quickly. The new personalized messaging increases trust and conversion likelihood.

BEFORE



AFTER



The Transformation | Logo

The logo was refined to improve clarity, scalability, and consistency across modern digital environments—evolving Freestone’s premium positioning without losing its original meaning.

BEFORE



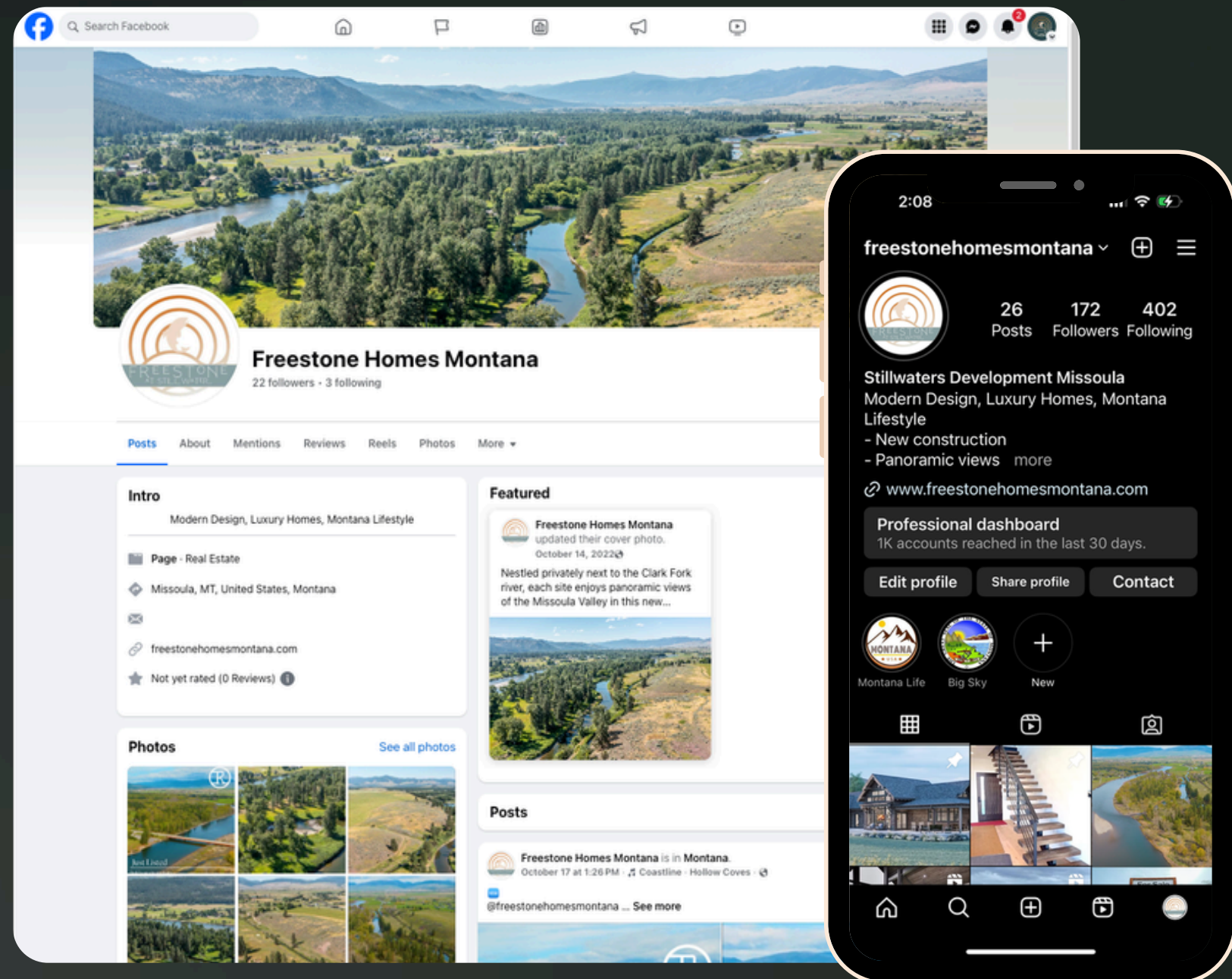
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The Transformation | Facebook & Instagram

Unified branding across Facebook and Instagram ensures that Freestone's digital identity remains consistent, credible, and fully under brand ownership. Updated profiles strengthen trust and make future content strategies scalable.

BEFORE



AFTER

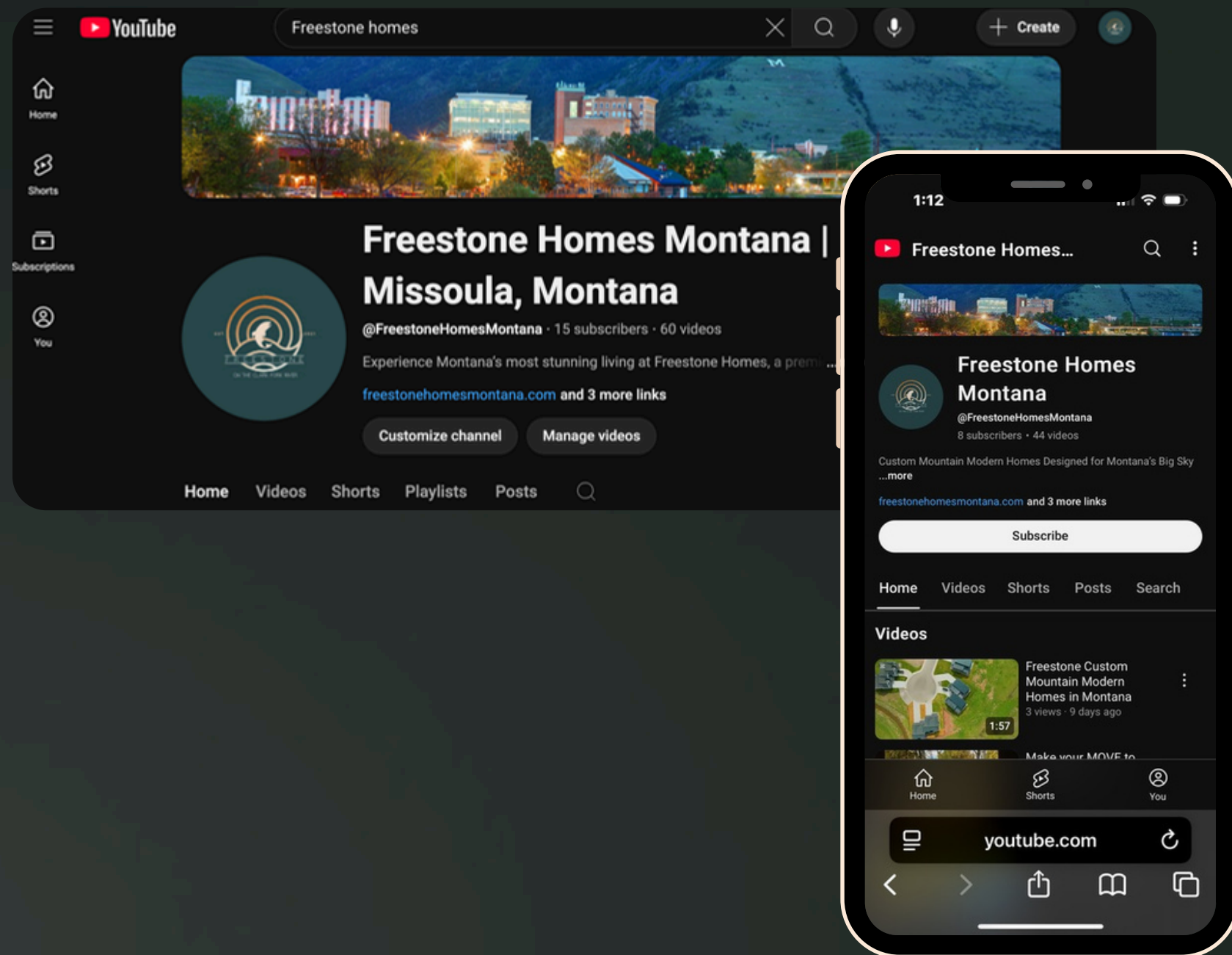


IG: [@FreestoneHomesOfficial](#)
FB: [FreestoneHomesOfficial](#)

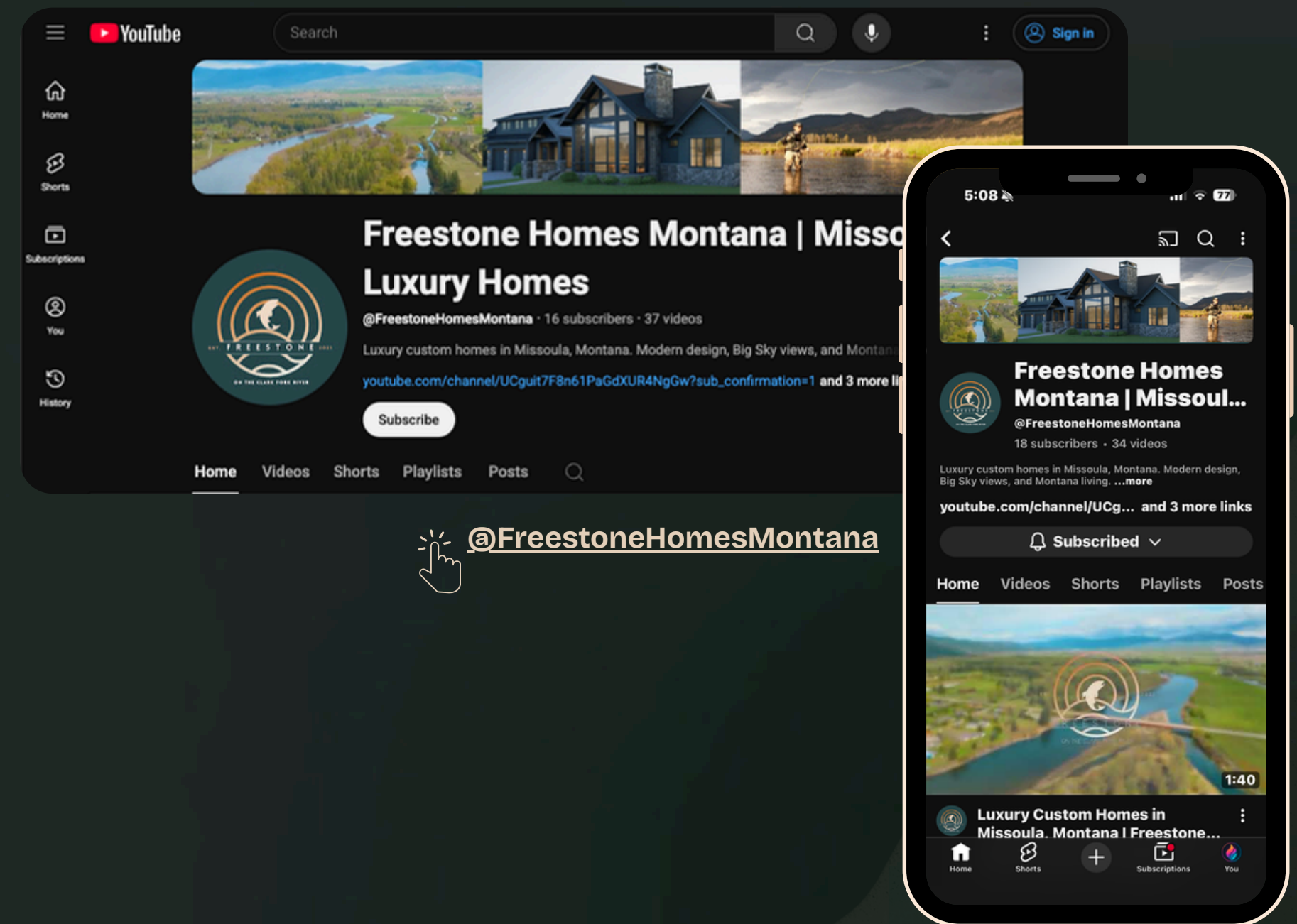
The Transformation | YouTube

The updated YouTube channel applies correct branding, adds a clear subscribe pathway, and strengthens visual hierarchy—making the channel more recognizable and improving viewer engagement.

BEFORE



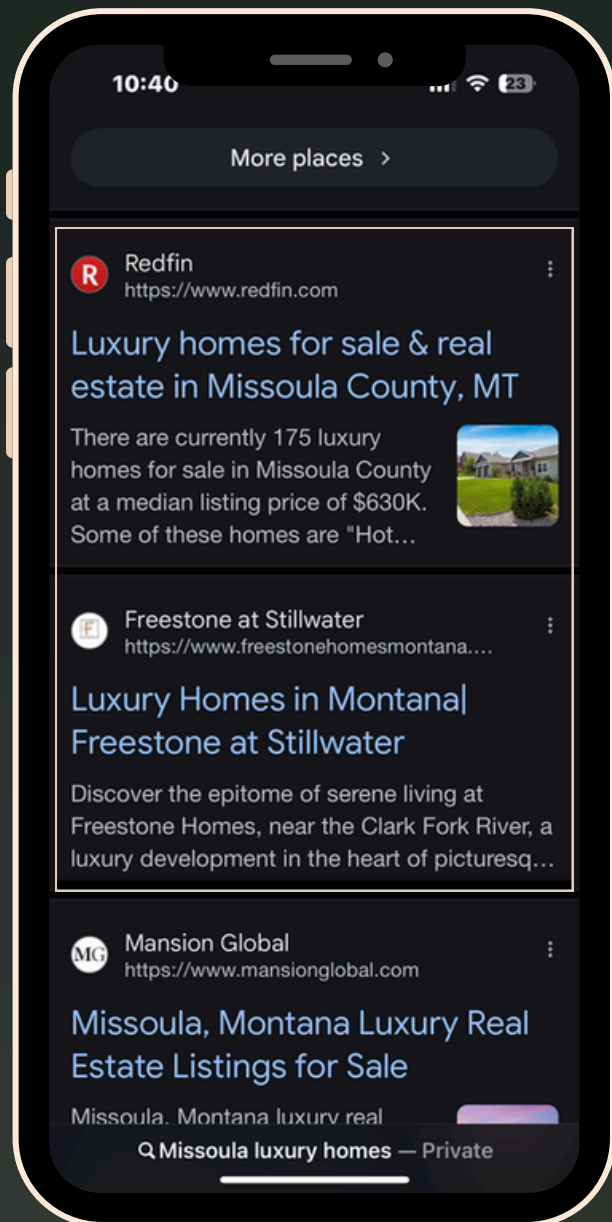
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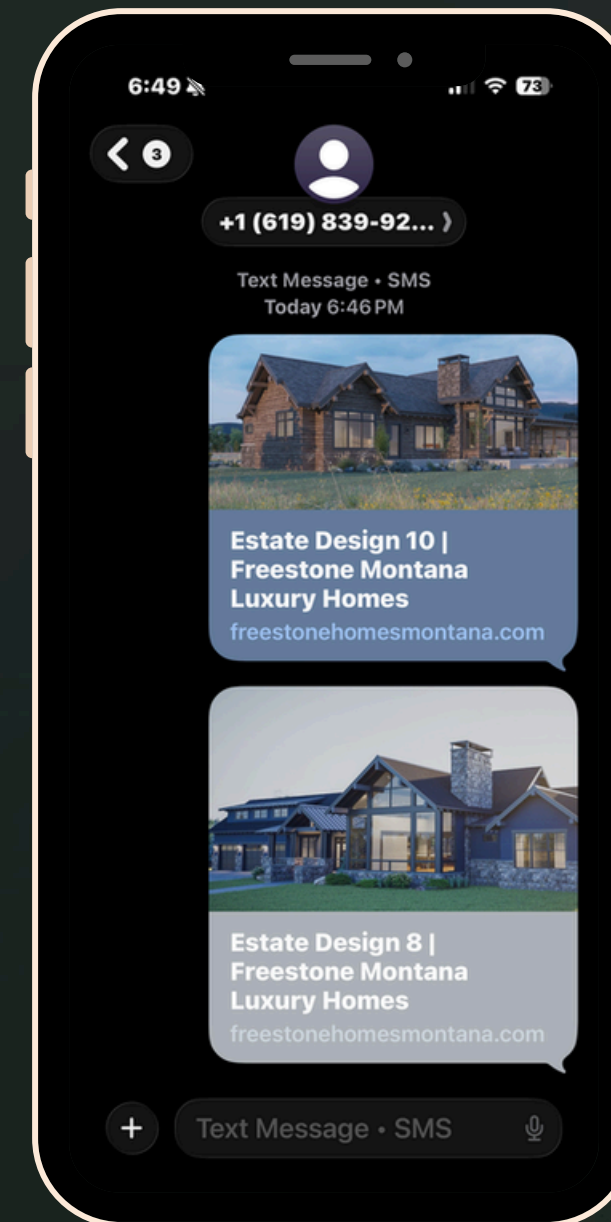
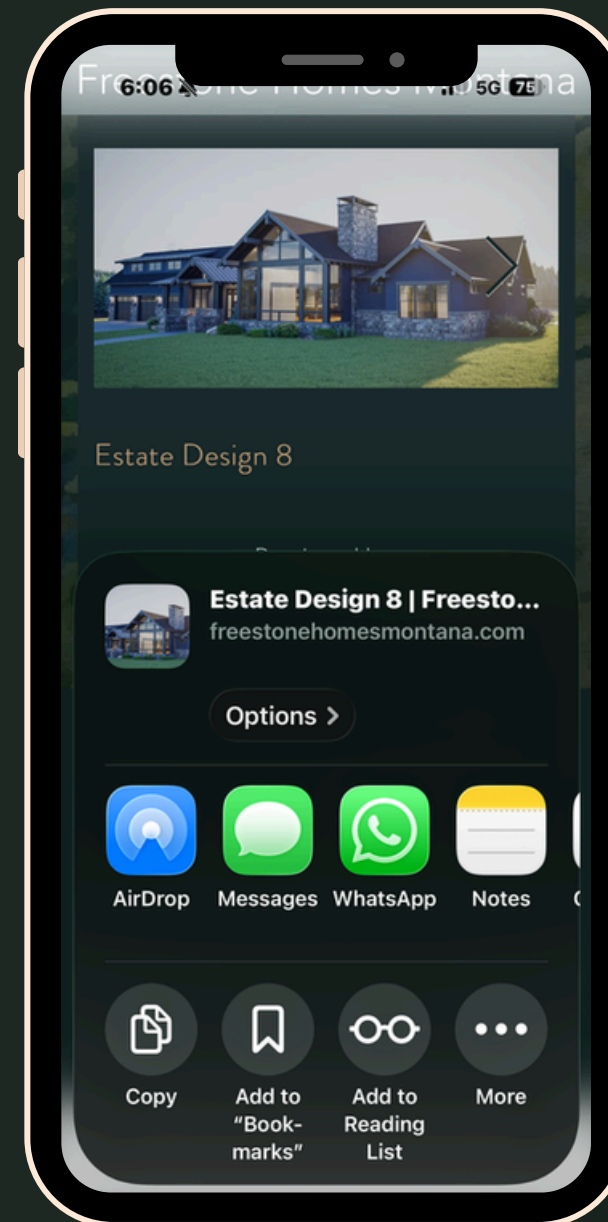
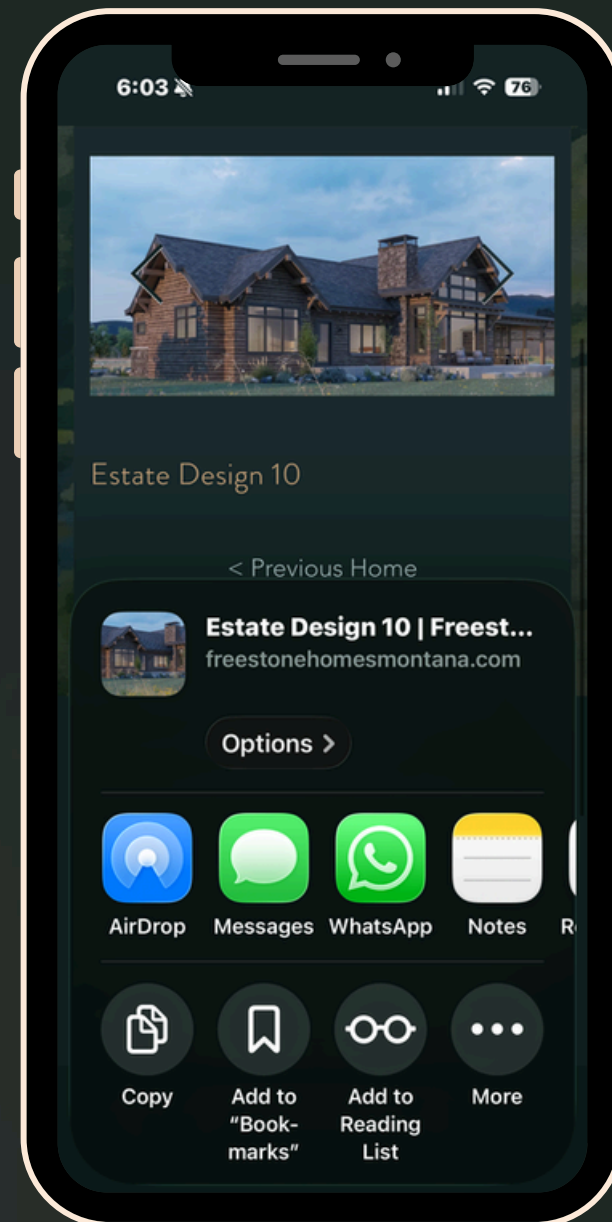
The Transformation | SEO & Social Share

SEO updates enabled existing Freestone listings to surface in search alongside major platforms like Redfin, while customized social share cards now present clean, compelling previews when content is shared. This enhances visibility and professional perception across channels.

SEO



SOCIAL SHARE



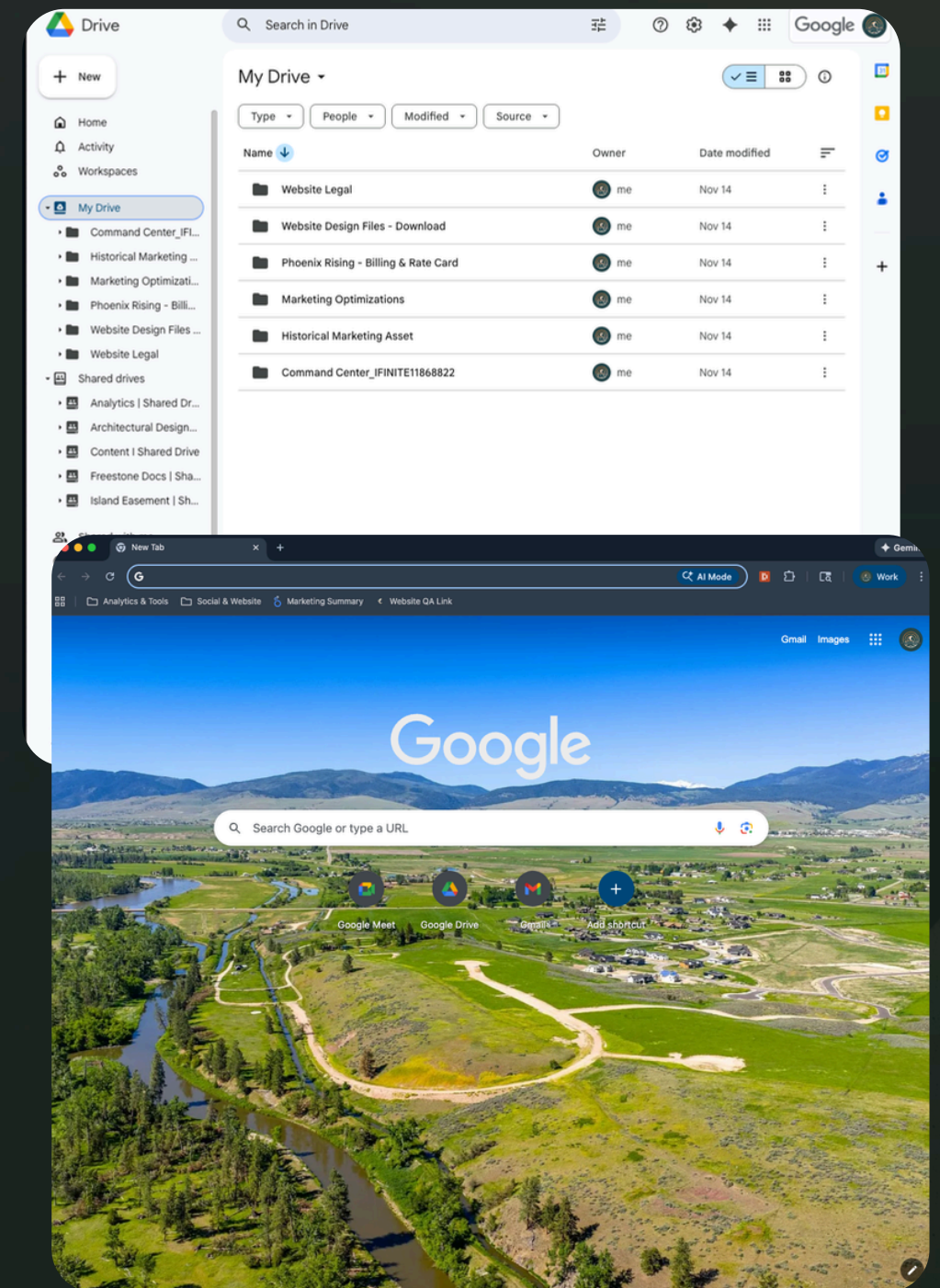
The Operational Infrastructure

Phoenix Rising rebuilt Freestone's digital operations from the ground up — creating a cohesive command center, analytics pipeline, and workspace structure that replaced years of fragmentation, broken systems, and inconsistent data.

Core operational improvements included:

- Central Command Center for all assets, metadata, sitemaps, and brand files
- Unified email structure leveraging the Freestone domain, consolidation of inboxes and logins
- Re-engineered digital workspace with clean permissions, correct integrations, and reliable system connections
- GA4 + Looker Analytics pipeline for accurate, unified website, campaign and landing page reporting
- SEO metadata command table with consistent titles, descriptions, and hierarchy
- Organized media ecosystem for all photos, drone footage, and visual assets
- Social, brand & narrative architecture for future content and touchpoints
- Systems consolidation, DNS updates and operational workflow for edits, approvals, staging, QA, and launch
- Technical cleanup including broken link and bug fixes, navigation repairs, redundant page removal, and proper indexing

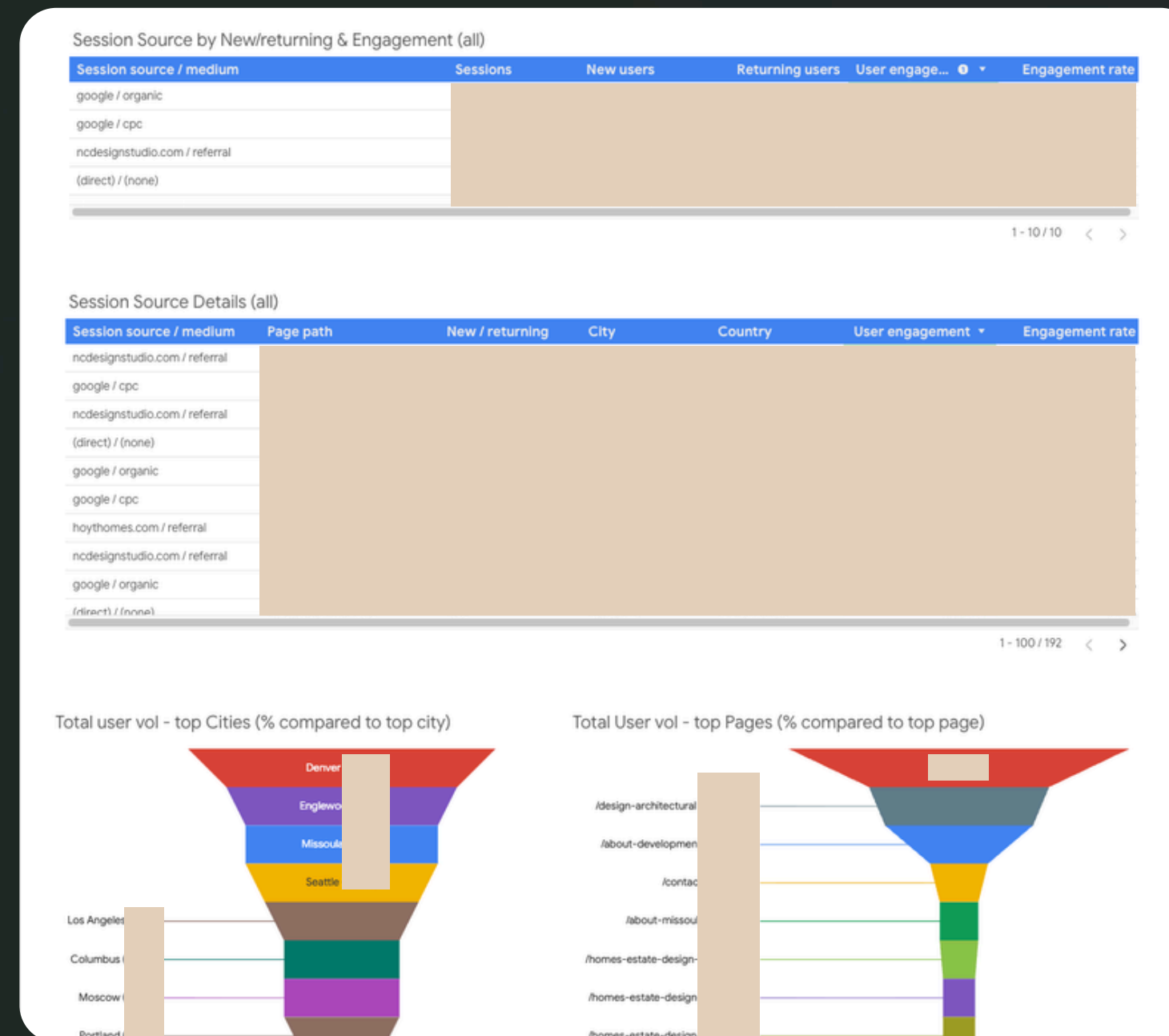
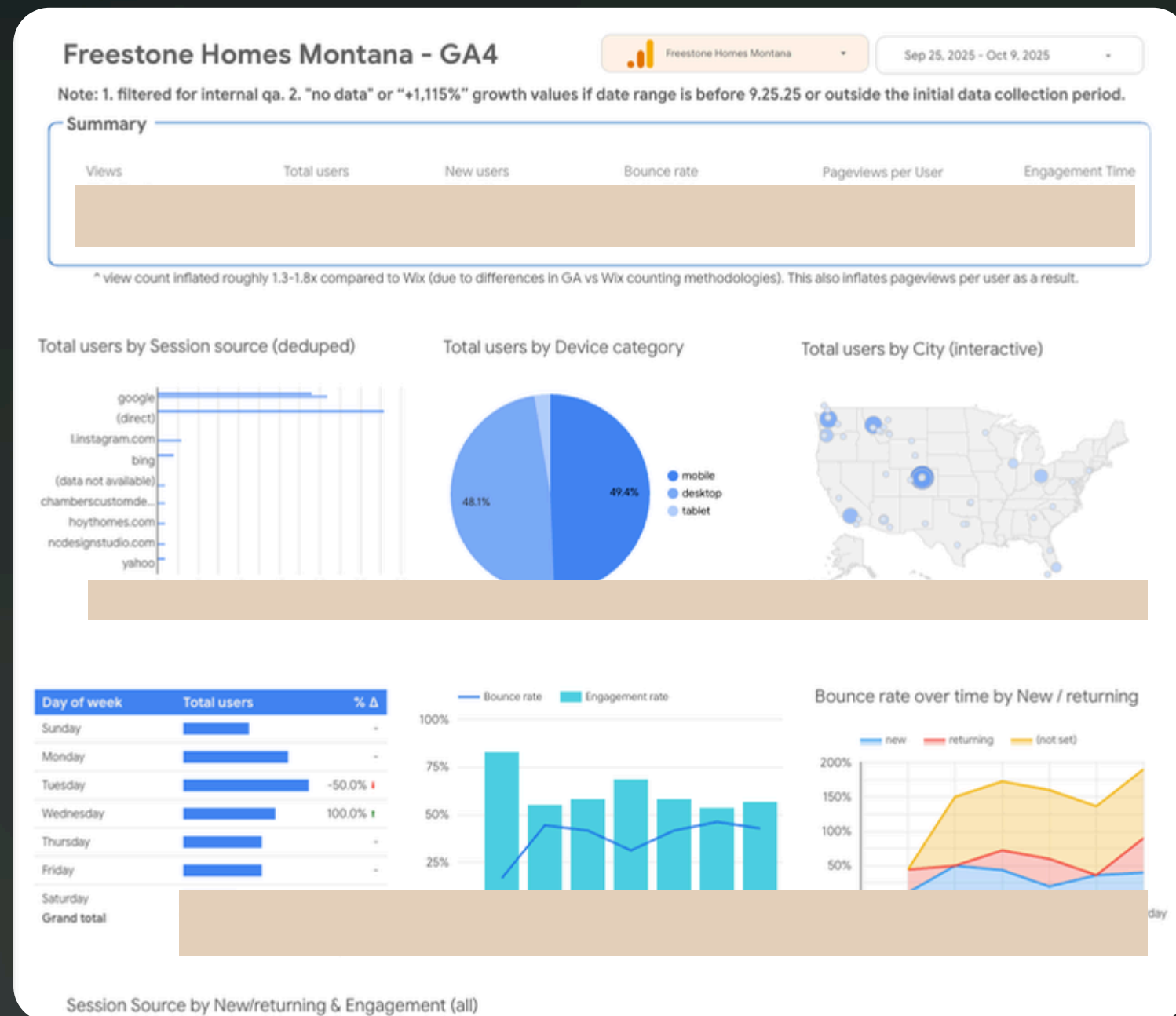
This operational foundation is what made the UX, brand, SEO, and analytics transformation possible — and what positions Freestone for sustainable long-term growth. It also ensures that future builders, realtors, and internal teams can operate efficiently without technical debt or platform instability.



The Reporting

Freestone's analytics were rebuilt from the ground up – implementing a clean GA4 configuration, event tracking, Looker dashboards, and fully aligned metadata + schema setup implemented. For the first time, Freestone now has accurate, trustworthy, decision-ready reporting across all pages, listings, and traffic sources.

Data obfuscated for security



The Results

A measurable lift in traffic quality, engagement, and buyer visibility in the 30-days after the redesign.

Traffic Growth

↑ 216% Pageviews

Quality & Experience

↓ 21% Bounce Rate

Depth of Engagement

↑ 12% Engagement Time

Traffic and Engagement

- ↑ 128% Total Users
- ↑ 128% New Users
- ↑ 41% Pageviews per User
- ↑ 61% High Intent Desktop Users

Audience Expansion

- Majority U.S. + Canada
- Key regions driving top user volume
- Increase in verified human users
- SEO, PPC, Direct, IG top drivers

Top Performing Pages

- Architectural Designs
- Homepage
- Development page
- Contact page

SEO Improvements

- Top 1–3 ranking for subdivision terms
- Top 1–2 for luxury development queries
- Top 3–6 for design studio searches
- Appearing on Redfin and Google rich snippets

What This Means - Freestone's digital ecosystem now:

- Reflects the true luxury quality of the homes through its cohesive digital presence
- Provides a modern, mobile-first, intuitive experience that improves buyer understanding and property discovery
- Clarifies buying paths (build-to-suit vs. pre-built) to support faster decision-making for buyers and realtors
- Establishes a unified luxury narrative that strengthens market positioning and primes PR, advocacy, and word-of-mouth
- Establishes a scalable foundation for accurate reporting and long-term paid and organic growth
- Provides leadership with accurate reporting for long-term strategic decision-making
- Delivers verified, high-quality human traffic through strengthened SEO and metadata foundations
- Establishes a stable marketing infrastructure — domain, email, workspace, and martech — to support future campaigns

Freestone is now positioned as a top-tier luxury home community online — with the operational and analytics infrastructure to support continued expansion.

Continued Optimization | New Listings Feature

The homepage update, in concert with Google ads campaign, immediately doubled listing traffic and shifted buyer behavior from exploration to conversion – putting real inventory at the center of the digital journey.

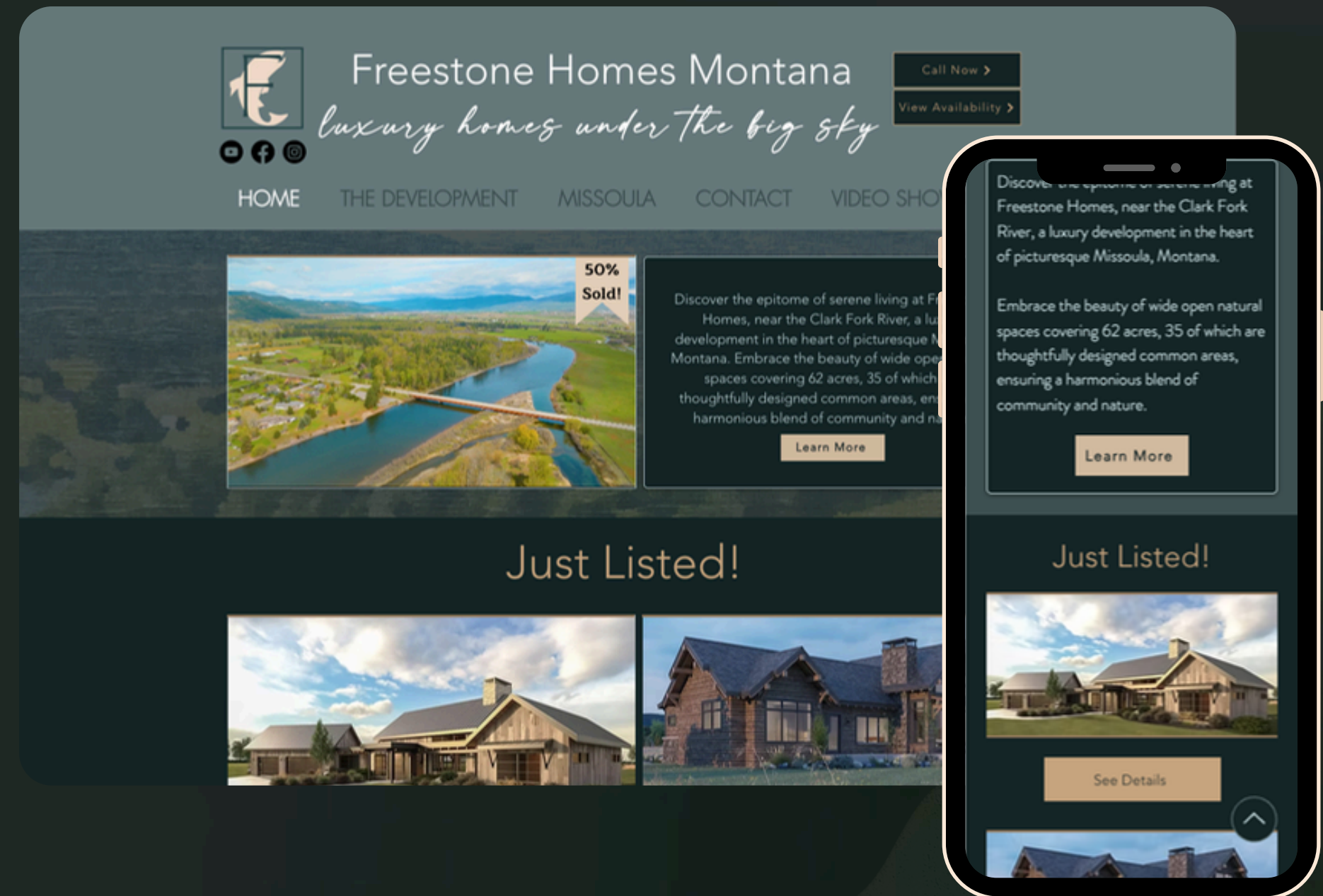
Target Markets vs Prior Week Baseline
↑ 20-40% Pageviews ↑ 2x Listing Pageviews

The Homepage Update Achieved Three Wins

1. Higher visibility → more new users
2. Stronger listing attraction → higher listing CTA clicks
3. Faster buyer journeys → reduced internal browsing (expected)

Key Proof Points

- Buyer Behavior Shift
 - ↓ Bounce on listing pages (higher relevance)
 - ↓ Internal browsing (buyers moved directly to inventory)
 - ↑ Listing CTA clicks (homepage CTA became top performer)
- Visibility & Performance
 - #1 most-viewed page = Listings within 24 hrs
 - Higher-qualified users (more desktop, longer session depth on listings)



What's Next

Integrated Social Media

- Instagram & Facebook: content series, build updates, and audience growth
- YouTube: testimonials, design walkthroughs, seasonal lifestyle storytelling
- Unified content strategy across Instagram, Facebook, and YouTube

Website Enhancements

- Dynamic template for "Homes / Models / Estates"
- Realtor resource hub (bios, listings, downloadable packets)
- Missoula Lifestyle page to deepen community + search relevance

Advertising & Conversion Optimization

- Google Ads expansion with GA4 conversion pipeline
- AI marketing ecosystem to drive user acquisition
- A/B testing for hero, CTAs, messaging, and form fields

Content, Community & Visual Expansion

- Updated drone/seasonal media with new branding
- Editorial storytelling: Montana lifestyle, river access, design progress
- Local PR + community visibility strategy to grow awareness and authority

SEO Expansion Roadmap

- Schema markup implementation
- Authority-building content and backlink acquisition
- Monthly SEO tuning cycle to improve ranking stability

Referral & CRM Automation

- Realtor and client referral integration + tracking
- CRM setup for lead capture, routing, and automated follow-ups
- Lead nurturing sequences for high-intent buyers

Thank You

Stacy D. Thomson
Founder & Director of Innovation
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