

How Webyking Helps Real Estate Companies Migrate from Wix to WordPress for Better Lead Generation

A U.S.-based real estate business improves lead inquiries, website speed, and search visibility after a seamless Wix to WordPress migration led by WebyKing.



webyKing

Charlotte, North Carolina May 6, 2026 ([IssueWire.com](https://www.issuewire.com)) - A U.S.-based real estate business has successfully migrated its website from Wix to WordPress with the support of WebyKing, a leading web development and digital marketing agency. The migration has resulted in improved lead generation, enhanced website performance, and stronger search visibility, enabling the business to better compete in a highly competitive property market.

Background & Challenges

The real estate business, operated by **Michael Carter**, a licensed real estate professional based in California, focuses on residential and investment properties across multiple regions. As the business expanded its property listings and marketing efforts, its Wix-based website began to present limitations.

Key challenges included:

- Difficulty managing a growing number of property listings
- Limited flexibility for advanced search and filtering features
- Constraints in SEO optimization and content scalability
- Slower mobile performance affecting user engagement

To support continued growth, the business required a more scalable and flexible platform that could improve lead generation and provide better control over website performance and content.

WebyKing's Migration Solution

WebyKing implemented a structured [website migration](#) strategy as part of its comprehensive website migration services, tailored to the needs of real estate businesses, ensuring a seamless transition with minimal disruption.

Audit & Planning

A detailed audit of the existing Wix website was conducted to identify performance issues, SEO gaps, and technical limitations. A step-by-step migration plan was developed to ensure continuity.

SEO-Safe Migration

All key pages, property listings, and metadata were carefully migrated. URL structures were preserved, and proper redirects were implemented to maintain search rankings and traffic.

Custom WordPress Development

A scalable WordPress website was developed with features designed specifically for real estate operations:

- Advanced property listing management system
- Dynamic search filters (location, price, property type)
- Easy content updates for ongoing marketing campaigns

Lead Generation Optimization

Conversion-focused improvements were introduced, including:

- Optimized inquiry forms
- Clear call-to-action placement
- CRM integration for efficient lead tracking

Performance Optimization

The new website was optimized for speed and mobile responsiveness, ensuring a seamless user experience across devices.

Results & Impact

Following the migration, the business reported measurable improvements:

- Lead inquiries increased by **48%** within the first three months
- Mobile bounce rate decreased by **20%**
- Average page load time improved from **4.3 seconds to 2.1 seconds**
- Organic traffic increased by **31%**
- Conversion rate improved from **1.7% to 2.9%**

SEO continuity remained a priority, with over **92% of existing keyword rankings retained** after the migration. Several high-intent property pages achieved improved visibility in search results, contributing to sustained lead growth.

The transition also enabled greater operational efficiency, allowing faster updates to property listings and marketing content without requiring ongoing developer support.

Quotes

"Real estate businesses need platforms that are both flexible and performance-driven. This migration focused on improving lead generation while ensuring long-term scalability," said Ravi Makhija, spokesperson for WebyKing.

"The migration has significantly improved how we manage our listings and generate leads. The website is faster, easier to update, and delivers better results overall," said Michael Carter, real estate professional.

About WebyKing

WebyKing is a full-service web development and digital marketing agency specializing in website development, platform migrations, and performance optimization. With expertise in WordPress and other leading platforms, WebyKing helps businesses improve digital performance, increase conversions, and scale efficiently.

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