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Garden City Realty, Inc. Unveils Six New Microsites

Garden City Beach, SC – August 12, 2016 - Garden City Realty, Inc., a full-service leading real estate and vacation rental firm, is pleased to announce the completion of six new microsites. They are: InGardenCityBeach.com, InSurfsideBeach.com, InMurrellsInlet.com, InPawleysIsland.com, InLitchfieldBeach.com, and WithinMyrtleBeach.com.

Together with leading Website host and design team, Visual Data Systems, Garden City Realty developed the sites to provide a more focused presentation on the communities of Garden City Beach, Surfside Beach, Murrells Inlet, Myrtle Beach, Litchfield Beach, and Pawleys Island, giving visitors cleaner and more precise search options and results delivery as well as content and search criteria unique to each location.

“We really wanted to boost our SEO advantage while providing additional resources of information for our potential buyers, sellers, guests, and property owners,” said former Advertising and Marketing Director Kimberly Raley-Kimes. “The idea was to expand our online presence while providing useful and distinct content for each site. They’re tailored to provide specific results for each area however, searches are expandable to include all of Garden City Realty’s vacation rentals and real estate inventory, as well as the local MLS.”

The six additional home pages contain content specific to locations within its vacation rental and real estate market, something that couldn’t necessarily be done on the main Website, GardenCityRealty.com. Creating these microsites to place pertinent details about the community, schools, and market values helps visitors to easily separate the different locations and understand the market better.

“The sites are designed to be easily updated with current real estate market statistics specific to each site. They’re also navigable to work with each other,” added Advertising and Marketing Manager Christi Wickliffe-Bessinger.

The sites also have a boosted real estate presence on the home page, though visitors can easily search Garden City Realty’s vacation rentals. They include: InGardenCityBeach.com, InSurfsideBeach.com, InMurrellsInlet.com, InPawleysIsland.com, InLitchfieldBeach.com, and WithinMyrtleBeach.com.

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About Garden City Realty, Inc.

Garden City Realty, Inc. is a Garden City Beach, South Carolina based full-service real estate firm that provides real estate, vacation rentals, and vacation property management services to sellers, buyers, visitors, and vacation property owners. Established in 1973, Garden City Realty, Inc. is a top-ranking firm within the local MLS, with more than one-half billion in sales volume throughout the past 20 years. Garden City Realty, Inc. has world-renowned and local affiliations, a global referral network, and award-winning real estate specialists and accredited buyer representatives.