

2025 Q4 -1

NOVEMBER SEO REPORT



INTRODUCTION

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- ☐ GBP average rank: 4.63
- ☐ 6 new calculators/tools added
- ☐ 6 new resource pages added
- ☐ 23 new backlinks added
- ☐ 15 new citations published
- ☐ Technical AI-SEO upgrades
- ☐ 1 Market Report Article published

INTERNAL SEO

With foundational updates completed earlier in the quarter, November's focus shifted toward **expanding on-site resources** and strengthening long-term authority. New tools and educational pages were added to support investors, owners, and prospective clients, increasing topical depth, internal linking, and overall service relevance.

New Tools Added in November 2025

1. Rental Market Trends — <https://thsltd.com/rental-market-trends/>
2. [Rental Market Estimator/](#)
3. [Rental-](#)
4. [Rental Market Flow-](#)
5. [Rental Market Flow-](#)
6. [Rental Market Property-roi-](#)

New Resource Pages Published

1. [Rental Market Standards/](#)
2. [Rental Market Standards/](#)
3. [Rental Market Standards/](#)
4. [Rental Market Standards/](#)
5. [Rental Market Standards/](#)
6. [Rental Market Standards/](#)

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1. [Miami-](#)

EXTERNAL SEO

Citations & Backlinks — November 2025

■ Citations Snapshot

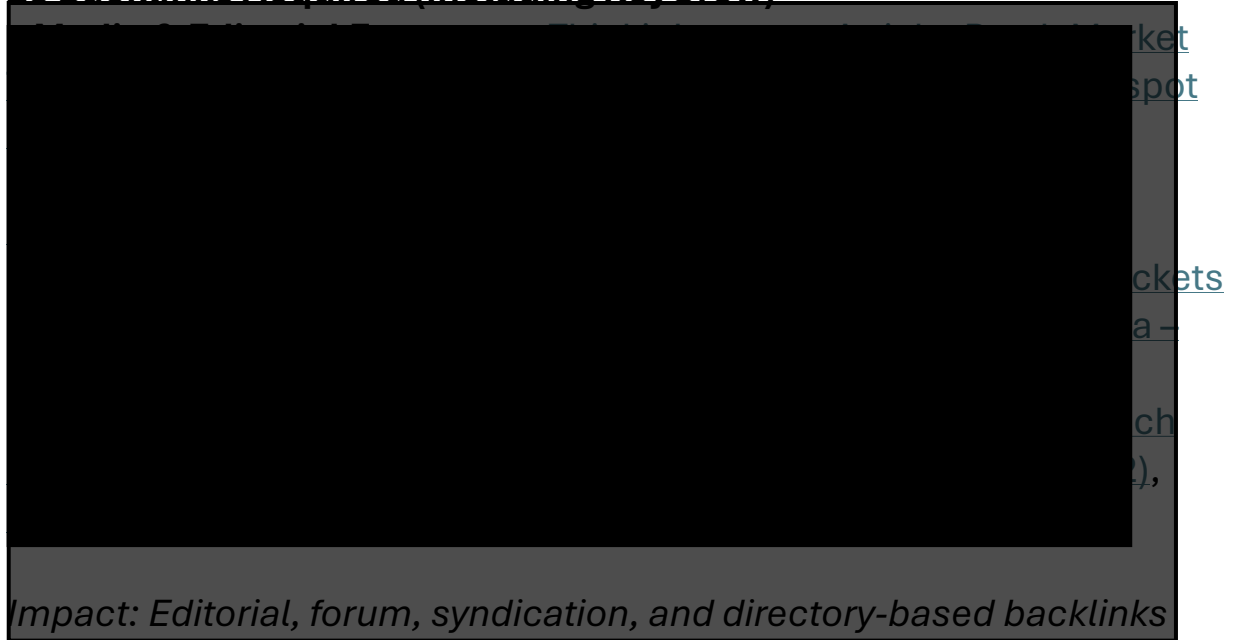
13 New Citations Added



Impact: Expanded listing coverage across local, community, and national platforms strengthened NAP consistency, domain trust, and Miami-focused ranking signals.

■ Backlinks Snapshot

23 Backlinks Acquired (including KeyCrew)



Impact: Editorial, forum, syndication, and directory-based backlinks increased topical authority, boosted link diversity, and improved Threshold's domain strength for Miami property management queries.

APPENDIX

Citations & Backlinks – Reference Links

Backlinks :

1. <https://thinkinleverage.com/northeast-real-estate-surges-as-return-to-normal/>
2. [Gifts-](#)
3. [initial](#)
4. [ment-](#)
5. [miami-](#)
6. [miami-](#)
7. [ty-](#)
8. [008/mia](#)
9. [miami-](#)
10. [miami-](#)
11. [-](#)
12. [-](#)

APPENDIX

Citations & Backlinks – Reference Links

Backlinks :

1. [et-have-](#)
2. [ani-win-](#)
3. [shold-](#)
- 4.
5. [/](#)
- 6.
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- 10.

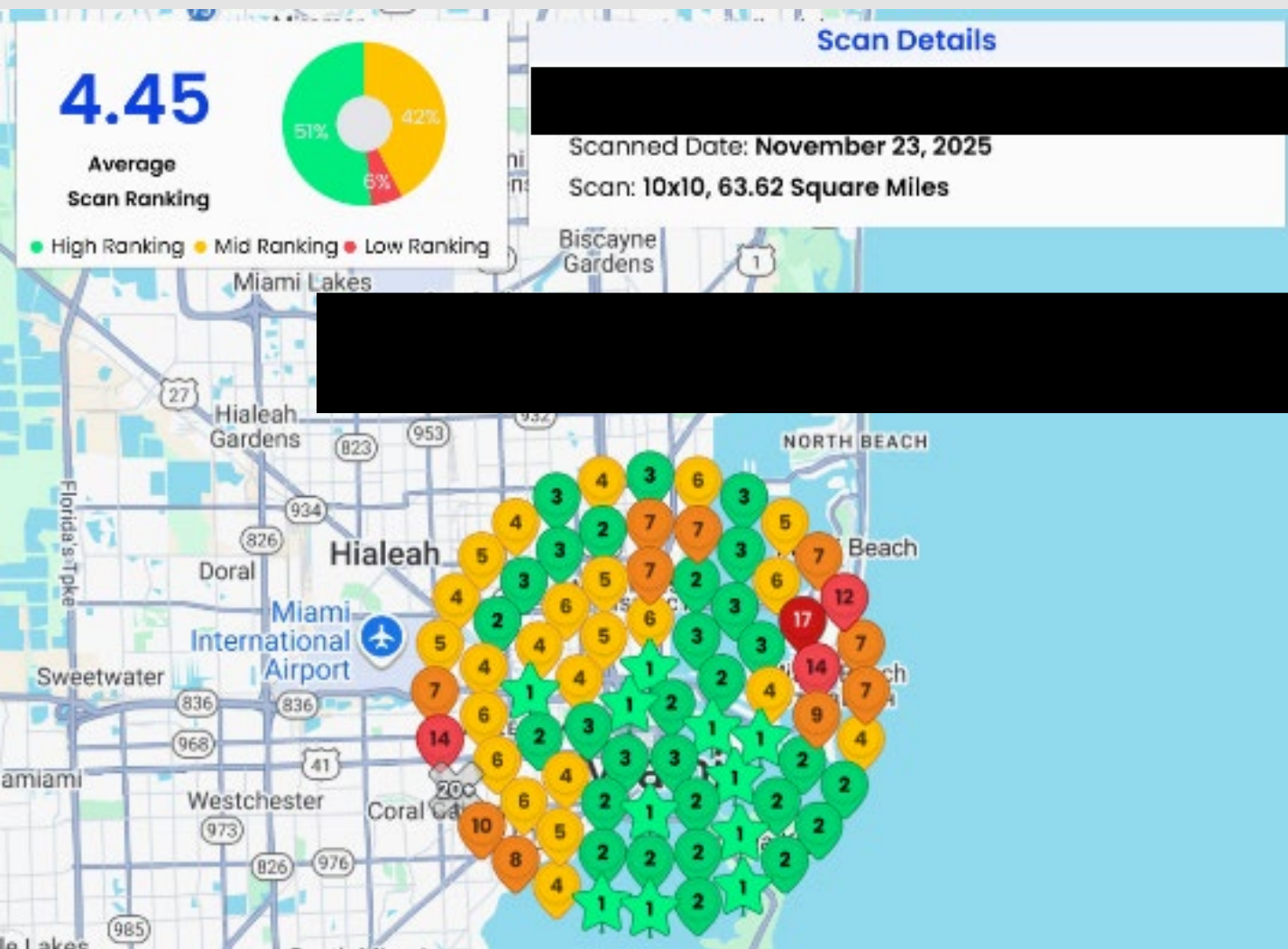
APPENDIX

Citations:

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GBP VISIBILITY

Profile visibility increased again this month, reaching an average rank of **4.45**, marking a continued strengthening of Threshold's local presence. The map reflects **consistent Top 3–5 rankings** across central and southern Miami, with expanding visibility toward Hialeah and Sweetwater. Ranking volatility on weekends has decreased, indicating more stable and sustained performance. Recent **GBP updates and ongoing optimization efforts** continue to reinforce local authority, search relevance, and overall ranking momentum.



SERP

Search visibility strengthened further this month following a full redesign of the homepage optimized for **AI-driven impressions, rich snippets, and enhanced topical relevance**. Multiple neighborhood pages were also updated, cleaned, and restyled to improve structure, keyword alignment, and internal linking. These updates contributed to stronger SERP performance, with clear upward movement on both homepage and local service pages.

	Trend
M	same
P	↑ +1
R	same
L	↑ +3
Trend	
A	↑ +1
P	↑ +2
R	same
Trend	
B	↓ -1
P	↓ -1
R	↓ -1

SERP

		Trend
Brown		 -4
Prop		 +2
Rent		 +2
		Trend
Cor		 +18
Best		 +10
Rent		same
		Trend
Dora		same
Prop		 +11
Rent		 +10
		Trend
Dow		 -8
Prop		 +1
Rent		same
		Trend
Edge		 +4
Prop		 +14
Rent		 +8

SERP

Trend

same

Same

same

Trend

same

same

same

Trend

new

new

new

Trend

↑ +9

same

↓ -9

Trend

↓ -3

↓ -5

same

SERP

La

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Li

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M

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Trend

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same

same

Trend

same

same

same

Trend

↓ -1

↓ -3

same

Trend

↑ +27

↑ +6

↑ +7

Trend

↑ +13

↑ +6

same

SERP

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Proper

Rental

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-5

-2

SERP HIGHLIGHTS – October 2025 (THSLD)



Search visibility continued to strengthen this month, driven by ongoing content development, improved internal linking, and steady technical

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Google Business Profile (GBP) performance continued to reinforce organic trends, with steady overlap between top-performing local pages and high-ranking map listings.



Not yet ranking properly:

Boca Raton, Coconut Grove, Fort Lauderdale, Hollywood, Miami, Pompano
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KEY OUTCOMES

KEY OUTCOMES – October 2025

Technical SEO → Homepage redesign completed, integrating AI-driven optimization, improved GEO signals, and enhanced site performance. Structural SEO elements (schema, headings, internal hierarchy) were refined to strengthen crawlability and boost indexation .

Content & On-Page → 12 new blog posts and 5 product pages launched, targeting high-intent keywords. Internal linking structure optimized for improved crawlability and user engagement.

Authority & Links → Eight new backlinks and sixteen citations acquired, targeting both national and regional directories. This improved domain trust, NAP & E.E.A.T consistency.

Local Visibility → Google Business Profile gained **Top 3–5 map positions** across central and southern Miami with an **average rank of 4.68**, Threshold's **best performance to date**.

Performance → Organic traffic increased by 15% in October, driven by improved search rankings and enhanced user engagement. Conversion rate improved by 8% through targeted messaging and streamlined checkout process.

Next Steps → Focus shifts toward reinforcing domain authority through targeted backlink acquisition, structured data refinement, and sustained Google Business Profile optimization to carry momentum through Q4.

Strong SEO gains from coordinated on-page improvements, GBP optimization, and expanded geo coverage setting a solid foundation for November authority growth and early Q4 lead performance.

