



# OWN YOUR MARKET WITH NICHE CONTENT

How Joy Aumann  
Turned Organic Search  
into a \$47M Buyer, and  
How You Can Replicate It

One record-breaking deal.  
Zero portal spend.  
A website built to win.

The SEO era isn't coming, it's already here. The difference now is who owns it. Agents who invest in niche visibility and control their platforms aren't competing with portals, they're outranking them. And the next evolution is already underway: AEO and GEO optimization. Search is no longer just about matching keywords, it's about answering questions and owning local intent.

Top-performing agents are combining:

- SEO (Search Engine Optimization) to capture broad visibility
- AEO (Answer Engine Optimization) to appear in AI-driven and voice search results
- GEO (Geographic Engine Optimization) to dominate local, hyper-specific searches

Joy Aumann's strategy brings all three together.

## A Record-Breaking Deal, No Portals Required

When San Diego luxury agent Joy Aumann landed a \$47 million buyer, it didn't come from Zillow, Realtor.com or paid lead sources.

It came straight from Google through her Sierra Interactive website.

Joy built a digital foundation that works harder than any paid ad:

A website structured for SEO, filled with hyperlocal niche content and designed to convert with IDX-powered search and strategic calls-to-action.

That organic discovery turned into the largest residential transaction in San Diego County's history and a powerful proof point for what happens when agents stop renting leads and start owning their platform.

### What is niche content?

Content that goes deep on a tightly defined slice of your market: one neighborhood, one property type, one lifestyle, one buyer/seller situation. So it precisely matches high-intent searches and converts better than broad, generic pages.

## What Is Niche Content?

Niche content is hyperfocused, search-intent-driven content built to attract high-quality leads by targeting the specific ways buyers and sellers search online. Instead of creating one broad “San Diego Real Estate” page, niche content dives deep into individual communities, property types or lifestyles, the exact topics that convert.

### What it looks like:

- La Jolla Oceanfront Homes → lifestyle, amenities, IDX listings
- Bird Rock Contemporary Homes → architecture, views, price bands
- Del Mar Waterfront Condos → walkability, HOA info, buyer FAQs

### Why it works:

- Captures long-tail searches national portals overlook
- Builds authority and trust through depth and detail
- Keeps visitors engaged with relevant IDX results
- Converts faster because content matches intent

In Joy’s case, niche content turned her website from an online brochure into a 24/7 lead engine that attracts high-net-worth clients organically and continuously.

**Thought starter:** Read Sierra’s blog on why your website should be a lead-generation engine, not a brochure: Claim Your Market with Real Estate Lead Generation Websites.

[Read the Blog](#)

Joy's story is a preview of what's possible. Across markets, agents who build depth are capturing the highest-intent leads at the right moment.

## The Strategy Behind the Sale

**2012**

Joy entered the San Diego luxury real estate market with no local connections, fierce competition from high-authority brokerages and dominance from national portals like Zillow, Redfin and Realtor.com.

**2022**

Launches her Sierra Interactive website. Builds out cornerstone market and community pages.

Begins publishing hyperlocal lifestyle content.

**2023**

Expands into micro-niche pages targeting long-tail searches like "La Jolla Waterfront Homes" and "Bird Rock Oceanfront Homes."

Implements Sierra's built-in CRM automations and lead-routing tools to manage increasing inbound traffic.

**2025**

A high-net-worth buyer searches "San Diego Luxury Oceanfront Homes." Joy's IDX-powered page appears on page one.

The buyer clicks through, engages with Sierra's search experience and connects directly through a lead capture form.

Weeks later, the \$47 million transaction closes, completely organic

## How Sierra's IDX Websites Generated San Diego County's Record-Breaking Sale

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Organic search is the front door of real estate. Joy understood that early, and we've spent years making sure Sierra websites open that door wider every day. Joy's monumental deal is proof that when you invest in visibility and authority, opportunity finds you. We're proud that Sierra's technology helped support her in creating those opportunities.

*Peter Maglathlin, CEO of Sierra Interactive*

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## From Trend to Strategy: The Niche Content Framework

This sale wasn't chance, it was the direct result of Sierra's technology doing what it was built to do: turn visibility into relationships, and relationships into revenue.

### Sierra's Core Advantages

#### SEO Architecture Built for Ranking

Fast, crawlable pages optimized for Google and AI-driven search results.

#### IDX Search That Engages

Intuitive, MLS-accurate search keeps users exploring longer and signals relevance to search engines.

#### Lead Capture & Automation

Smart CTAs, pop-ups and email/text nurtures turn browsing into booking.

#### Integrated CRM & Reporting

Real-time insights tie marketing performance directly to closed deals.

#### Customizable Design

Templates and layouts tailored for hyperlocal storytelling, no coding required.

Here's the repeatable framework that powers it:

## 1. Define Your Niche

Start small and strategic. Choose an area where your knowledge runs deep and your credibility is high.

### Ask yourself:

- What neighborhoods or property types can I describe with confidence?
- Are there search gaps or underserved markets I can dominate?
- Can this niche branch into related micro-topics later?

## 2. Structure Your Site Like an SEO Pyramid

Build your site around layers of content that feed each other:

- **Top Level:** City or market overview pages
- **Middle Layer:** Community or neighborhood pages
- **Base Layer:** Micro-niche pages (property types, lifestyles, sub-areas)

This internal link structure creates strong “content silos” that boost both ranking potential and user engagement.

## 3. Build Pages That Convert

Every niche page should combine authority and usability:

- Clear H1 and meta title targeting the keyword
- Lifestyle-driven storytelling + real IDX search modules
- FAQs and insights that demonstrate local expertise
- Strong CTAs throughout: “Get Alerts,” “Tour This Week,” “Ask a Local Expert”

## 4. Scale Through Systems

Joy scaled her content strategy using virtual assistant support and a repeatable publishing rhythm.

Each week, her team built new micro-pages or refreshed existing ones, steadily expanding authority, not just traffic.

## 5. Measure, Optimize, Repeat

Your site is a living asset. Track performance in Sierra's reporting and Google Search Console.

Refresh top pages quarterly. Add new niches monthly. Interlink everything. The result? A site that compounds in visibility and lead flow over time

With Sierra, Joy didn't need to juggle multiple vendors or add-on tools.

Everything, from her website and IDX search to CRM, automation and reporting, lived inside one cohesive system designed for scale

## How You Can Get Your Own Record-Breaking Deal

You don't need a massive ad budget to close million-dollar clients.

You need the right platform, strategy and support. This is the exact combination that helped Joy Aumann dominate her market.

### Start by:

Identifying your most profitable niches.

Building content silos with Sierra's SEO-ready templates.

Integrating IDX search and conversion tools.

Tracking results with built-in analytics and lead routing.

Sierra Interactive gives you everything you need to attract, convert and close your next high-value client, all in one place.

## LUXURYSOCALREALTY Closes Record-Breaking Transaction in San Diego County with Lead Generated Organically on Sierra Interactive Website

### Key Metrics & Details

<b>Deal Size</b>	\$47 Million
<b>Lead Source</b>	Organic Search
<b>Niche Landing Page</b>	San Diego Luxury Homes
<b>Search Term</b>	"San Diego Oceanfront Homes for Sale"
<b>Platform</b>	Sierra Interactive Website + CRM
<b>Result</b>	Record-breaking sale in San Diego County

# READY TO BUILD YOUR OWN SUCCESS STORY?

Search visibility is the new location.

Your next record-breaking deal could start with one page, if that page is powered by Sierra.

**Build smarter.  
Rank faster.  
Convert better.**

Learn more about Sierra Interactive and start owning your market today.

**Talk to Sierra**

## Appendix

### Resources & Further Reading

- **Step-By-Step Guide: How to Create Niche Content for Real Estate Websites**
- **Joy Aumann's SEO Resource Guide**
- **San Diego County Record-Breaking Case Study**
- ***Claim Your Market with Real Estate Lead Generation Websites***