REAL ESTATE | BENGALURU

Four times the visibility, and ten contacts a day on crore-value property

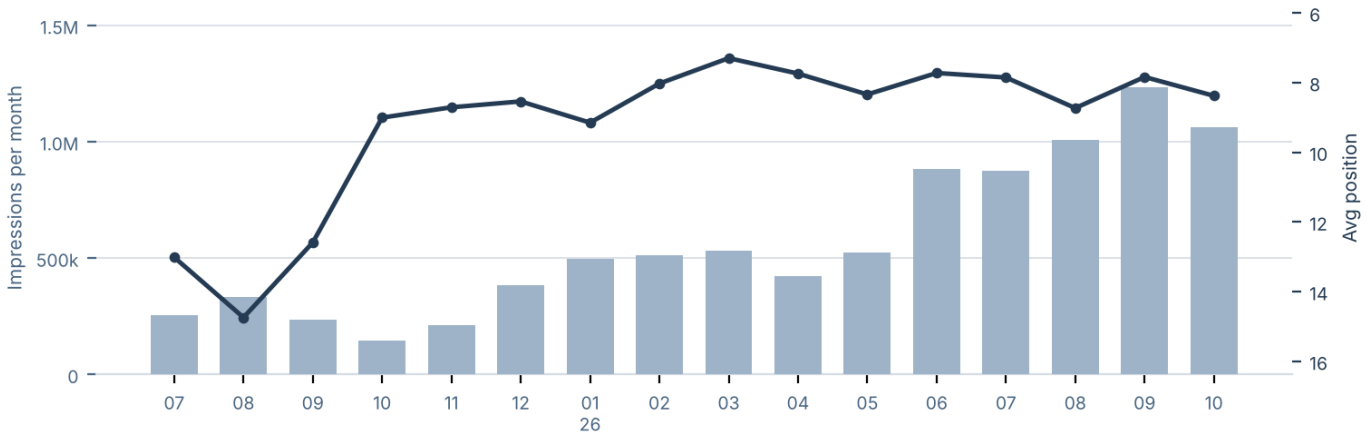
onecityproperty.com | Property listings, guidance value and documentation guidance for Karnataka buyers

The starting point

In July 2025 the site sat at an average position of 13, which is page two, where almost nobody clicks. Property is one of the most competitive categories in Indian search, contested by national portals with large budgets. Competing with them listing for listing was never going to work. The opening was elsewhere: the documentation and valuation questions every Karnataka buyer has to answer before they can transact, and which the big portals answer badly.

4.2x	13.0 to 8.4	8.5x	326,194	10 to 11
Monthly impressions	Average position	Clicks, trough to peak	AI impressions	Contacts a day

Monthly impressions and average position, July 2025 to October 2026



Bars are impressions. The dark line is average position, inverted so that higher on the chart means a better ranking. Impressions rose from 254,883 a month to 1,062,119 while position improved from 13.0 to 8.4.

What we did

- **Went where the portals are weak.** Guidance value, e-Khata, e-Aasthi, Form 9 and Form 11, gift deeds, registration cost. Every buyer must resolve these, and the national portals treat them as afterthoughts.
- **Answered to the level of a practitioner.** Actual procedures, actual portals, actual charges, updated as Karnataka changes the rules, which is why a single guidance value article now carries 11,255 clicks.
- **Built the documentation hub as a cluster.** With each guide linking to the next step a buyer takes, so one search pulls a reader through several pages.
- **Kept the listings commercially useful.** We did not chase listing volume, because in this category one qualified enquiry matters more than a thousand casual visits.

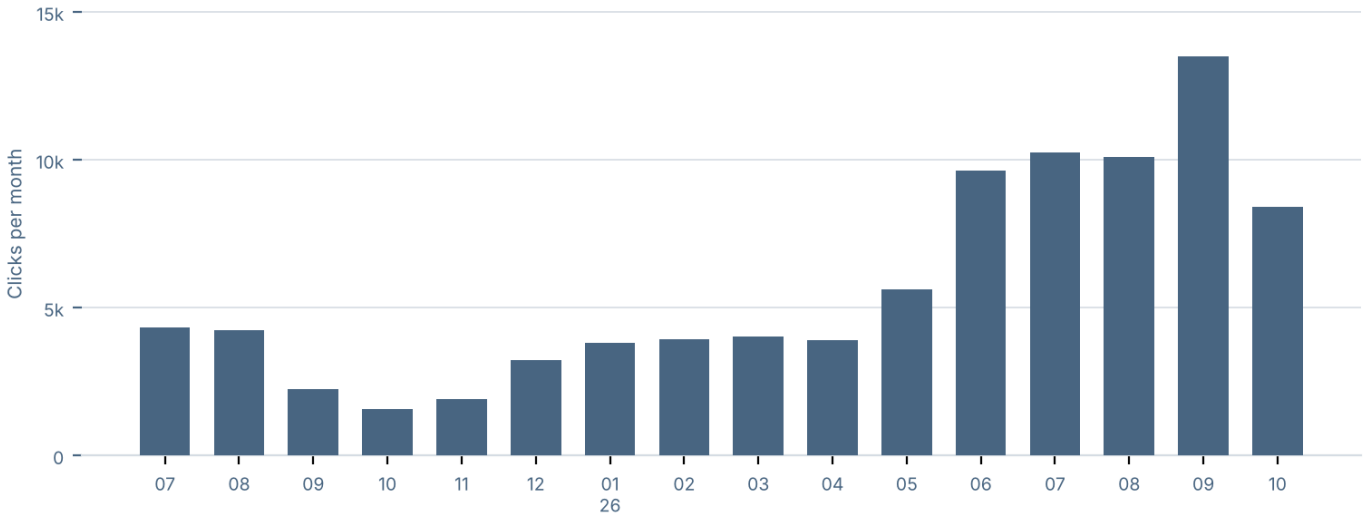
Results

All search figures are taken from Google Search Console for 2 July 2025 to 1 November 2026.

Measure	Start, July 2025	Latest, October 2026	Change
Monthly impressions	254,883	**1,062,119**	**4.2x**
Average position	13.0	**8.4**	**Up 4.6 places**
Monthly clicks	4,331	**8,424**	**Nearly doubled**

Inside that period the widest swing was in monthly clicks, from a low of 1,588 in October 2025 to a high of 13,517 in September 2026, a factor of 8.5.

Monthly clicks across the same period



The pages doing the work

Page	Google clicks	AI impressions
Guidance value Bangalore, how to check	**11,255**	27,460
BBMP e-Aasthi portal, complete guide	**n/a**	15,108
How to apply for e-Khata online	**n/a**	11,383
Form 9 vs Form 11, Karnataka property	**1,585**	10,942
Apartment registration cost in Bangalore	**1,393**	n/a

Where a figure is shown as n/a, the page sits outside the top reported set for that measure rather than at zero.

See it live

- onecityproperty.com/news/guidance-value-bangalore-2026-how-to-check
- onecityproperty.com/news/bbmp-e-aasthi-portal-complete-guide
- onecityproperty.com/news/form-9-vs-form-11-karnataka-property-guide

Where the pages rank

Six of the queries bringing the most clicks, with the average position Google itself reports in Search Console across the period.

Query	Avg position	Impressions	Clicks
guidance value bangalore	**4.0**	4,579	**340**
kaveri guidance value	**3.2**	3,284	**292**
kaveri online guidance value	**4.5**	5,635	**272**
karnataka land revenue act	**5.6**	11,082	**227**
sobha one world	**8.5**	53,361	**211**
guideline value bangalore	**3.6**	3,137	**209**

What else was running at the same time

No paid advertising ran to these pages. Karnataka revised its guidance values during the period, which raised demand for exactly the questions these pages answer, so some of the lift is category movement rather than ranking movement. Average position was improving from a low base of 13.0, where small gains move impressions sharply. We give the monthly figures rather than a single headline percentage for that reason.

What we would do differently

The documentation hub was built before the listings were properly linked into it. Connecting the two earlier would have carried more of that reading audience into the properties.

Why the enquiry number matters more than the traffic number here

This site takes five to six calls a day and five or more dashboard enquiries, on properties in the crore bracket. In that arithmetic one closed transaction can outweigh a year of search investment, which is why contacts are the measure that matters here rather than sessions.

It is also why the work targeted documentation and valuation questions. Someone checking how to verify guidance value is preparing to transact. Someone browsing photographs is not.

Prepared by the OneCity Research Team, OneCity Technologies Pvt. Ltd., Bengaluru. Established 2006, serving 650+ clients. Search figures are taken directly from Google Search Console for 2 July 2025 to 1 November 2026, and positions are Google's own reported averages. AI impressions cover the full months Google reports them for. Daily contact volume is the figure recorded against the site's own enquiry line.