

Make Horizon Homes easier to find, trust and choose.

A search growth programme for Koh Samui property sales, rentals, investment and management.

Horizon Homes Koh Samui

THAILAND

Koh Samui, Thailand

Proposal subject to scope confirmation

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A strong catalogue. A bigger search opportunity.

Horizon Homes already has the inventory, local coverage and branded authority to build from. The priority is connecting that foundation to more non-brand buyer, renter and investor demand.

#1

Horizon Homes Koh Samui

#1

Property management Koh Samui

#7

Property for sale Koh Samui

294

Properties observed on sale inventory

Brand is owned. Category is open.

The domain is visible when the search is branded, service-specific or area-specific. Broad commercial demand is still dominated by portals and specialist agencies.

Google Thailand, English, Koh Samui/Surat Thani location, organic snapshots via SerpAPI, 4 September 2026.

Observed gaps

- Koh Samui villas for sale
- Luxury villas Koh Samui
- Villas for rent Koh Samui
- Koh Samui real estate agent
- Land for sale Koh Samui

Clarify the choice above the fold.

The homepage needs to state what Horizon Homes offers, where it operates, why it is different, and what the visitor should do next.

Sharper H1

Koh Samui Luxury Villas, Homes and Land for Sale and Rent.

Clearer action

Browse properties, book a viewing, or speak to an advisor.

Faster confidence

Show the local advisory, inventory, management and investment advantage immediately.

Protect what is already working.

Inventory

Sale and rental catalogue with strong location and property-type coverage.

Indexation

Valid /sitemap.xml, self-canonicals and multilingual en/fr/th/x-default signals observed.

Entity

RealEstateAgent schema is present on sampled pages and should be completed and validated.

Priority technical work: Core Web Vitals, large HTML payloads, filters, pagination, image alt coverage and ambiguous soft-200 endpoints.

Build around intent, not just inventory.

Sale

- Koh Samui villas for sale
- Luxury and beachfront villas
- Land for sale

Rent

- Koh Samui villas for rent
- Luxury villa rentals
- Long-term rental guidance

Trust

- Real estate agent
- Foreign buyer guidance
- Investment and management

Each page should have one primary intent, unique metadata, useful local context, inventory proof, FAQs and a clear enquiry action.

Answer the questions before the enquiry.

Buyer-confidence content should turn local knowledge into search visibility and commercial trust.

Priority guides

- Can foreigners buy property in Koh Samui?
- Freehold vs leasehold in Thailand
- Best areas for villa investment
- Ownership and maintenance costs
- Choeng Mon, Bophut, Chaweng and Lamai comparisons

Every guide links to relevant listings, the advisory team and a next-step action. Legal and financial guidance remains general information unless reviewed by a qualified professional.

Become the clearest Samui property advisor.

Local consistency

Keep name, address, phone, hours and service descriptions aligned across site and Google Business Profile.

Reviews

Build a compliant review process around completed sales, rentals, management and construction engagements.

Authority

Earn relevant mentions from Samui, Thailand property, relocation, investment and local sources.

The goal is not only to rank listings. It is to make the Horizon Homes entity easier for search systems and people to trust.

A cleaner growth system in three phases.

DAYS 1-30

- Homepage H1, hero, CTA and image fallback
- Search Console, PageSpeed and CWV baseline
- Canonical, hreflang, filter and pagination audit

DAYS 31-60

- Sale, rent, luxury, land, agent and area hubs
- Intent mapping for priority inventory
- Metadata, FAQs and internal-link improvements

DAYS 61-90

- Review and local-entity programme
- Decision-stage guide promotion
- Lead-source and viewing tracking

Measure visibility through to enquiry.

Search visibility

Queries, pages, impressions, clicks, CTR, rankings, branded vs non-brand share.

Technical health

Index coverage, CWV, crawl errors, canonicals, hreflang and sitemap processing.

Commercial action

Calls, WhatsApp leads, viewing requests, qualified enquiries and assisted conversions.

The initial SERP snapshot is a dated reference point, not a traffic baseline or a ranking guarantee. Search Console, analytics and CRM access are required for performance reporting.

Scope first. Price with evidence.

TBC

Final investment depends on the agreed technical scope, number of templates, content production, reporting cadence, authority work and implementation support.

Technical SEO, commercial landing pages, buyer-confidence content, local/entity visibility and measurement.

Monthly or project engagement, markets and languages, content/developer responsibilities, billing date and cancellation terms.

This is an evidence base for a correctly scoped proposal, not an invented quote.

Turn the evidence into momentum.

Agree the commercial priorities, confirm access and scope the first 90 days around the pages and journeys that matter most.

Decision points

- Confirm sales, rental, investment and management priorities
- Provide Search Console, analytics and CRM access where available
- Agree target markets, languages, responsibilities and investment

Protect the catalogue. Clarify the choice.

Begin the SEO growth programme