

Susie McCollom Launches New Website, Elevating the Web Experience for South Orange County's Luxury Real Estate Clientele

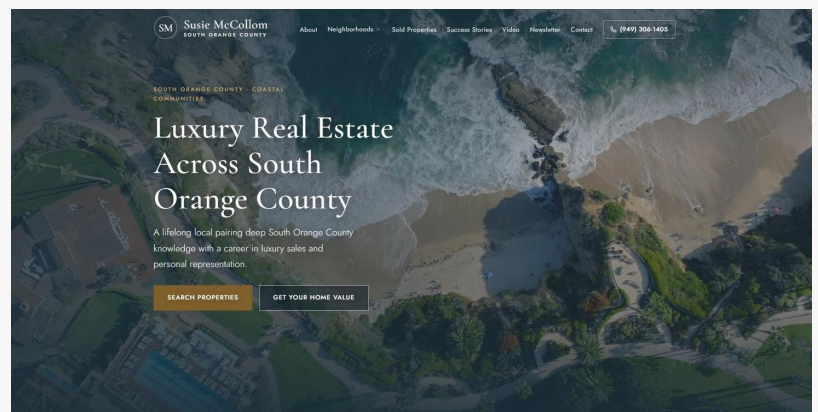
South Orange County luxury real estate advisor Susie McCollom launches redesigned susiere.com for coastal buyers and sellers.

NEWPORT BEACH, CA, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Susie McCollom, a Newport Beach-based luxury real estate advisor affiliated with Coldwell Banker Realty's Global Luxury program, today announced the launch of her newly redesigned website, susiere.com. The site replaces McCollom's previous web presence with a refined, faster, and more focused resource for buyers and sellers across South Orange County's coastal communities — one designed to reflect the same exceptional, concierge-level standard of service she brings to every client relationship.

McCollom, who is Institute for Luxury Home Marketing (ILHM) certified and holds California real estate license CalRE #01944795, brings 10 years of dedicated real estate experience to how she represents high-end coastal property, along with decades of experience serving discerning and luxury clientele. The new site focuses on her core service areas — Laguna Beach, Newport Beach, Corona del Mar, Dana Point, San Clemente, Laguna Niguel, and San Juan



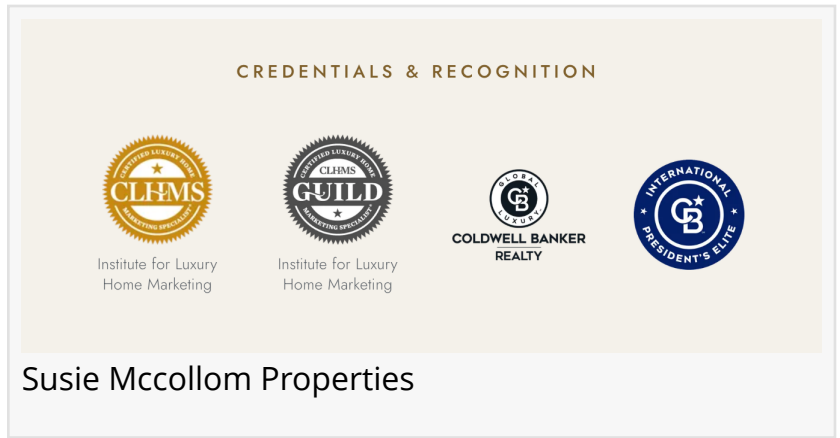
Susie Mccollom



Susiere.com

Capistrano — with dedicated, locally-researched guides to each community.

“I wanted a website that does what I do for every client: answer the real questions directly, with genuine local insight, rather than hide behind a generic template,” said McCollom. “Every buyer and seller I work with deserves an exceptional, collaborative experience built around their individual real estate goals — and now my website reflects that same philosophy from the very first visit.”



Rather than a template real estate site, susiere.com was built from the ground up around direct, plain-language answers to the questions buyers and sellers most often ask — what a neighborhood is known for, who typically buys there, what school district serves it, and how to navigate a competitive Orange County market. The result is a resource organized so both prospective clientele and AI research tools like ChatGPT, Perplexity, and Google’s AI features can find and cite accurate, up-to-date information about McCollom’s exceptional service and deep local expertise.

“

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The site was built on a lightweight, independently hosted

architecture (the Astro web framework, hosted on Cloudflare) rather than a recurring-fee real estate website platform — a deliberate choice to keep the site fast, secure, and cost-efficient to maintain over the long run. The build prioritized genuine content depth over visual flash: every neighborhood page is backed by verified, sourced information rather than generic filler, and the site ships with the technical groundwork — structured data, a full sitemap, and explicit AI-crawler permissions — that helps both traditional search engines and newer AI-powered search tools understand and surface the site accurately.

For Susie, the new site is an extension of a broader philosophy: that every real estate journey deserves a thoughtful, collaborative partnership tailored to the client’s individual goals, backed by deep market knowledge and an unwavering commitment to exceptional service. As a native Californian and lifelong resident of Orange County, McCollom knows the communities, neighborhoods, and properties intimately — an understanding that allows her to identify and target the specific coastal communities best suited to each client’s unique needs and lifestyle.

Susie works out of Coldwell Banker Realty’s Newport Beach office at:

840 Newport Center Drive, Suite 100.

She can be reached at susie@susiere.com or (949) 306-1405.

The website was designed and built by WebbROI, an web design agency that builds fast, structured, answer-ready websites and helps businesses improve AEO and get cited by AI tools like ChatGPT, Perplexity, Gemini, and Google AI Overviews.

Susie McCollom

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