

Content Marketing & SEO Doubled Online Traffic

OVERVIEW

Apartment Advertising Site Grows with SEO & Content Marketing

ApartmentGuide.com is a one-stop guide for people looking to lease rental properties. The Apartment Guide website sells partner advertising and allows corporate rental companies to post their apartments for lease. Apartment guide is one of several real estate marketplaces operated by RentPath that generate substantial advertising revenue.

CHALLENGE

”How Can We Connect with Apartment Seekers, Increase Natural Search Traffic and Increase Ad Revenue?”

Despite heavy use of expensive paid search ads, Apartment Guide web traffic was limited to roughly 1 million visits per month. This limited advertising revenue. The Apartment Guide listings for their 27 major city markets ranked behind competitors in Google search results.

As a competitor in the US apartment rental online marketplaces, the company needed to establish a compelling advantage to attract more apartment management advertisers and raise monthly ad revenue. With similar monthly web traffic versus online competitors in the real estate advertising marketplace, the company needed better content and higher visibility in the Google search results page.

While a few pages appeared on the first page of Google, Apartment Guide did not have visibility in first page search results for the majority of their city keywords. Apartment Guide was not visible in search engines for keywords most sought by apartment hunters, including neighborhoods within each city.

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SOLUTION

Attracting Apartment Seekers By Meeting Their Information Needs

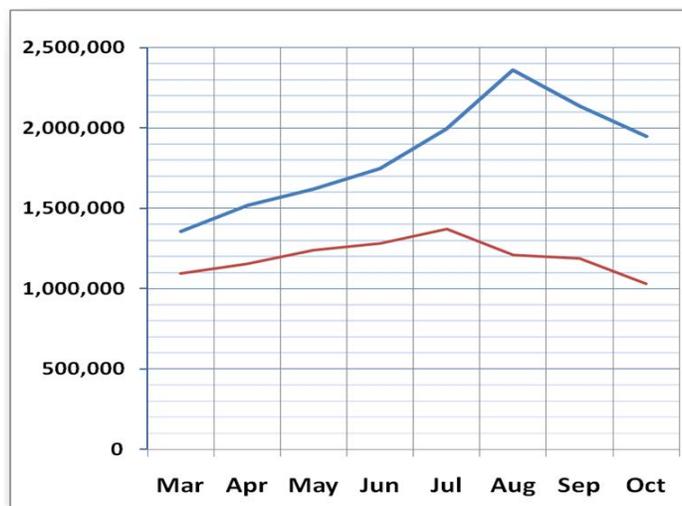
Ed Hill was engaged to analyze the problem and develop a solution. Instead of using a simple keyword based SEO campaign, we knew that a lasting solution would be based on buyer personas, analytics data and social media listening.

We decided to create new online content that would be segmented to meet the needs of three customer persona types across the 27 major market cities. Social media listening allowed us to find topics that mattered to the Retired Persona, Young Family Persona and Young Single Persona. These topic insights were coupled with geographic keywords to guide content creation across website content, blog posts and social media postings. This content strategy and the skill of our writing team resulted in useful content that provided value to apartment seekers. Because the Google search engine rewards content that is useful to online searchers, we began to see more keyword pages appear on the first page of Google search results.

After adding the expanded and useful content, 139 ApartmentGuide web pages appeared on the first page of Google search results. Forty percent of these pages appeared in the top most position on the search result page. **This jump in search engine visibility caused the monthly number of visitors to climb to 2.3 Million apartment seekers.** This was an impressive gain of over a million visitors compared to the same month the previous year. **Monthly ad revenue increased by roughly \$70,000 over the previous month.**

Built content relevant to customer needs

Delivered results in 6 months



ABOUT RELYON CONTENT CONSULTING

Relyon Content helps your online business to influence buyer decisions, attract sales leads, and sell to your most profitable clients. Sharing a value message that matches customer needs helps your customer choose your business above your competitors.

The result is content marketing that influences your buyer decision when it matters most.

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