

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 apartments and houses. The Apartment Guide website sells partner advertising and allows corporate rental companies to post their apartments for lease. ApartmentGuide is one of several real estate marketplaces operated by Rent Path that generate substantial advertising revenue.

CHALLENGE

"How Can We Connect with Apartment Seekers, Build Traffic and Increase Ad Revenue?"

Despite heavy use of costly paid search ads, **ApartmentGuide web traffic was only 1.2 million visits per month, which limited advertising revenue.**

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

Apartment Guide did not have high visibility in first page search results for the majority of their major city markets. **Apartment Guide was not visible in search engines for keywords most sought by apartment hunters, including neighborhoods within each city.**

**Content SEO Strategy
Built Customer Trust by
Meeting Customer Search
Intent**

**The Content
Campaign
Delivered Increased
Traffic Results in 6
Months**

Attracting Apartment Seekers by Meeting Their Needs

Ed Hill was engaged to analyze the problem and develop a solution. We knew that a winning strategy would be based on buyer personas, analytics data and social media listening.

We decided to create new 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 satisfies searcher intent, we began to see more content pages appear on the first page of Google search results.**

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 from 1.2 million to 2.4 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 \$74,000 over the previous month.**

**Grew
Search Traffic
to 2.4 Million
Monthly Visits**

**Increased
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