

CASE STUDY:

GBP Accelerator

Overview

Multifamily Housing Class A Property in Seattle, WA

This Seattle community realized the quality of website traffic coming from Google and wanted to increase their presence in the search engine.

Seeking help from their digital marketing provider, the community turned to Google Business Profile Accelerator to improve their visibility for organic apartment search results.

Traffic arriving to the community website from Google Business Profile (GBP) converted at a high rate, supplying leads for the leasing team and boosting leasing velocity.

Challenges

A low volume of website leads made it difficult for the leasing team to fill late-winter vacancies.

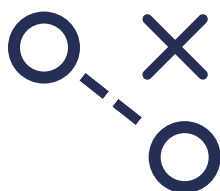
The community's Paid Search ads appeared in 76% of search results, but they struggled to capture organic search clicks.

The community had little organic search presence in Google, no GBP posts, and needed to build an organic strategy from the ground up.



Main Challenge

Creating an Organic Search Presence



Core Strategies

Google Business Profile Accelerator



Key Outcome

47 Leads + 4 Leases
From GBP in 1 Month



CONVERSION LOGIX®

The Approach

The community sought the most effective solution to build an organic presence in Google. GBP became the leading solution as Conversion Logix® used the platform to build organic presence for communities across the country.

Conversion Logix optimized the community's Google Business Profile and posted 8 monthly updates to the community GBP account. Posts promoted floor plan availability, community, and neighborhood highlights, as well as current offers.

Apartment seekers in Google viewed GBP posts, complete with images, descriptions, and calls to action. A scheduling link was added to the GBP profile, allowing prospects to directly click and schedule a tour with Schedule Genie®.

Claim an Offer

Schedule a Tour

Live Four Weeks Free!*

Valid: Jan 23 – Jan 30

Posted 6 months ago

Luxury apartments for rent at Woodhouse. Located at the epicenter of Oak Hill, Downtown Marketplace, and City University.

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Valid 01/23/2020 – 01/30/2020

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The Results

- Increased Views on GBP Posts from 0 to 571
- Increased Views in Google Maps by 3,060 (51%)
- 47 Leads From The Conversion Cloud®
- 4 Leases From Google Business Profile

571

GBP
Views

4

Leases

Overcome Challenges

Every community faces a unique challenge with their marketing. Our team is here to guide you through your challenges and make you confident in your digital marketing strategy. Reach out to our helpful team for a private consultation and we will help you overcome your biggest marketing hurdles.

Contact us at
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