



## SEO CASE STUDY - APARTMENT RENTALS



Sleepwell Property Management is an Ottawa-based property management company that helps residents find comfortable and affordable places they can call home. They first connected with us hoping that we could help them with Search Engine Marketing. Our campaign goal was to increase organic traffic by boosting their visibility on Google.



### SUMMARY

**WEBSITE:** www.sleepwellmanagement.com

**CATEGORY:** Apartment Rentals

**TIME-FRAME:** 12 Months

**GOAL:** Increase Organic Traffic



### STRATEGY

We **optimized** their website to ensure that search engines were able to crawl it with ease, allowing for more visibility. We implemented a strong content marketing strategy that kept everything consistent across the board, including their newly created **blog** and **social media accounts**. The blog was made up of interesting, informative, and relevant content that their clients would look to for great tips, advice, and ideas. We also closely monitored their analytics to ensure that we were headed in the right direction, leading to the success of a large increase in organic traffic.



### OBSTACLES

The main obstacle was trying to beat out other large market competitors and local classified websites such as Kijiji and Craigslist. By increasing their social media presence, we gained the local markets trust.



### RESULT: INCREASED ORGANIC SEARCH TRAFFIC

"We truly appreciate the professionalism the seoplus+ team offers, along with their ability to help us achieve our goals with their extensive marketing knowledge. They've completely surpassed our expectations, and we are more than happy to continue working with them as we continue to grow our business."

- Conrad Pool, President, Sleepwell Property Management

In the first 6 months the client saw a 47% increase in organic traffic, and by the years end the client had a **115% increase**, ultimately creating more leads, conversions and business.

