

Case Study

Client: Lincoln Property Company (www.lincolnapts.com)
Case Study Term: Jan 2010 – April 2011

Background

Lincoln Property Company (LPC) is one of the largest apartment property management companies in the country. Their website serves as the primary online resource for current and potential residents. They needed to drastically improve organic rankings and increase traffic to the site. LPC wanted to rank on page one for highly competitive “apartment” related keywords. After interviewing several Internet marketing agencies, LPC hired IMI due to our extensive experience and proven results in SEO.

The Goal

To redevelop the website platform for improved SEO, launch a national SEO campaign supporting their 350 properties across the US, and increase leases through online channels.

The Strategy

LPC had just rebuilt their website and proprietary content management platform. The new web platform posed many potential obstacles for performing search engine optimization. After performing a diagnostic analysis of the site, IMI determined that we would need to first perform SEO development in order to improve the structure and scalability. Once that was complete, the site would be ready for SEO. The strategy included the following:

- >> SEO DIAGNOSTIC ANALYSIS
- >> SEARCH ENGINE OPTIMIZATION

- >> SEO WEBSITE DEVELOPMENT

The Results

Prior to hiring IMI, LPC’s website only ranked for a few brand related keywords and only received a few hundred Google organic visitors per month. After extensive research and discovery sessions with the client, IMI created a keyword strategy using both broad and long-tail terms. LPC needed to rank for highly competitive broad terms such as “apartments for rent” as well as long-tail terms related to geographic locations and property names. LPC was competing for broad terms against very powerful apartment and real estate vertical search engines which meant that the site would need more content and thousands of inbound links.

LPC’s website now ranks for over 1,800 keywords in the top 20 in Google and receives over 8,800 Google organic visitors per month.

