

5 Things You Probably Didn't Know About SEO

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You Know The Basics. Let's Talk Details!

1. On-page Content: How & How Much?
2. The Impact of User Behavior
3. Off-Page Optimization: NAP (Name, Address, Phone #)
4. Link signals
5. SEO & SEM



On page optimization:

1. Content is King...But How & How Much?

On page signals make up 20.3% of your search signals

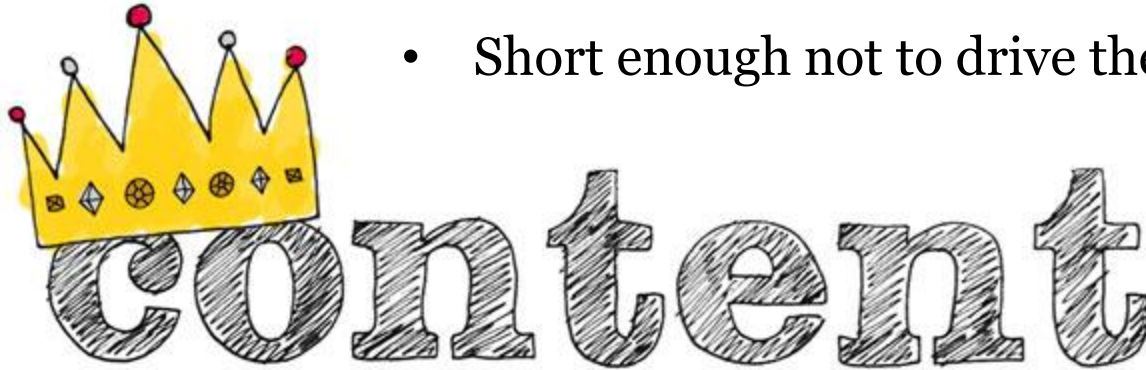


Source: Moz

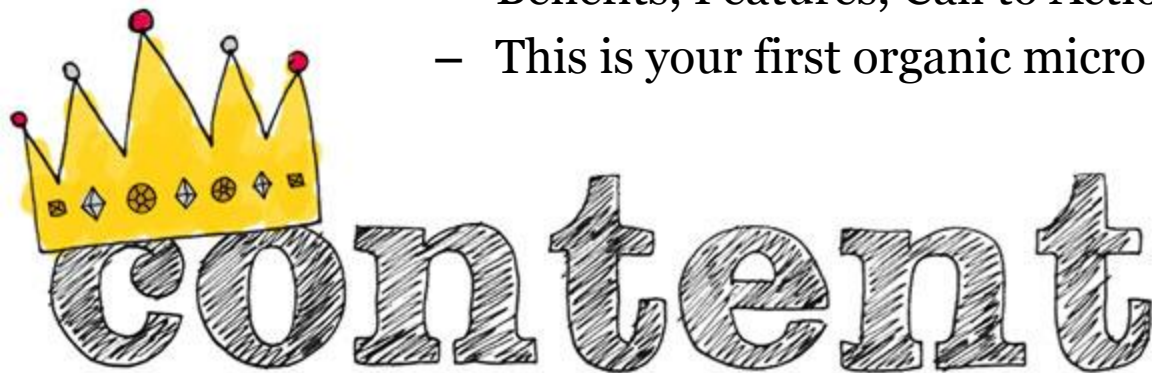


On-page Content builds relevance.

- Page Narratives - ± 300 Words
- Long enough to establish the page as a source of relevant info
- Short enough not to drive the customer away.



- Page Titles: 55 characters
 - Cityview Towers – Downtown San Diego apartments
 - Cityview Towers - pet friendly San Diego apartments
- Descriptions: 150 characters
 - Benefits, Features, Call to Action.
 - This is your first organic micro moment!



content





- Images should be relevant to the textual content on the page
- Don't forget to change the file name!



AMENITIES

Hawthorne at the Station in Wilmington, NC offers exceptional amenities, from an executive fitness studio to a custom resort-style pool equipped with an amazing outdoor lounge, just to name a few. Visit us today at Hawthorne at the Station and experience how you can *Live the Difference!*

Community Amenities

Apartment Amenities

COMMUNITY AMENITIES

24-Hour Cyber Café 

24-Hour Emergency Maintenance Available

Bike Storage Racks 

Concierge Services Available: Dry Cleaning Pick-Up and Drop Off, Dog Walking, Restaurant Reservations, Daily Check-In House Sitting, Coordinate Flower/Gift Basket Delivery, Complimentary Gift Wrapping, Moving Company Discounts, Storage Recommendation and Complimentary Bike Checkouts

Custom Saltwater Swimming Pool with Sun Shelf and Jets 

Elevator

Huge 24-Hour Club Quality Fitness Center with Health Hub 

Ideal Location with Quick Access to Mayfaire Town Center, Wrightsville Beach and Downtown Wilmington

Lounge with Complimentary Starbucks Coffee Bar and Billiard Table



On-Site Clubhouse with Demonstration Kitchen 

On-Site Professional Management

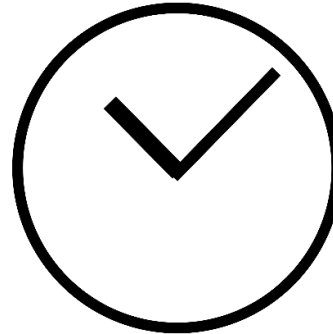
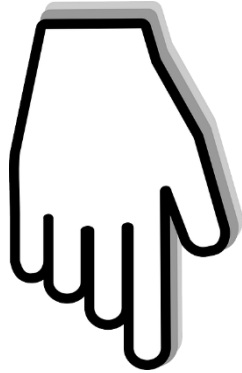


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2. User Behavior Matters More Than Ever.

Behavioral & mobile signals make up 9.5% of search signals...but are up 38% over last year.



3. NAP (Name, Address Phone #)

External Local Signals are 13.6% of your total search signals

- External local citations are about quality & consistency.
- To have a good local business citation, the Name, Address, & Phone # much match between your website and your local listing.
- Pay attention to the schema.org markup on your website.
 - Does it identify your local business number separately from a CTA #?
- Consider the primary purpose of a web listing before adding a lead tracking number – advertising or social/local business link?



4. Link Signals

Link signals are 20% of your total search signals

Area Employers

Schools

Local Business Blogs

Chamber of Commerce



5. SEO & SEM: Which is Better?

Wrong question.

- 65% of searches with a commercial intent result in a paid ad click. (Global statistics – not industry specific)
- 88% of paid clicks are separate from organic result clicks.



Source: Google



Takeaways

- Review & Edit Content: word & character counts, image file names, great descriptions (think classified ads)
- Watch your analytics for user behavior insights and address as needed.
- Check your lead tracking number assignment. Check to ensure your local business number is defined in schema (separate from CTA)
- Work to establish links from other reputable sites – solicit property managers' help on properties that need extra help.
- Cover your bases – budget both SEO & SEM.

