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!
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

- 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

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.