



# WAYPOINT RESIDENTIAL

## Location

Southeast Region

## Units managed

8,900

## Portfolio

Owned & Managed

## Product

SEO Services

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**Jeffrey Burnell, VP**  
Waypoint Residential

## Introduction

Waypoint Residential is a vertically integrated real estate investment manager specializing in apartment properties. The company currently owns and/or operates 39 apartment communities. Waypoint implemented Entrata’s Search Engine Optimization (SEO) and Pay-Per-Click (PPC) services at 15 of its Waypoint portfolio communities in 2013.

## The Challenge

### Increasing Competition for Google Keywords

An increasing number of apartment owners and operators are quickly leveraging SEO, creating a highly competitive environment for Google page rankings and website traffic. For Waypoint and its small marketing team, staying competitive and cost effective in this arena was nearly impossible.

“Like a lot of companies, we’re a small department trying to manage marketing efforts for 39 different properties,” says Jeffrey Burnell, Vice President of Marketing for Waypoint. “For me, it only made sense to reach out and get help to make it happen.”

Burnell also recognized that getting help might have the added benefit of solving another problem – the increasing cost of Internet Listing Services (ILS). The theory: Waypoint could increase traffic to their community websites and spend less money on ILSs with a more comprehensive and efficient SEO and PPC strategy.

“For many years we were dependent on the Internet Listing Services,” Burnell says. “About a year-and-a-half to two years ago, it became apparent that we didn’t want to be so dependent on them. That’s what made me say, ‘Let’s change our

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strategy here and look at them as something we don't have to be captive to, but as an accent to us being where we need to be in the rankings.”

## The Solution

### Finding Additional Bandwidth and Expertise with Entrata

Making the transition from ILS dependency to an SEO-driven strategy is easier said than done. That's why Burnell and Waypoint turned to Entrata's SEO and PPC services. The decision came down to three important factors: 1. Price, 2. Expertise, and 3. Ease of use.

Through Entrata's dashboard, Burnell can update community websites, manage the PPC campaigns and analyze website traffic at the same time. That has saved a lot of time for Burnell, who found himself historically jumping around from AdWords to Google Analytics and back. "First and foremost, the cost factor of using Entrata is phenomenal," Burnell says. "But really, it was about using their platform. I could manage the entire process from beginning to end from the same place.

Entrata solidified itself as the right solution during the implementation process, which was simple for managers who aren't SEO experts. "They provided a questionnaire for me to send to our managers that asked for information about the community and the neighborhood that would help them determine what keywords would work for each specific community," Burnell explained. "The managers didn't need to be SEO savvy, they just needed to be community savvy."

## The Results

### High Penetration Delivers

When Waypoint started using Entrata's SEO and PPC services, they wanted to improve overall web presence, increase website traffic and improve the performance of their PPC campaigns. The results speak for themselves for several of Waypoint's communities. Cordova Creek and Ender's Place experienced significant month-over-month improvements in PPC performance immediately after introducing the Entrata service.

Cordova Creek (Memphis, Tenn.) started the service in September of 2013 and had just 118 clicks at an average cost-per-click (CPC) of \$0.76. Just one month later, the community more than doubled its clicks 138% to 281 and reduced its CPC by 17% to \$0.69. Clicks for the community have been on the upswing ever since, hitting 390 in February 2014. At the same time, CPC has declined to just \$0.70 for the same month.

Ender's Place (Orlando, Fla.) started in August of 2013 with only 48 clicks and an average CPC of \$1.03. September was a much different story with 286 clicks at an average CPC of \$1.06, which increased due to the significant increase in click-through rate. Since September, the clicks have steadily increased month over month, reaching 340 in February 2014, while the CPC has gradually declined 34% to \$0.70 in February.

That's not to mention the web traffic increases experienced at several of Waypoint's communities using Entrata's SEO services. Ender's Place, for example, had 1,882 total visits in March 2013 when it began the program. In February of 2014, during the trough in the leasing cycle, Ender's Place reached 2,904 visits, which is just under its all-time high of 2,948 during the heat of the leasing season in July 2013.

Barrington (Charlotte, N.C.) realized dramatic traffic increases from just 261 visits in March, just after it started using Entrata's SEO services by 72% to 450 in April, just one month later. The traffic numbers peaked in January 2014 at 1,123 visits, during the normal lull in the leasing cycle, and finished at 950 total visits in February 2014.

## Pay Per Clicks

