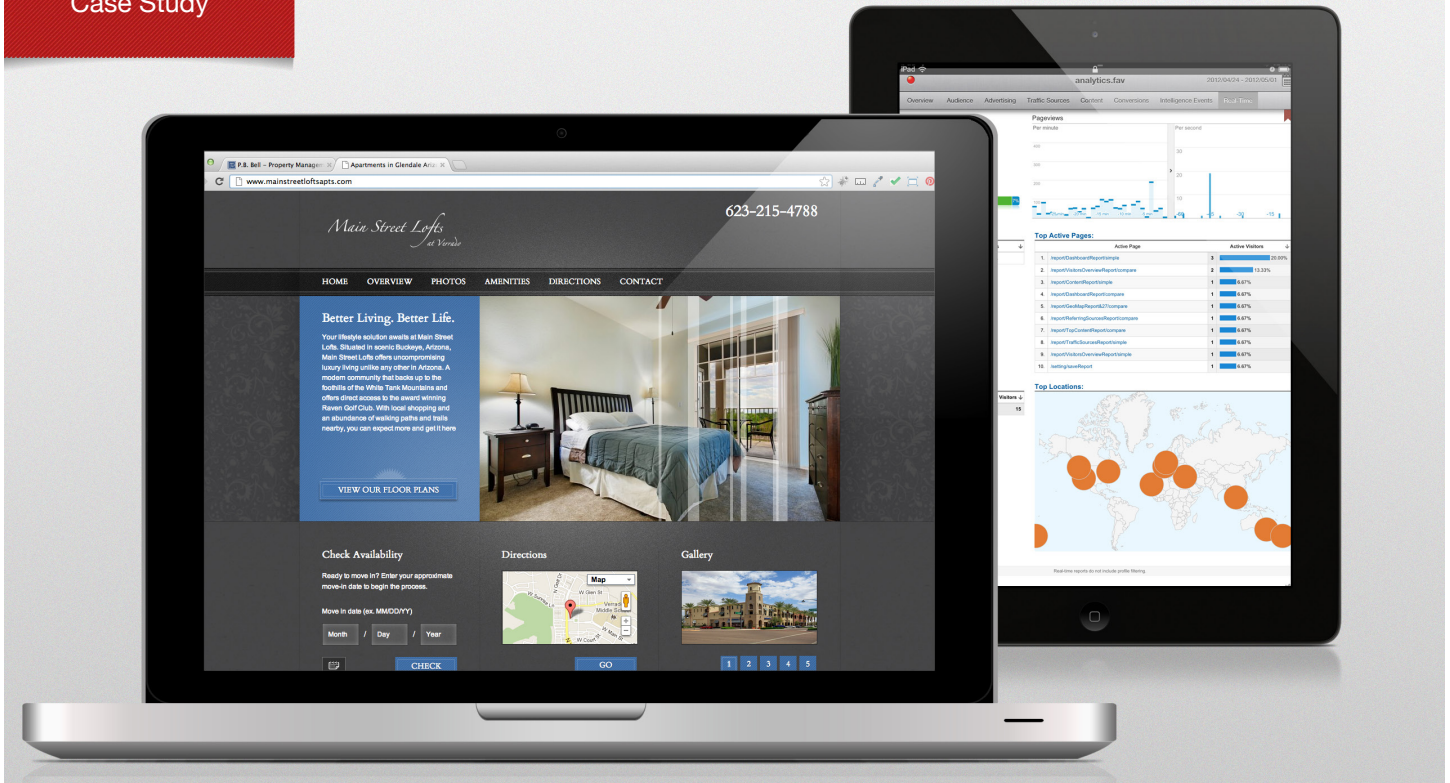


SEO Case Study



THE CHALLENGE

PB Bell is the premier locally-owned and operated real estate management and development company in Arizona. For over 35 years, the company has built its reputation around knowledge, experience, and satisfied clients.

“It doesn’t matter how good your website looks if nobody sees it,” explained Debbie Willis the Marketing Director at PB Bell. The company put a lot of effort into creating stylish and functional websites for their properties but wasn’t seeing the boost in web traffic it hoped would accompany the upgrade. Some sites were logging as few as zero visits per day. PB Bell recognized the need to increase traffic and page rankings in order to make their investment more effective.

“We recognized the value of SEO in building organic search results to drive more traffic to our property websites,” said Willis. “The goal was to not only build web traffic and page rankings, but to ultimately improve lease conversion.” PB Bell selected a handful of test properties and engaged Property Solutions’ SEO Services to get the ball rolling.



P.B. BELL

Location: Arizona

Units Managed: 4,600

Portfolio: Owned & Managed

Product: ProspectPortal and SEO Services

“I was a bit skeptical of SEO at first, but Property Solutions helped us see an immediate bump not only in rankings, but also guest card submissions. The results were greater than anything we’d seen using other online advertising at half the cost.”

-Debbie Willis

THE SOLUTION

PB Bell set up six test properties with Property Solutions SEO Services. The SEO team worked with each property to optimize the sites, focusing on relevant keyword strategies, improved visibility, and reputation management.

“We started with the basics, cleaning up the HTML and meta data to make each property site easier for search engines to see and read, then submitted site-maps to Google and set up Google Analytics accounts,” said Jordan Colton, SEO Specialist at Property Solutions. “Once we had the foundation set, we focused on improving traffic for competitive keywords, not just property names. It’s always easier to rank for name-related keywords, but they don’t do as well when it comes to bringing new leads to your site.”

Property Solutions’ SEO team also helped to boost website visibility by creating social network pages and building links back to the property website. Once those pages were in place, they were able to implement reputation management efforts, making positive reviews more visible by moving them up on search results.

THE RESULTS

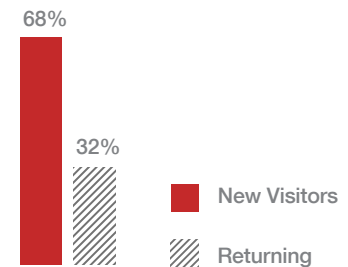
Search engine rankings for PB Bell’s websites increased almost immediately, but more than that, for the first time PB Bell’s property websites were providing a fresh lead source with new lead discovery, ultimately leading to higher occupancy rates.

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PB Bell’s optimized websites are now averaging around 70 percent of visits from organic search results. Why is this important? It indicates that potential residents who otherwise wouldn’t know about the property are now able to find it. Bounce rates are under 35 percent, and the average visit duration is over three minutes, with most visitors clicking through to at least four pages. But perhaps the most compelling indication that SEO is working for PB Bell, occupancy rates for the properties using the service have increased from an average of 86 percent occupied to an average 94 percent occupancy in just a couple of months.

“The great thing about investing in SEO and not simply online listing services is that we aren’t just putting money into a lead, we’re investing in our websites,” explained Willis. “I think once people see how well Property Solutions’ SEO Services work, everyone will start using them.”

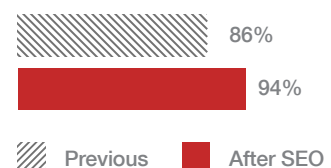
SEO Leads



Traffic Comparison



Occupancy Rates



About Property Solutions

Founded in 2003, Property Solutions International, Inc. is the nation's largest provider of apartment community websites and a leading developer of innovative property management software tools. Currently serving 27 of the NMHC Top 50 Largest Managers, the company offers a variety of web based solutions for leasing, rent collection, and maintenance request processing. Property Solutions' web portals and electronic payment processing tools offer the advantage of full data integration with most widely-used property management software packages. For more information, go to <http://www.propertyolutions.com>.