

Where does your organic traffic come from?

Take a closer look at **branded vs. non-branded search**



BRANDED SEARCH

- Contains the community or company name
- Used by renters familiar with your brand

Q Waterford Place Apartments

NON-BRANDED SEARCH

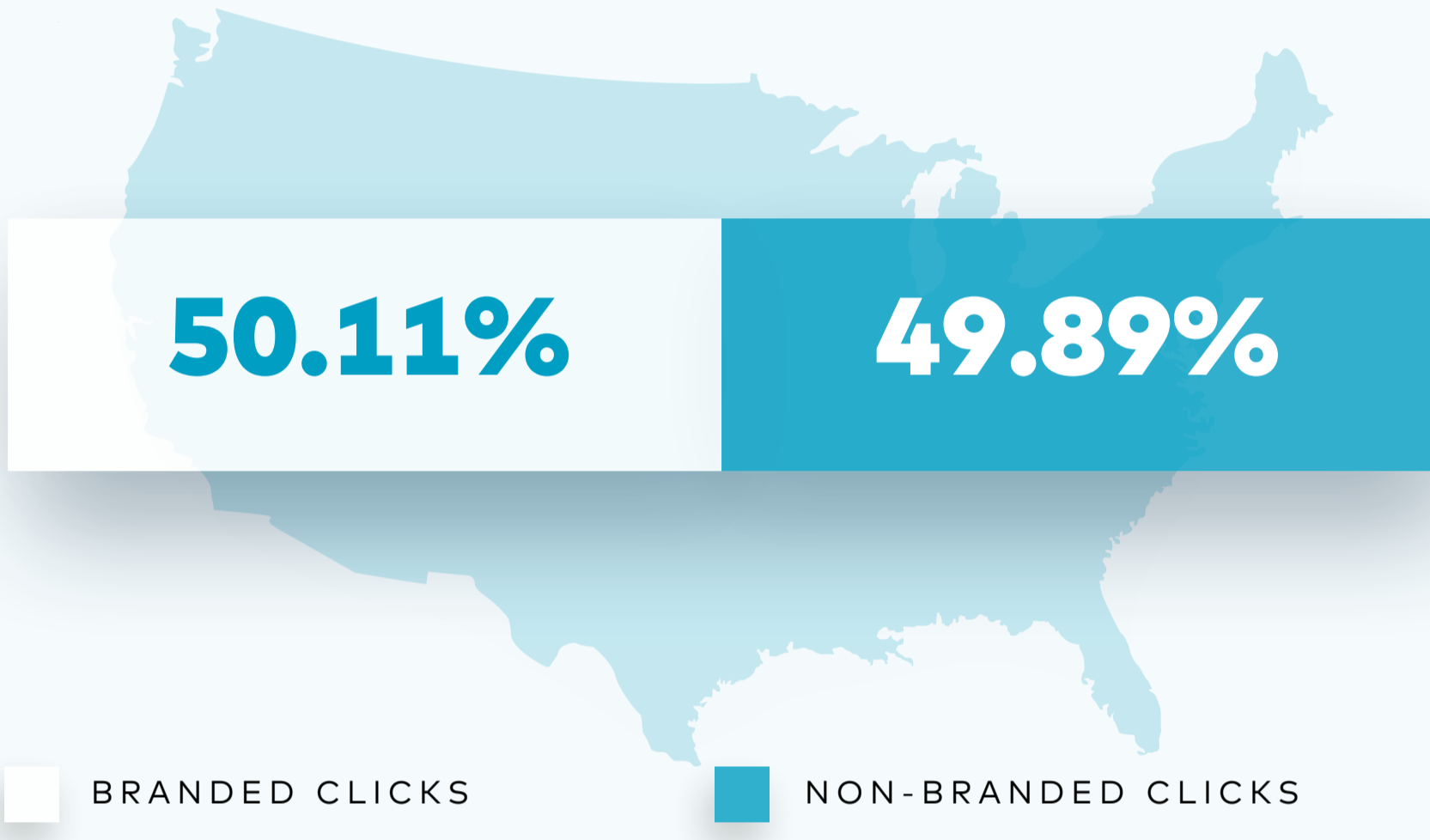
- Doesn't contain the community or company name
- Used by renters with no brand affiliation

Q Pet-friendly apartments in Folsom

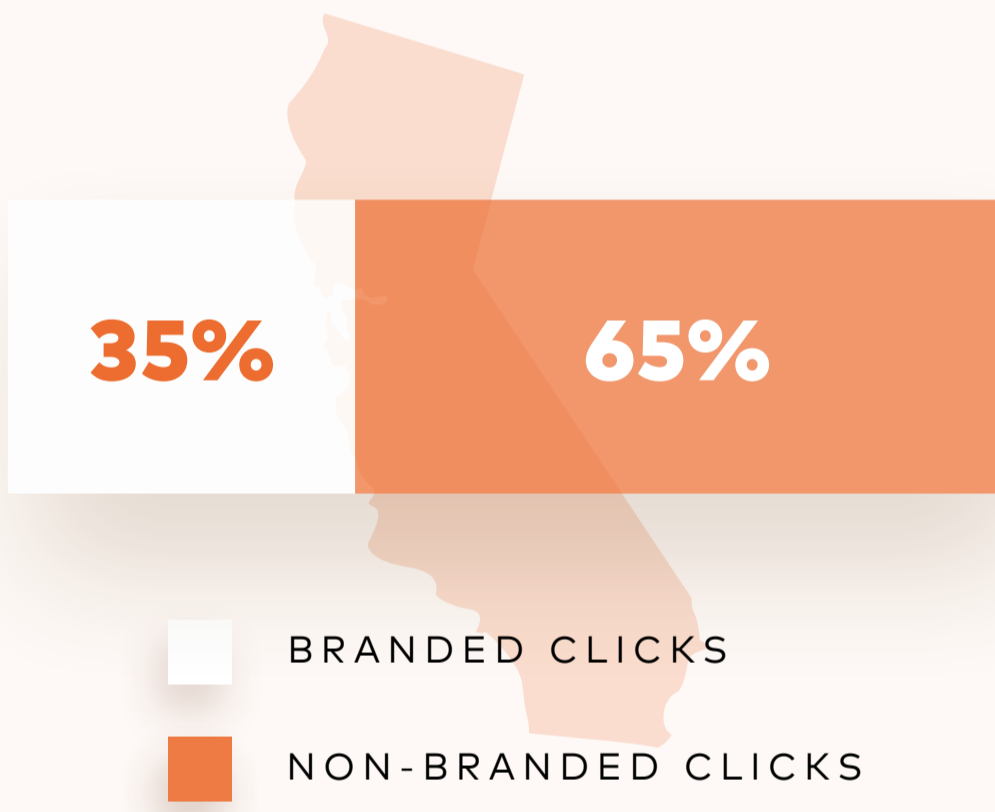
A study of 128 luxury apartments across the U.S. recently revealed that **optimizing for hyperlocal long-tail search has a major impact** when it comes to attracting renters

GOOGLE SEARCH CONSOLE DATA FROM LOCAL SEARCHES ACROSS ALL STATES

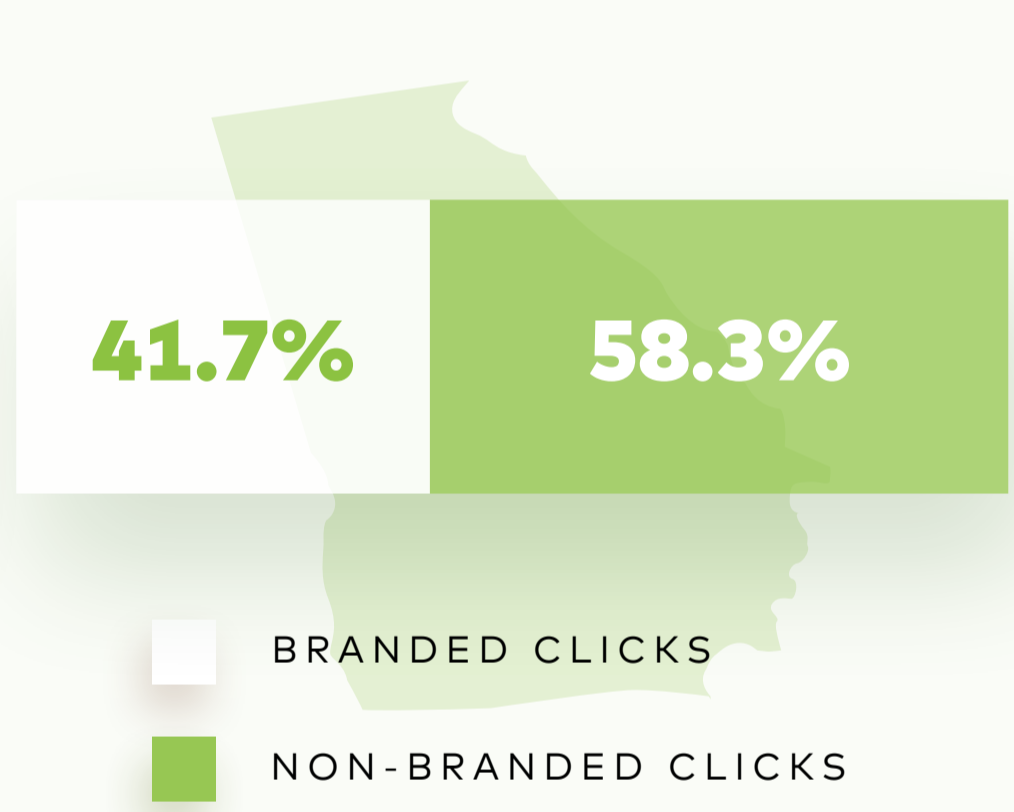
NOV 2021 - APR 2022



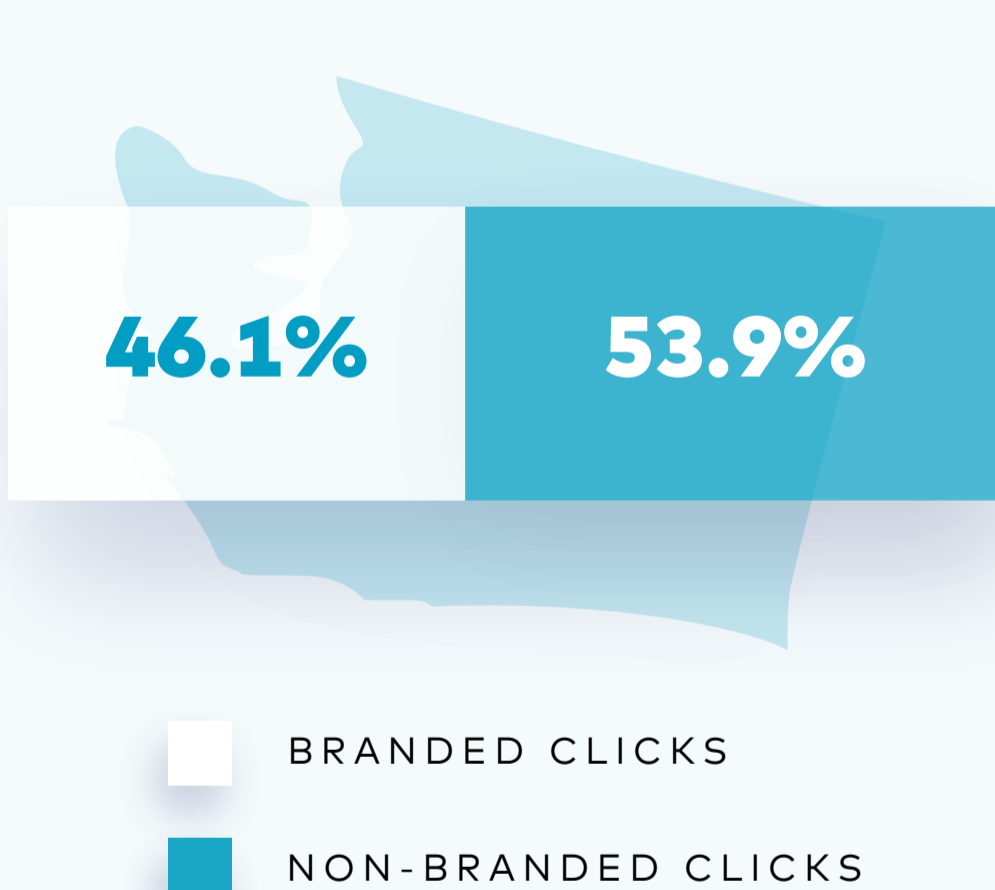
CALIFORNIA



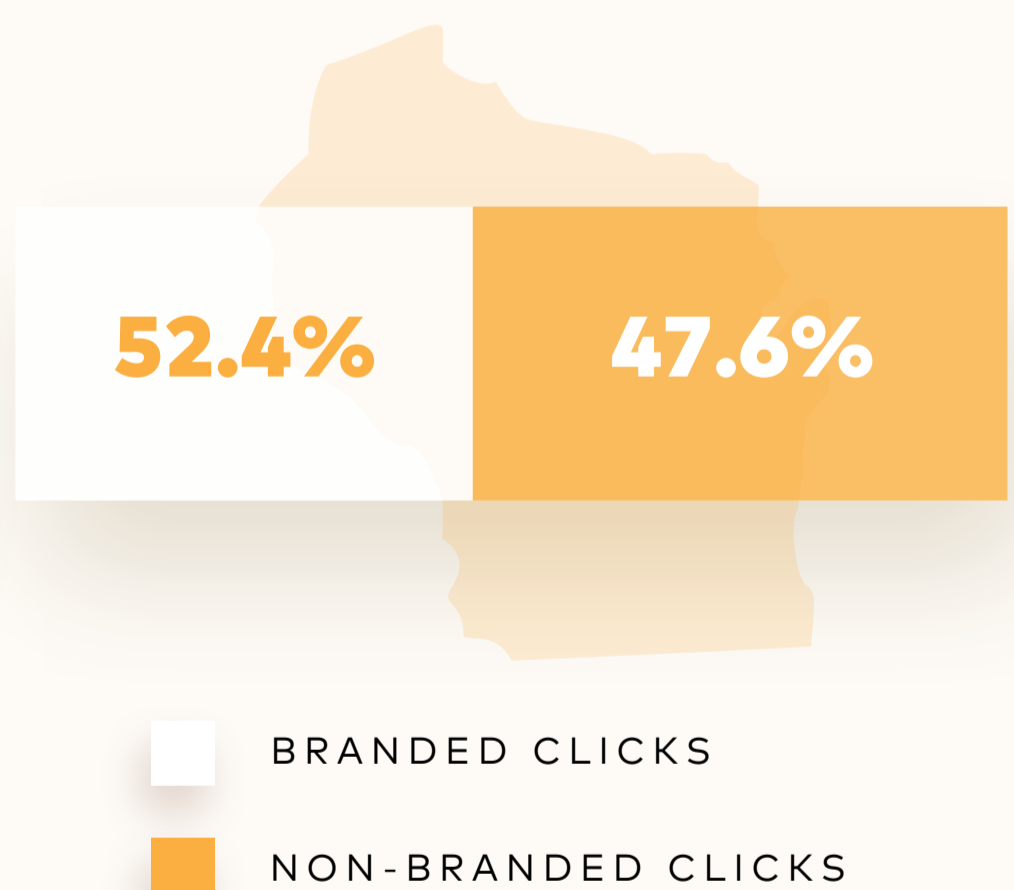
GEORGIA



WASHINGTON



WISCONSIN



Are you missing out on 50% of your potential traffic?

If you aren't optimizing for non-branded search, the answer is probably yes

Get found by more renters — including ones who've never heard of you — by actively managing your SEO for both branded and non-branded searches

REACH
by RentCafe®

DIGITAL MARKETING AGENCY