Where does your organic traffic come from?

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

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:**
  - Branded Clicks: 35%
  - Non-Branded Clicks: 65%

- **Georgia:**
  - Branded Clicks: 41.7%
  - Non-Branded Clicks: 58.3%

- **Washington:**
  - Branded Clicks: 46.1%
  - Non-Branded Clicks: 53.9%

- **Wisconsin:**
  - Branded Clicks: 52.4%
  - Non-Branded Clicks: 47.6%

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.