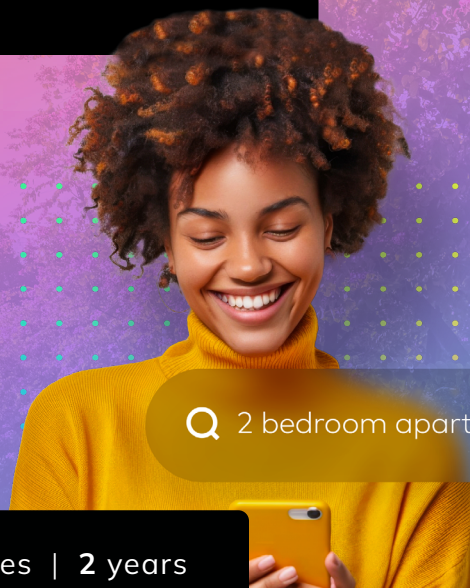


Do **multifamily websites**  
perform better with  
**professional SEO?**



96 properties | 4 companies | 2 years



VIEWS

**+35.76%**

SEO GROW

**+10.8%**

SEO FOUNDATIONS



VIEWS PER USER

**+47.22%**

SEO GROW

**+11.11%**

SEO FOUNDATIONS



AVERAGE SESSION  
LENGTH

**+28.78%**

SEO GROW

**+9.86%**

SEO FOUNDATIONS



ENGAGEMENT  
TIME/USER

**+42.19%**

SEO GROW

**+16.31%**

SEO FOUNDATIONS

### THE QUESTION

How do property websites perform after one year with professional SEO, compared to the year before without it?

### THE PROCESS

We pulled Google Analytics data from four companies and 96 properties, before and after implementing REACH SEO. The study compared SEO Grow, our full-service offering, to SEO Foundations, our signature offering. It tracked six key performance indicators (KPIs) over two years.

### THE CONCLUSION

REACH SEO drove significant performance improvements, with SEO Grow delivering the strongest results.

Both forms of REACH SEO delivered **measurable KPI growth**. These results show the importance of professional SEO in **maximizing visibility, interactions and ROI**.

**MIKE DELUNA**

CONSULTANT

REACH BY RENTCAFE

SEO Grow produced the **most** traffic and engagement, but SEO Foundations performed well too



SEE  
SEO  
SERVICES

## RESULTS

### SEO FOUNDATIONS (29 properties)

### SEO GROW (67 properties)

Views	+10.8%	+35.76%	Better visibility
Views per user	+11.11%	+47.22%	Increased interest
Average session length	+9.86%	+28.78%	Deeper exploration
Average engagement time/user	+16.31%	+42.19%	More interactions
Sessions	+5.59%	+1.92%	Greater reach
Engaged sessions	+3.53%	-0.73%	Higher-intent traffic

SEO Grow outperformed SEO Foundations. This can be attributed to the former offering optimization of all pages, quarterly updates and monthly reporting. These differences set SEO Grow apart to improve traffic and engagement.

While SEO Foundations doesn't include the same scope of service, it still drove performance improvements. Either form of professional SEO is better than none at all.

**Professional SEO leads to higher visibility, more engaged prospects and quality leads. REACH SEO is a strategic advantage — especially in a competitive leasing environment.**

Data from January 2023-February 2025

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