



RENTCafé Reach SEO

Attract online renters and keep your prospect pipeline full with advanced online marketing services designed to drive renters to your properties. Make your properties stand out to potential residents in today's crowded digital marketplace.

Why Search Engine Optimization (SEO)?

- Deliver content that appeals to both customers and search engines
- Position your communities for maximum visibility and more leads
- Achieve and maintain visibility in organic search results
- Integrate with RENTCafé for a cohesive single-platform marketing strategy

Our SEO Services Include:

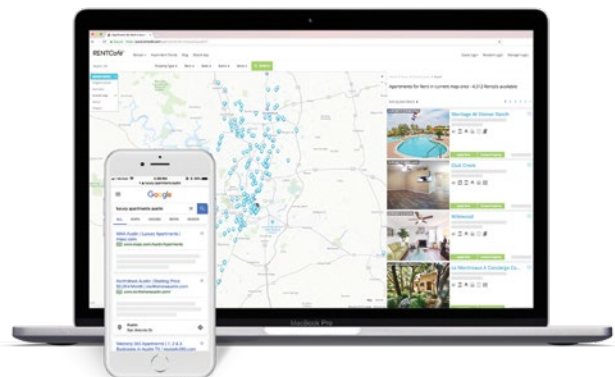
- Optimized on-page content, page titles and meta descriptions
- Off-page optimization including business citation and brand management
- Regular website health audits and maintenance
- Monthly reporting, service calls and a dedicated account manager
- Comprehensive reporting to track results

Optimized Content Creation

Our SEO team will review your existing site content and make recommendations for additions and improvements. Your property location and audience will determine the types of adjustments we make. In addition to basic on-page elements, such as page titles and meta descriptions, we'll make sure your images and logo are fully optimized and understood by search engines.

On-page optimization includes:

- Optimize and create content
- Optimize page titles for local SEO
- Optimize meta descriptions
- Add or edit alt tags on all images
- Add page title and meta descriptions on client-added custom pages



Brand Management

Keeping track of your property's online citations and information can be a challenge, but it's an important component of creating a strong web presence. Our SEO team utilizes Yext technology to ensure your property has consistent and accurate information across the web. We'll work with you to resolve any conflicts and make sure your audience can easily find you.

Brand management services include:

- Managing local citations across Google My Business, Yahoo!, Bing, Four Square® and others
- Ensuring consistent name, address, phone and URL details across quality business directories
- Removal of duplicate or erroneous business listings



yext Certified
Partner

Engagement Features

There are features available in RENTCafé that help improve prospect engagement, increasing pageviews and time on site. These play a role in your overall SEO strategy. As part of our SEO services, we'll alert your team to new features and make recommendations to enhance prospect engagement and website performance.

Reporting & Analytics Training

Each month we'll deliver comprehensive reports that help you understand your traffic and how that traffic is converting into leads. We will provide basic Google Analytics™ training to help you understand your traffic and identify areas of opportunity. We prefer to meet at least once per month to review our progress and define next steps.

In these meetings, we will discuss:

- Analysis of traffic patterns
 - Gain a greater understanding of traffic patterns

- Conversion metrics
 - See how traffic interacts with your content
- Engagement opportunities
 - Identify additional ways to engage with prospects

Website Health Check

Site audits help us identify issues that could affect search engine performance. RENTCafé Reach SEO services include regular site audits to correct any issues and make sure that your website is effectively attracting prospects.

For example, site audits may uncover the following:

- 404 (page not found) errors
- Broken links
- Missing image alt tags
- Large image file sizes

Rest assured, our SEO services are completely white hat and in line with Google Webmaster Central™ Guidelines. We'll help you create a strong presence the right way and stay out of trouble.

 | Energized for Tomorrow

Yardi Systems, Inc. 430 South Fairview Avenue, Santa Barbara, California 93117
phone: +1 800 866 1144 | email: Sales@Yardi.com | Yardi.com

NOTICE: Design and content ©2018 Yardi Systems, Inc. All rights reserved. Information is subject to change without notice and does not represent a commitment on the part of Yardi Systems, Inc. RENTCafé® Reach™ and Yardi® are either registered trademarks or trademarks of Yardi Systems, Inc. in the United States and/or other countries. All other products mentioned herein may be trademarks of their respective companies.