



S E O

4 reasons you can't just set it & forget it

Stay at the top of your SEO game
(and ahead of the competition)



Some people think you can just “do SEO” once and then be done.

Those people are wrong — and destined to miss out on a lot of valuable traffic.

If you want to make a return on your SEO investment (who doesn't?), you need to commit to ongoing SEO.

Keep reading to learn the 4 reasons you need to continue your SEO efforts long after you launch your website. Then discover what it takes to outrank the competition.

1

**Because search engines
continuously update algorithms**

Search algorithms are unique to each search engine and determine how your website ranks in search results. Not only are these algorithms mysterious, but they are also constantly in flux.

For example, in one year alone, Google confirmed it made 4,500 algorithm changes, each with the potential to impact your website's SEO.

Good SEO means continually monitoring your website to make sure it complies with constantly changing rules.

If it doesn't? You will get penalized.

Google can penalize a site in numerous ways, including filtering it out of the Google index, removing keyword-rich links and erasing it from search results entirely.

You must stay on top of algorithm updates to avoid these penalties.





2

**Because sustained SEO
maintains your position in
search engine results**

When you achieve page one results for your targeted search queries, it's exciting!

But there's no guarantee you'll stay there.

That's because there are always new pages that have the potential to displace you.

Maintaining your position is essential. Without enough continuous SEO to ensure your website stays relevant, you may find that your site slips in the rankings. You stop competing for the page one results when you stop maintaining your SEO.

This can be a real problem if it happens for a keyword or set of keywords that have brought traffic to your site in the past.





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**Because your competitors
aren't sleeping on SEO**

Maybe you've said things like, "I'm just not interested in SEO anymore. I can't keep up with the changes, and it's a waste of time."

Then you've probably also said something like, "Why does my new competitor keep beating me out for top rankings and customers?"



The problem isn't that your competition is doing something different to get ahead of you. The problem is that you stopped trying.

If you stop your SEO efforts and your competitors don't, you not only lose any momentum that you have gained, but you also go backward.

If your competitor continues optimizing their website but you don't, they will quickly gain on you, eventually outranking you in search results.

4

Because of changes in
search behavior

User behavior inevitably changes over time, and search results must evolve to match.

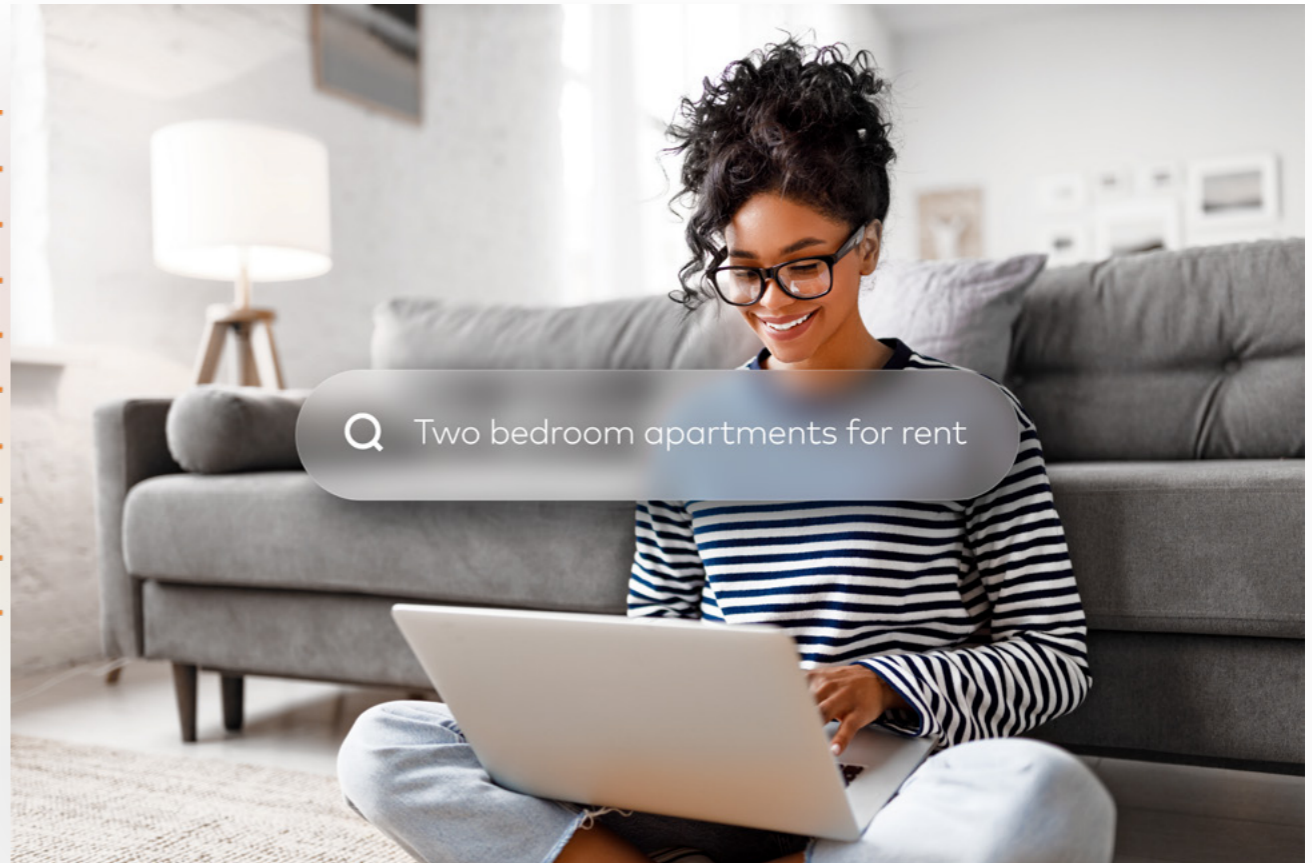
Users are always looking for a better way to interact with search and access information.

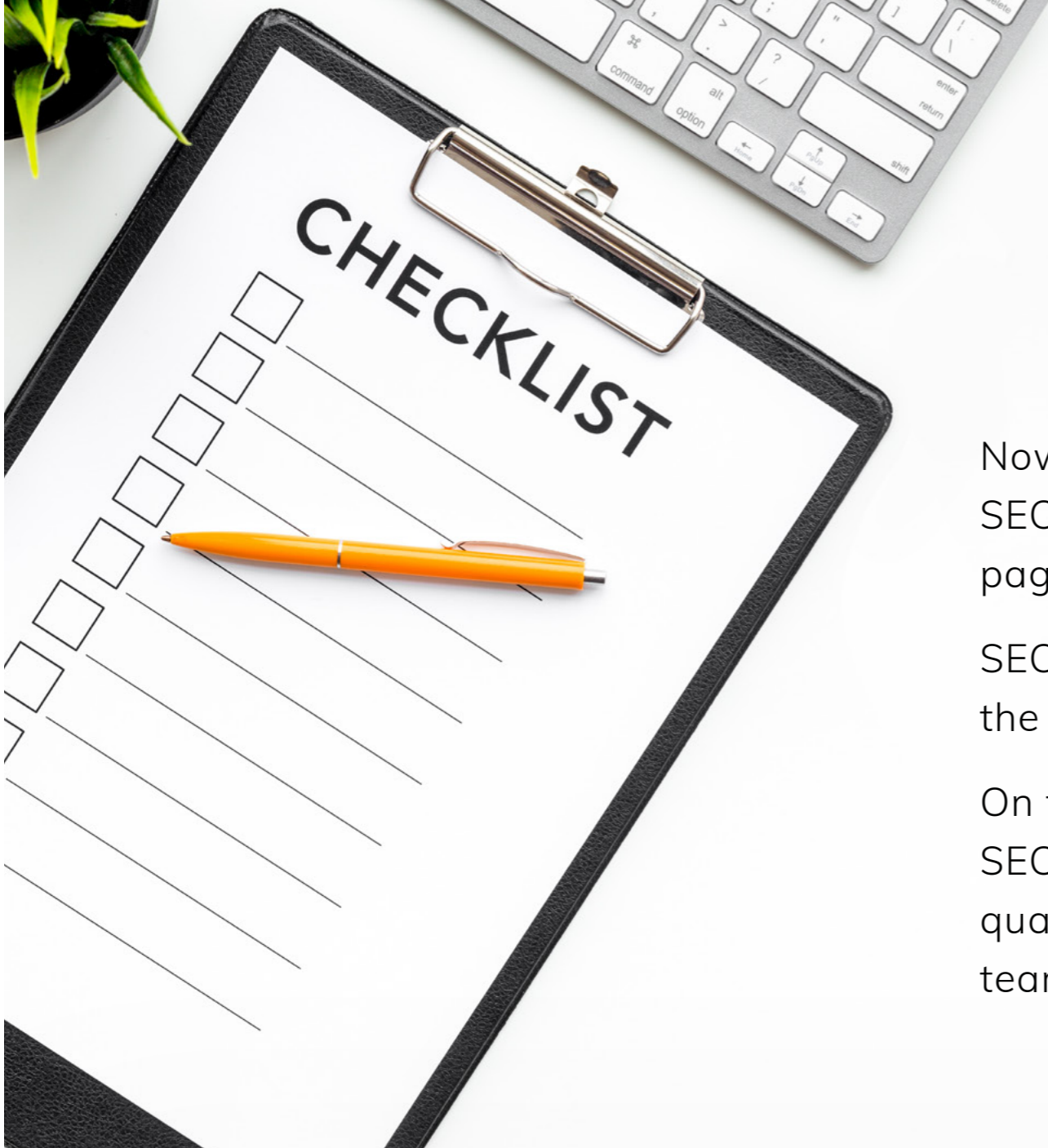
Because of this, property-related search terms change constantly.

If you aren't keeping up with current search trends, you're missing out on some excellent search term opportunities and — more critically — leads.

As neighborhoods change, so does the language used to describe those areas. Areas become “hot” that weren't before, and amenity trends fluctuate.

Renters will have different expectations and use different search terms that change depending on where they are, where they want to live and their demographic.





Now that you understand the importance of ongoing SEO, you know there are no shortcuts to achieving page one results.

SEO is a long-term process. Acquiring and sustaining the best results takes time, knowledge and effort.

On the next page, you'll see a sample list of the SEO tasks you should complete on a monthly and quarterly basis. Use this information to guide your team or initiate a discussion with your SEO provider.



MONTHLY SEO TASKS

- ✓ Track and analyze search volume.
- ✓ Track and analyze click-through-rate trends.
- ✓ Analyze search data. Identify search terms to focus on and adjust websites as needed.
- ✓ Track average website position with a focus on click through rate. Optimize for search terms that drive quality traffic.
- ✓ Monitor and optimize website engagement features to increase time on page and decrease bounce rates.

- ✓ Evaluate website performance. [Learn how to use Lighthouse.](#)
- ✓ Manage your Google Business Profile and confirm or deny user-requested updates.
- ✓ Monitor local citations to ensure consistent NAP (name, address, phone number) data across business directories.

QUARTERLY SEO TASKS

- ✓ Check for 404s and implement redirects.
- ✓ Review and submit sitemap.xml and new page URLs to Google for indexing.

We can help you succeed with ongoing SEO

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