



# SEARCH ENGINE OPTIMIZATION WITH THRESHOLD

When is the last time you looked at a second or third page of search results to find what you were searching for? In our competitive online environment, it's crucial that your website claim a visible spot on the first page of search results for relevant keywords so that prospects actually find their way to your site. Our Search Engine Optimization (SEO) services do just that.



## WHAT WE OFFER



### Baseline SEO

Ensure your property is set up to continually improve its SEO ranking by optimizing images, meta descriptions, headers, titles, URLs, and more.



### Local SEO

Capture traffic from local search queries by optimizing city and state information on property websites.



### Monthly Technical Optimizations

Maintain excellent SEO as you grow and expand, with keyword tracking, link-building, and meta description management for all new pages.



### SEO Blog Copywriting

Enhance your keyword performance with professionally written blog posts that help capture more traffic while also providing value to your current residents.

## KEY BENEFITS

- Drive organic traffic to property websites
- Increase visibility and brand awareness by ranking higher in Google search results
- Keep up with Google's ever-changing algorithm
- Maintain excellent SEO as you add to your website
- Make sure potential residents get the information they need to move forward and take action

PUT US TO  
WORK FOR YOU!





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## REACH THE RIGHT AUDIENCE

With so many renters' journeys beginning with a Google search, it's crucial that your property is visible to the right people at this initial stage. We'll use our extensive knowledge of SEO to help you leverage hyper-local keywords and other SEO strategies so that when people search for specific amenities, locations, and floor plans, your website will capture all that organic search traffic.

## EMPOWER YOUR PROSPECTS

Good SEO enables potential residents to move forward and take action. When you start your service with us, we'll help you optimize your Google My Business page, meta descriptions, and more so that your prospects are encouraged to take the next step, whether that's scheduling a tour or starting an application.

### CASE IN POINT

One senior living property came to Threshold looking to generate leads and raise lease rates. After 3 months of SEO services with us, their organic website traffic increased by 68%. The quality of traffic also improved, with an 81% decrease in organic bounce rate and a 96% increase in pages per session.

Ultimately, these improvements led to 52% more leads by the fourth month of services with Threshold.

Threshold clients on average see a

**98%** increase in organic traffic within the first 3 months of SEO services



**81%** 

Consumers perform some type of **online research** before making **large purchases**

**18%** of location-based **mobile searches** result in a conversion within **1 DAY**



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