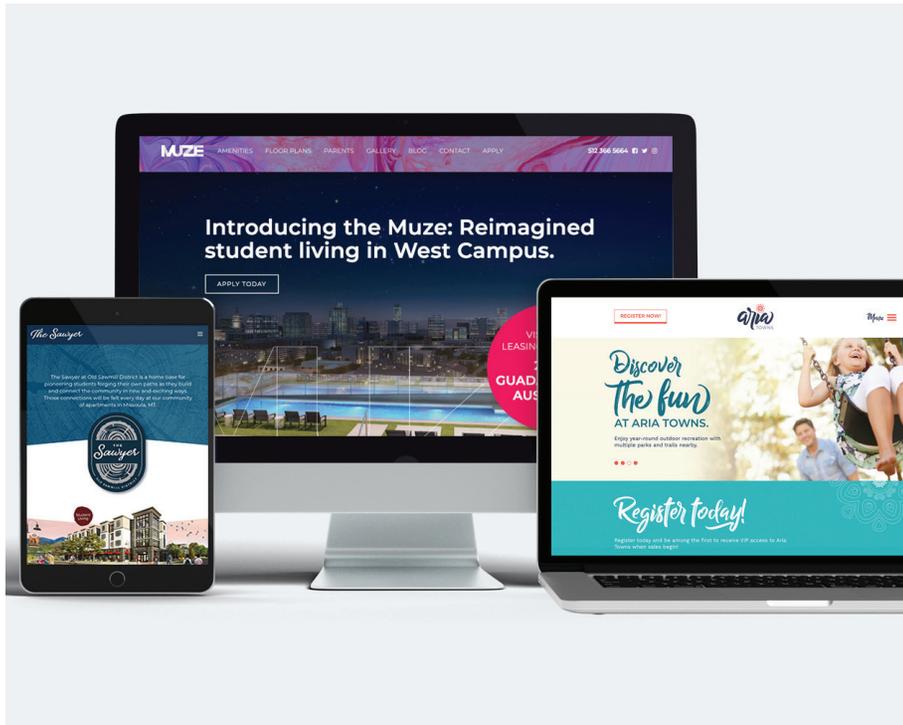# WEBSITE DEVELOPMENT
WITH THRESHOLD

When prospects are looking for a new place to live, they appreciate a robust website of information that properly represents your property. Prospects want floor plan options, amenities, price points, and ways to get in contact with the staff. We know how to engage the customer with content and functionality on large-scale websites and how to build effective landing pages that track digital marketing campaigns.

WHAT WE OFFER

Custom Website Development

We'll work with you to develop a website that serves your specific business needs, ensuring you get the custom integrations and functionality that you need to succeed as well as a look and feel that fits your vision.

Custom Landing Page Development

When it comes to paid traffic, it's imperative that users reach a landing page that is fully optimized to convert them. We'll develop a custom landing page that addresses your unique digital needs and preferences while giving users the confidence to take that next step.

Templated Websites & Landing Pages

We can work with an established template for quick turnaround and low costs or develop a custom template that can be applied to multiple properties within your portfolio. We'll find the right solution for your needs.

KEY BENEFITS

- Identify your website needs and bring your vision to life online

- Easily integrate housing industry technologies like Yardy, RealPages and other platforms widely used by student, senior, and multi-family properties

- Optimize your website for desktop and mobile to capture more traffic and create a better first impression

- Stick to your budget and timeline by leveraging an established template or developing a custom website that meets your property's needs

PUT US TO WORK FOR YOU!

WEBSITE DEVELOPMENT
WITH THRESHOLD

WHAT DIFFERENTIATES US

• Housing technology familiarity

• Expertise in user browsing habits specifically on real estate websites

• Collaboration throughout the web development process

• Ability to develop a plan that works for your entire portfolio

WORK WITH USER HABITS, NOT AGAINST THEM

Did you know that over **58% of internet traffic in 2019 was conducted on a mobile device**? Internet use is more mobile than ever, but **mobile users also bounce nearly 60% more often** than desktop users and **view 1.13 fewer pages per session** on average. Understanding browsing behaviors and working with them is essential when developing your website. We'll help you optimize your site to capture and nurture leads across mobile and desktop so that your website captures traffic and drives conversions.

EARN BETTER TRAFFIC, NOT JUST MORE TRAFFIC

Our Digital and Creative teams know how to design and develop websites and landing pages that encourage users not just to step inside, but also to take off their coats and stay a while. The more time a user spends on your site, the more likely they are to convert, so we employ strategies that increase pages per session and session duration while decreasing bounce rate.

For example, The Stack, a student living property in College Station, Texas, saw an **increase from 1.69 to 5.51 pages per session** after launching a new website we designed and developed in September 2019. Their average **session duration also increased by 110%** while their **bounce rate decreased by 42%.**

CASE IN POINT

Mag & May, a luxury property in Fort Worth, Texas in the Near Southside neighborhood came to us in July of 2018 as a new build with plans to open in February 2019. Starting from scratch at 0% occupied and 0% pre-leased, we needed to arm this unique community with a digital strategy that would get this property leased up ASAP. In order to do that, we needed to launch a variety of digital services that would drive leases, but we had a problem to solve first: the property's website was not optimized for conversions, and although Click-Through-Rates were rising as we launched effective digital ads, conversions remained low. We knew we needed to build a conversion-optimized landing page that would encourage leads to take the next step.

We put our digital and creative teams to work creating a landing page packed with useful information and strong UX design—and the results were dramatic. After implementing the new landing page, **conversion rates increased by a whopping 1,976%** for search ads and 908% for display ads. This translated directly into an **18% increase in leases** month-over-month. Not only that, but the **Cost Per Lead dropped by over 96%** for search ads and 83% for display ads, which would go on to save the property thousands of dollars in ad spend. By September 2019, the property's **conversion rates had risen by 2,971% year-over-year** for display and 897% year-over-year for search. But the best part of all is that these digital strategies had translated into lots more leases. Over 14 months of working with Threshold, Mag & May's **occupancy rate rose from 0% to 71%** and continues to climb.

Occupancy Rate Rose
from 0% to **71%**

18%
Increase In Leases
Month-Over-Month

Conversion Rates Rose
2,971%
Year-Over-Year

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