

RENTCafé® Reach™



Get more traffic, more leads, and more leases with expert search engine optimization and search engine marketing services that will help you reach more online prospects.

SEO Key Features

- » Baseline optimization audit
- » Off-page optimization focused on the top 50 local business listing sites
- » On-page optimization to create strong page titles, descriptions, and narratives
- » Comprehensive reporting to track results

SEO Key Benefits

- » Delivers content that appeals to both customers and search engines
- » Positions your communities for maximum visibility and more leads
- » Achieves and maintains top placement in organic search results
- » Integrates with RENTCafé for a cohesive, transparent marketing strategy

RENTCafé® Reach™

Reach more online prospects that are actively searching for a place to call home. Fully integrated with RENTCafé, RENTCafé Reach provides full-service search engine optimization (SEO) and search engine marketing (SEM) consulting and management, including in-depth analytics. Make your property marketing websites stand out to potential residents in today's crowded digital marketplace.



Attract more prospects to your mobile-friendly RENTCafé property marketing websites with both on- and off-page search engine optimization.

Why Search Engine Optimization?

To win more clicks, your communities need to appear in the leading local search results. Our experts help you build authority and relevance so your properties rise to the top.

- » Build authority by claiming and strategically optimizing local business listings
- » Increase relevance with on-page optimization tailored to your website and audience
- » Track progress with transparent reports that clearly display results

After completing the initial groundwork needed to promote your business, we continue to monitor your web presence and provide monthly reporting and analytics, taking action as needed to maintain your optimization.



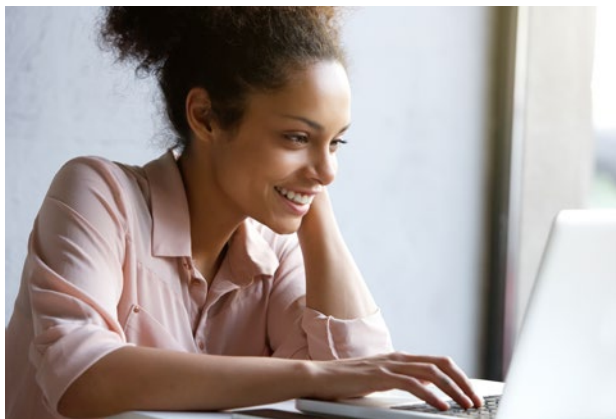
Why Search Engine Marketing?

Also known as pay-per-click (PPC) advertising, SEM is all about reach, relevance, and ROI. As an official Google Partner, Yardi provides Google AdWords Certified Specialists to manage your ad campaigns.



- » Increase reach by advertising with the largest research group in the world
- » Amplify relevance by delivering the right message to the right person at the right time
- » Define your ROI and refine your strategy with analytics to identify top performing campaigns

Reach more people to attract them to your community. Deliver relevant content to get them to click through to your website and take the next step. Then analyze results to continually improve your ROI. Our experts can help!



Why Both?

Search engines deliver both organic results and paid ads—because both get clicks! Being present on the results page in each of these places dramatically increases your opportunities to reach potential residents. SEO and SEM services combine to drive significantly more traffic to your property marketing website. More traffic means more leads and, ultimately, more leases.

SEM Key Features

- » Strategic PPC advertising tailored to your goals
- » Campaign management by Google AdWords™ Certified Specialists
- » Ad targeting based on demographics, location, timing, and mobility
- » Ad extensions and landing pages to increase conversions

SEM Key Benefits

- » Tracks advertising ROI by ad group, placement, timing, and more
- » Enables marketing campaigns based on property needs and occupancy trends
- » Allows campaign flexibility informed by ad performance analytics
- » Integrates with RENTCafé for a cohesive, transparent marketing strategy

Leading Business-Wide Real Estate Management Software and Services

At Yardi our mission is to provide our clients with superior products and outstanding customer service, while we take care of our employees and the communities where we work and live. With that commitment, Yardi leads the industry in providing full business software solutions for real estate investment management, property management, financial accounting, asset management, and ancillary services.

Organizations like yours have been using our proven and mature software with confidence for decades.




Discover your marketing genius.

Contact us to learn more about **RENTCafé Reach**.

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