

Case Study

Hyper-Effective Local Pages Increase Organic Traffic by 53%



CLIENT PROFILE

Canopy at South Lakes is a premium apartment community in Denton, Texas catering to university students, healthcare professionals, and commuters seeking convenient access near Interstate 35E.

THE CHALLENGE

Despite a well-rounded marketing plan, Canopy at South Lakes faced several persistent issues:

- Limited visibility in competitive DFW market
- Moderate results from traditional broad-targeted campaigns
- Difficulty reaching a variety of target audiences
- Inadequate conversion rates to maintain optimal occupancy

THE SOLUTION

Implemented Swifty's hyper-effective local page technology, significantly enhancing local visibility and lead quality through:

- **Micro-Geo Targeting:** Custom content for location-based searches
- **Conversion Optimization:** Clear CTAs and personalized floor plan recommendations
- **Mobile-First Design:** Clean, responsive pages optimized for how renters search
- **Automated Scaling:** Rapid, AI-powered creation of SEO-rich pages
- **Progressive Rollout:** Daily launch of hyper-targeted pages to expand local reach

IMPRESSIVE RESULTS

FIRST 60 DAYS



↑ **53%**

3,747
Traffic

↑ **254%**

809
Floor Plan
Views

↑ **35%**

84
Ranked
Keywords

Attract the right renters – right where they're searching.

Contact us for a demo and learn how our hyper-effective local page technology can accelerate your online traffic.