

# Case Study

## Hyper-Effective Local Pages



## The Dahlia

- Location: Dallas, TX
- Market: Primary urban multifamily
- Competition: Hundreds of properties fighting for visibility

## The Challenge

Operating in one of the most competitive apartment markets in Texas, The Dahlia needed to break through the noise and capture search traffic without dramatically increasing paid search spend.

## H.E.L.P. Implementation

- Launch: February 2025
- Pages Created: 130
- Timeline: 8 months (Sept 2024 - May 2025)

## The Results

- Baseline (Sept 2024): 74 Daily Impressions
- After H.E.L.P. (Feb 2025): 319 Daily Impressions
- **Growth: 331% increase**

## Key Wins

Top H.E.L.P. pages captured high-value local searches:

- "Apartments near Dallas Love Field Airport" (1.5K impr.)
- "Apartments near Galleria Dallas" (1.3K impr.)
- "Income based apartments Irving TX" (712 impr.)