

Case Study

Hyper-Localized SEO Drives 262% Growth in Ranked Non-Branded Keywords



BROADVUE

CLIENT PROFILE

BroadVue is a 240-unit Class A apartment community in Oklahoma City. The property primarily attracts young professionals, remote workers, and residents who want fast access to downtown, local parks, and nearby retail.

THE CHALLENGE

While BroadVue had a strong brand and desirable location, it struggled to:

- Stand out in a competitive Oklahoma City rental market
- Rank for relevant neighborhood and lifestyle-focused keywords
- Drive meaningful organic traffic without increasing marketing overhead

THE SOLUTION

Swiftly launched its Hyper-Effective Local Page (H.E.L.P.) technology to boost local search presence by:

- **Creating SEO-Rich Local Pages:** Each page focused on distinct renter search intent tied to specific Oklahoma City neighborhoods and amenities
- **Expanding Keyword Coverage:** Strategically built to target high-volume and long-tail terms that competitors weren't ranking for
- **Publishing at Scale:** Dozens of pages launched quickly through automated workflows – no extra lift for the property team
- **Driving Real Engagement:** Pages designed to load fast, look great on mobile, and guide renters to explore and convert

EXCEPTIONAL RESULTS

IN 30 DAYS



↑ **184%**

37,000
Impressions

↑ **15%**

1.08K
Clicks

↑ **262%**

105
Ranked
Keywords
(Non-Branded)

See What Hyper-Local SEO Can Do for Your Property

Let's chat about how Swiftly's H.E.L.P. pages can help you rank for more keywords, attract more renters, and turn search into signed leases.

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