

Case Study

SEO That Scales: Local Pages Spark 35% More Traffic in One Month



CLIENT PROFILE

Legacy at Veramendi is a 324-unit Class A apartment community in New Braunfels, Texas. Their target audience includes professionals, families, and retirees seeking a high-end living experience with access to trails, schools, and the natural charm of the Texas Hill Country.

THE CHALLENGE

Although Legacy at Veramendi is located in a growing market, it faced challenges typical of newer lease-ups:

- Limited organic search visibility in the New Braunfels area
- Low keyword rankings for relevant local and lifestyle searches
- A need to attract a broad mix of prospects without increasing ad spend

THE SOLUTION

Swifty implemented its Hyper-Effective Local Page (H.E.L.P.) technology to enhance the property's online reach through:

- **Geo-Specific SEO**
Pages optimized for highly localized search terms across New Braunfels
- **Segmented Content Strategy**
Messaging tailored to multiple renter profiles and lifestyle priorities
- **AI-Powered Page Creation**
Dozens of SEO-rich landing pages generated and published within weeks
- **Mobile-First, Conversion-Focused Design**
Built to match how modern renters search and browse

UNDENIABLE RESULTS

FIRST 30 DAYS



↑ 44%

12.4K
Impressions

↑ 35%

443
Clicks

↑ 29%

40
Ranked
Keywords
(Non-Branded)

Want more visibility without more ad spend?

Let's talk about how Swifty's hyper-localized landing page technology can help your property get found faster – and by the right renters.