

# Case Study

## Hyper-Effective Local Pages



## Portfolio Overview

- Assets: Prescott, Mirage & 3001
- Location: Sacramento, CA
- Market: Primary suburban multifamily

## The Challenge

Operating in a competitive Sacramento submarket, these three communities needed stronger organic visibility and more qualified renter traffic.

## H.E.L.P. Implementation

- Launch: August 2025
- Pages Created Per Property: 50
- Timeline Measured: 4 months with H.E.L.P. (Aug - Dec) versus previous 4 months without (April - July)

## The Results

Averages across all three properties:

- Impressions: **+18%**
- Clicks: **+142%**
- Position Ranking: **20 → 15**

## Key Wins

- Consistent growth across three separate assets proves H.E.L.P. scales across portfolios.
- Significant lift in organic performance created more leasing opportunities without increased ad spend.