

SEO, PPC and the PMI Brand

**National To Local Strategy To
Build Brand Awareness & Drive
Leads To Locations.**



Why SEO & PPC Matter

PPC provides immediate visibility on Google search, while SEO helps in establishing credibility and long-term brand recognition.

1.

PPC

PPC delivers quick results as it immediately positions your ads on top of search engine result pages when users search for relevant keywords.

2.

SEO

The benefits of a local SEO strategy include high visibility in local search results, which is ideal for businesses looking to expand in certain areas.

3.

PPC & SEO Together

In highly competitive markets, using both PPC and SEO can help you occupy more real estate on search results pages & gain an edge over competitors.

The importance of SEO

And how it is structured into your website.



The screenshot shows the homepage of Atlanta Property Management. The header is dark blue with a white phone icon and the number 678.782.1004 on the right. The left side of the header features the PMI logo and the text 'Property Management' and 'PMI GEORGIA'. The navigation menu includes 'Our Services', 'Properties', 'Resources', 'Referrals', 'Investor Education', and 'About'. On the right side of the header, there are two buttons: 'CUSTOMER LOGIN' and 'SCHEDULE A CONSULT'. The main content area has a large image of a family in a living room. Overlaid on the left side of this image is the text 'Atlanta Property Management You Can Trust' and 'Serving Atlanta and surrounding communities.' Below this is a yellow button that says 'FREE RENTAL ANALYSIS'. At the bottom, there are four white boxes with icons and text: 'I'm an Owner looking for a property manager.', 'I'm an Investor looking for real estate services.', 'I'm a Prospective Tenant interested in finding a rental.', and 'I'm a Current Tenant looking for more information.'

678.782.1004

PMI Property Management
PMI GEORGIA

Our Services Properties Resources Referrals Investor Education About

CUSTOMER LOGIN

SCHEDULE A CONSULT

Atlanta Property Management You Can Trust


Serving Atlanta and surrounding communities.

FREE RENTAL ANALYSIS

 **I'm an Owner**
looking for a property manager.

 **I'm an Investor**
looking for real estate services.

 **I'm a Prospective Tenant**
interested in finding a rental.

 **I'm a Current Tenant**
looking for more information.

SEO Structure Within Your Website: Content, Keywords & Blog

SEO is key to building trust and credibility. When your website appears in organic search results, it shows users that your site is relevant and authoritative, which strengthens your brand's trustworthiness and credibility.



Tier 1 Keywords

High Traffic and High Converting Keywords

Tier 2 Keywords

High Volume Traffic and Low Converting Keywords

Tier 3 Keywords

Low Volume Traffic and High Converting Keywords

Tier 1 Keywords

The first tier of keywords includes keywords that have a high volume of traffic and are your best converting keywords.

1.

Proper Keywording on the Home Page

The homepage should clearly “tell” Google and your readers what your service is about. Both parties need to understand the context.

2.

‘Money Terms’ & Area Specific Landing Pages

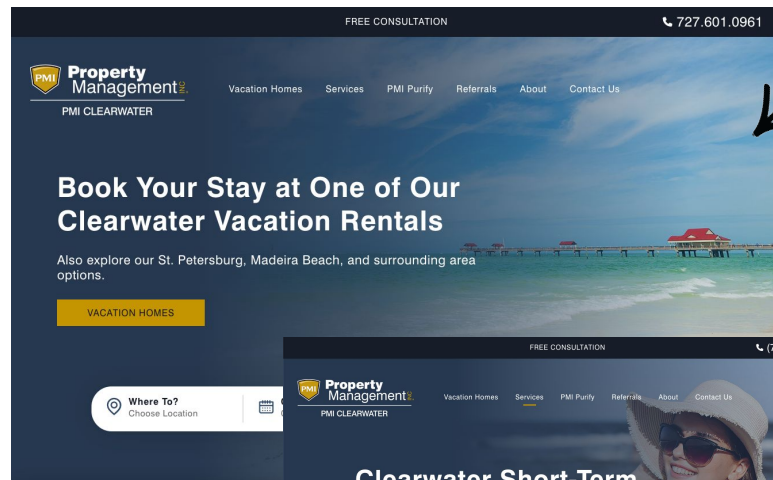
The area specific landing pages cover your ‘money terms’ such as Atlanta Property Management, Atlanta Property Management Companies, Atlanta Property Managers

3.

Proper Distribution of Tier 1 Terms

In addition to including the keywords in your content, we include them in critical places like your H1s, URLs, Meta Descriptions & Images

Home Page



Services Page



Tier 2 Keywords

The second tier includes keywords that have a high volume of traffic, but may have a lower conversion rate. These keywords are used to support Tier 1 Keywords.



1.

Content Clustering For ALL Pillars

Additional page content helps with supporting keywords, such as Marketing for Residential, STR & Commercial, Compliance & Inspection for Association and Buyer/Seller topics for Realty

2.

Establishes Authority Around a Specific Topic

Designed to optimize a website's structure and internal linking by organizing content around topics into cluster pages

3.

Why it's important...

The more quality content you publish on a relevant topic, the more keywords you can rank for, and the more authority you can build. This is important because Google wants to rank sites that demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness (E-E-A-T)

Tier 3 Keywords

The third tier includes keywords that may produce a lower traffic number, but have a high conversion rate.

1.

Tier 3 Keywording is covered with Blog Content on your website

Long tail searches such as “Am I required to allow pets in my rental property” or “How do I screen Tenants in Atlanta”

2.

Benefits of Blogging using long tail keywords

- Consistent blogging increases keyword density, overall strengthening your SEO
- Blogging helps you create relevant content for more keywords than other kinds of pages do, which can improve your organic clicks
- Time on site is still a ranking factor for Google, and it's a critical factor in the user experience — and we know that user experience is king when it comes to SEO

We post 2 relevant blogs per month on your website!

Posts are shared to social media sites we have access to.

Why is social media important for SEO? Since social media indirectly influences the factors that impact search rankings, it is important because it has the potential to drive quality web traffic to your blog.

When you create and publish quality materials that connect with your target readers, they become advocates. Why? Because you offer them something of value.

Case Study: PMI Midwest

leads

↑ **250%**

PMI Midwest has only been live for a couple months, and despite being ranked 12th on Google for his primary area of service, his ancillary areas are performing so well that his **leads have increased 250%** since launch.

organic traffic

↑ **40%**

Within 30 days of going live, the new market site had already surpassed the old site in overall traffic per day and we saw an **increase of organic traffic** by 40%.

keywords

↑ **30%**

In that same timeframe of 30 days after going live, the market site was ranking for **30% more keywords** than before. This number will only increase as blogs are added to the website.

↑ **60%**

Traffic from Social Media sharing of blog posts has **increased by over 60%**.

20

Rental
Analysis requests
in August

34

Phone calls in
August

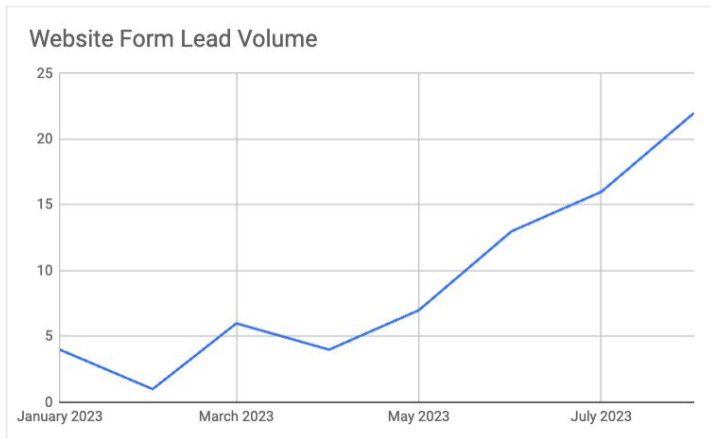
25

Qualified form leads
in the month of
August.

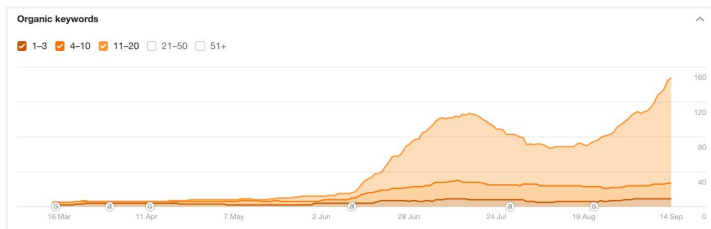
*** Stats are from All Organic Sources**

PMI Midwest

Form Lead Volume - since April 2023



Keyword Growth - since June 2023



PMI Midwest - Organic Traffic and Keywords surpassed current numbers within 3 weeks of launching with PMW and ranked with 30% more keywords

Lifetime Value of a Customer

Stop by the PMW Booth so we can demo this!

Sample data: Total Marketing Spend: \$1,500/mo

Leads: 10
Close Rate: 30%

New Customers: 3
($10 * .3$)

Ave New Customer Revenue/Month: \$437.50
Ave Lifetime of Customer in Months: 36

Total Ave Lifetime Value of 1 Customer: \$15,750
($\$437.50 * 36$)

Ave Units/Customer: 1.5
Ave Annual Revenue Per Unit : \$3500

Ave New Customer Revenue/Month: \$437.50
($\$3500 * 1.5$) / 12

New Customers: 3
Total Ave Lifetime Value of 1 Customer : \$15,750

Total Ave Lifetime Value Added: \$47,250
($\$15,750 * 3$)



If you spent \$1,500 on marketing in August and closed 3 accounts and those accounts remain active for 36 months, you will add \$47,250 in revenue over those 3 years.

Grade.Us

Why Online Reviews Matter!

Review Generation

Make it easy for your customers to write a review.

Review Monitoring

Responding to good AND bad reviews is critical to gain trust!

Review Marketing

Share reviews on social media for an even higher impact!

up to

97%

of consumers read online reviews

up to

85%

trust online reviews as much as recommendations

up to

68%

left a positive review when asked - always ask for 5 stars!

up to

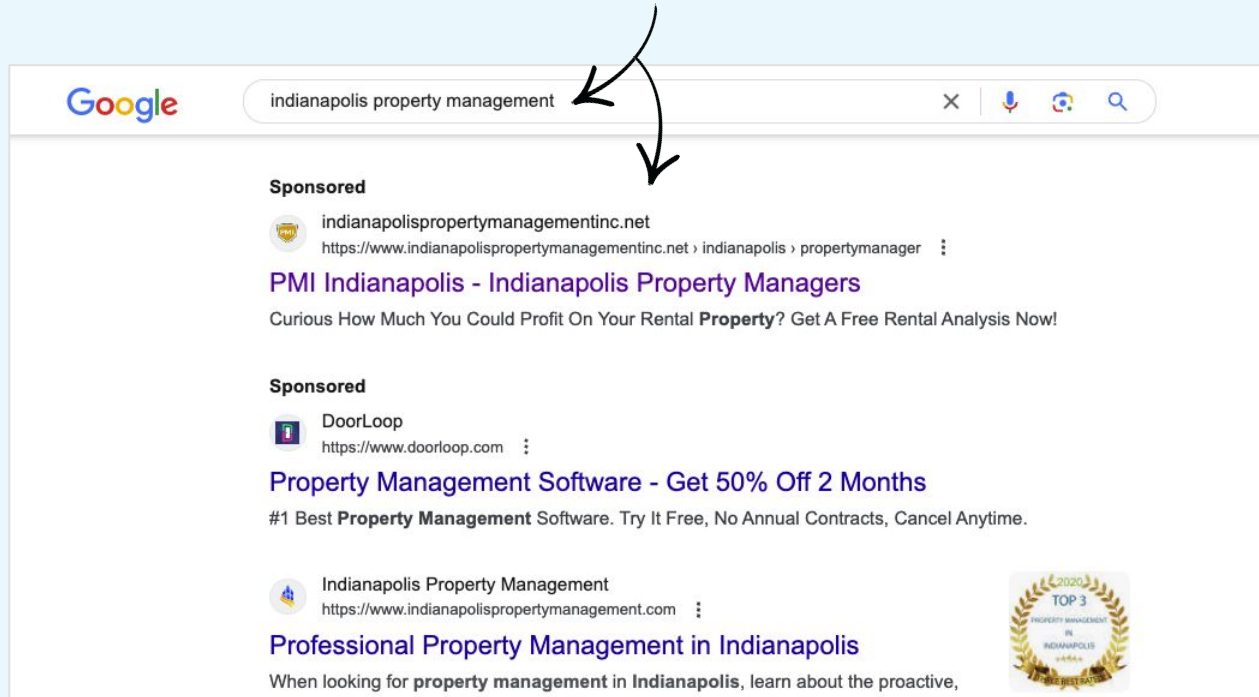
95%

of unhappy consumers return if their issue is resolved

Getting reviews is critical, but responding to both good and bad reviews shows you care about how you do business!

Pay Per Click

Get immediate placement on Google, Facebook or Bing.



PPC General Strategies & Best Practices



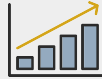
Audience

Targeting owners and investors throughout the US, and other countries where the Franchisees want to grow.



Relevance

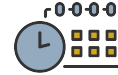
Keywords, Ads & pages we land on are all in relation with one another, increasing overall click through rate and other key metrics that play into account performance.



Performance

We strive for a 5% click through rate or above, along with a search impression share of 60% or above.

(industry average 2-3% and 50%)



Run Time

Google Best Practices suggests running Ads for at least 3-6 months. The account is fully optimized at that time and when you can start seeing consistent results.



Success

We look at KPI's that directly tell us the success of your Google Ads account, and an indication of the leads you are going to be receiving.



Pillar Strategies & Best Practices

Each campaign is specifically targeted to each Pillar of service. All lead sources will be trackable as well.

Residential

Keyword Examples:

1. Residential Property Management Atlanta
2. Atlanta Property Managers
3. Property Management Companies Atlanta

All Ads will have CTAs highlighting:

- Free Rental Analysis
- Rent Vs Sell Calculator
- ROI Calculator
- Vacancy Loss Calculator

Lead Sources:

- Free Rental Analysis Form
- Management Services Form
- Phone Calls
- Calculator Forms

Association

Keyword Examples:

1. HOA Property Manager Atlanta
2. Atlanta Association Management
3. Condo Association Management Atlanta

All Ads will have CTAs highlighting:

- Requesting a Bid

We market for HOA communities, townhomes, condos, high rises, etc. unless otherwise specified. All Ads have ad copy in relation to the site and HOA Property Management.

Lead Sources:

- Management Services Form
- Phone Calls
- Calculator Forms

Short Term

Keyword Examples:

1. Short Term Rental Management Atlanta
2. Atlanta Vacation Property Management
3. Vacation Rental Property Managers Atlanta

All Ads will have CTAs highlighting:

- Schedule a Consultation

All Ads have ad copy in relation to what is on the site and Short Term Rental Management.

Lead Sources:

- Management Services Form
- Phone Calls
- Calculator Forms

Commercial

Keyword Examples:

1. Atlanta Commercial Property Management
2. Commercial Management Atlanta
3. Commercial Property Management Companies Atlanta

All Ads will have CTAs highlighting:

- Schedule a Consultation

All Ads have ad copy in relation to what is on the site and Commercial Property Management.

Lead Sources:

- Management Services Form
- Phone Calls
- Calculator Forms

Realty

Keyword Examples:

1. Homes For Sale Atlanta
2. Atlanta Investment Properties For Sale
3. Real Estate Agent Atlanta
4. Atlanta Real Estate Agent

All Ads will have CTAs highlighting:

- "What's My Home Worth" market analysis form - targeting both buyers and sellers

We will also be using sitelinks within the campaign to highlight the market analysis form as well as other pages on the site that are in direct relation to Real Estate.

Lead Sources:

- Realty Services Form
- Phone Calls
- Calculator Forms

Other Best Practices

PPC provides immediate visibility on Google search, while SEO helps in establishing credibility and long-term brand recognition.

1.

Some larger areas will require a larger budget. The larger the area, the more search volume and the more budget required.

We can narrow down the time of day the ads are showing

We can target the smaller markets around the main metro area to cut down on cost and franchisee's competing

2.

Some smaller markets may need to target more areas. If the search volume is too low, the click volume will also be low, resulting in very low lead volume.

These accounts also might take more than 3-6 months to fully optimize the account and start receiving consistent leads.

PPC Case Study: PMI Indianapolis

leads
↑ 300%
Advanced Marketing Leads from Google Ads clicks **have increased** by 300% within the last two months.

cost per lead
↓ 77%
With combined leads from Ads (form submissions, AMP leads & phone calls), their **cost per lead dropped** from \$1,292.40 to \$296.31 within three months of running ads.

click through rate
↑ 47%
From March - August, the Click Through Rate **increased by** 47% (7.49% to 11.03%). Industry Average is 2-3%

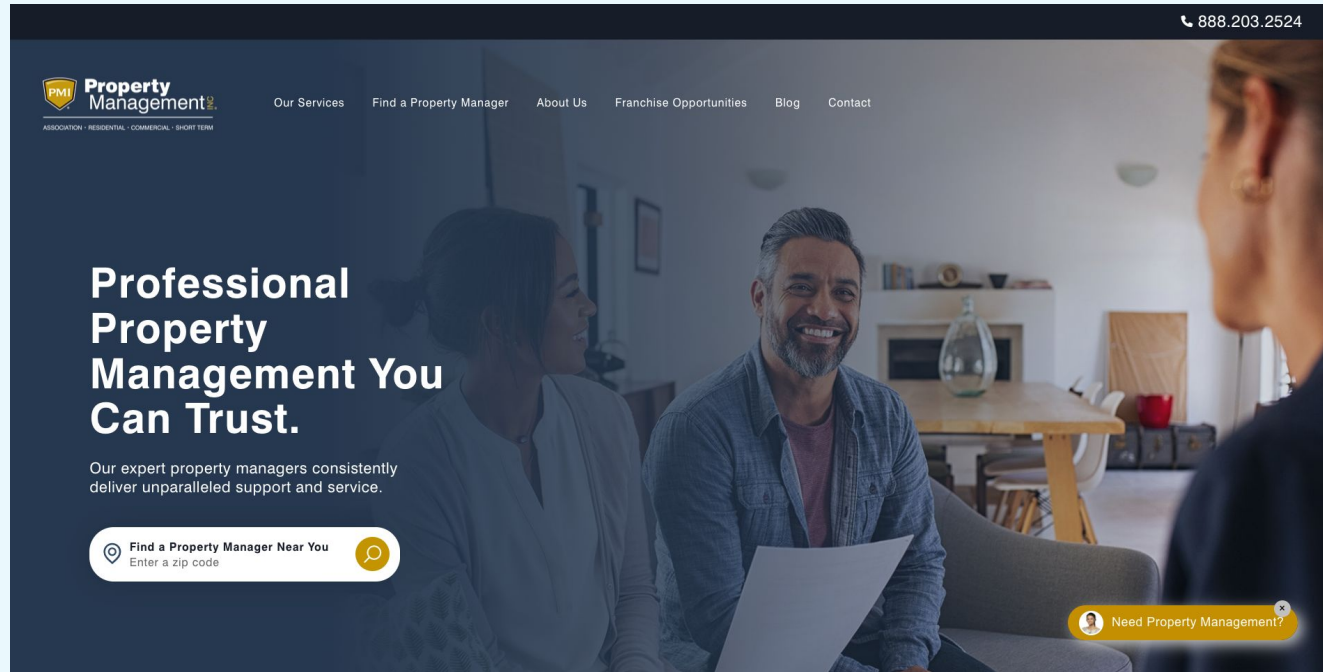
78%
Between March - August, the Search Impression Share on average was 78.76% - **well above** our 60% or higher range.

Leads were not consistently coming in for the first month or two of this account being live - once we made it to the three month mark, we started seeing consistent leads, where the cost per lead was in line with industry standards.



PMI Brand Website

National To Local Marketing Strategy To Build Brand Awareness And Drive Leads To Locations.



National to Local

How the new brand website ensures a unified brand experience, builds a strong national presence, and attracts new customers.

1.

Brand Awareness

Longer, more detailed blog content focusing on national topics to boost brand presence, while individual sites focus on the local topics.

2.

Lead Rotation for Rental Analysis and Phone Calls

Groups are created dynamically based on zip code and Pillar of service and rotated accordingly within that group.

3.

National Ad Spend

Drive leads to the locations from the PMI Brand website by focusing on national level avenues outside of what locations are targeting, increasing overall reach.



Find a Property Manager

888.203.2524

Property Management
ASSOCIATION • RESIDENTIAL • COMMERCIAL • SHORT TERM

Our Services Find a Property Manager About Us Franchise Opportunities Blog Contact

Find a Property Manager Near You

Enter a zip code or navigate using the map.

📍 Salt Lake City, Utah, United States: ✕ 🔍

☐ Residential ☐ Short Term ☐ Commercial
☐ Association ☐ Realty

PMI Mountain West Residential Realty

📞 385-402-6250
📍 Bountiful, UT 84010

Details Website Send Message

PMI Wasatch Front Residential Association Commercial Realty

📞 385-417-4790
📍 3731 W 10400 S, Ste 102-412
South Jordan, UT 84009

Details Website Send Message

Quick Search

Quickly search by city or zipcode & filter by Pillars

Interactive Map

Robust, interactive map offers full zoom, pan and scroll features

Franchisee Details

Find more detailed contact & service information for each location

Lead Integration

Contact form submissions and calls are fully integrated into your lead reporting dashboard

Lead Rotation

Phone Calls & Free Rental Analysis

1

Initial Call

When a potential client calls the main call tracking number on the Brand website, they are prompted to enter a zip code and service they are interested in.

• • • • •

2

Dynamic Groups

Dynamic groups are then created by looking up Franchisees whose territories fall within the zip code entered and who also service the Pillar requested.

• • • • •

3

Lead Tracking

The system will keep track of which Franchisee received the last lead in the group and assign to the next Franchisee, automatically.

• • • • •

4

No Criteria Met

If no criteria are met (either there are no locations in the zip code or the locations do not service that requested Pillar), the lead goes to the closest Franchisee to that zip code.

• • • • •

Lead Rotation from the Rental Analysis

The rotator for the rental analysis works similarly to the call system and pulls counties based on the zip code entered in Step 2 of the Rental Analysis form.

Groups are then dynamically created that meet the location criteria and leads are rotated accordingly. Step 2 must be submitted for the lead to rotate.

If no criteria are met, the lead goes to the closest Franchisee.

Phone Process

Form Process

National Ad Fund

National to Local - Allows each location the opportunity to work with PMW to focus on their hyper-local strategies, while PMI will focus on National level avenues outside of what locations are targeting, increasing overall reach.

1.

Non-Compete with Franchisees

Utilizing Bing Ads, Google Display Ads and Facebook Ads to own more of the full search landscape. We will not be competing with franchisees who are running their own Google Ads Campaigns, but instead expanding their reach beyond Google.

2.

No Franchisee Left Behind

We will be able to target all markets versus only a select few focusing on the entire US with the broad, longer tailed keywords, resulting in users being able to search for a property management company from wherever they are and in any market they are searching for.

3.

Build the PMI Brand

We will build authority for the PMI Brand with Google Display Ads & Facebook Ads. The Image Ad would be PMI Brand specific, allowing the user to select which market they are needing property management services for. Actively working on multiple relevant platform profiles helps Google get a better sense of your business and brand message.

**Experience What Makes
PMI the #1 Property
Management Company.**

Choose a Local Property Manager and
Get a Free Rental Analysis Today!

FIND A PROPERTY MANAGER

Entrepreneur 2023 | #1 in Property Management
#146 in Franchise 500

Property Management INC.
ASSOCIATION - RESIDENTIAL - COMMERCIAL - SHORT TERM

There's A lot More to Your Website...

Come find us at the PMW booth!

