



Rent Amount: to Beds: Baths:

(city, postal code, description)

Pets: Sort By:

MAP



USD / MONTH

1 ba 900 SqFt

Available: Immediately

VIEW DETAILS



\$1,500.00 USD / MONTH

Studio 1 ba 500 SqFt

23190 Fashion Dr.
Estero, FL 33928
Loft

Available: Immediately

VIEW DETAILS



\$2,000.00 USD / MONTH

1 bd 1 ba 900 SqFt

192 ... Dr.
... FL 33928

Available: Immediately

VIEW DETAILS

the Advanced Properties Plugin (APP)

BUILD SEO VALUE
by simply posting your rentals.



TABLE OF CONTENTS

•	What is Usage Data?	3-4
•	Real Customer Results	5-9
•	APP May Make Blogging Unnecessary	10
•	I Have APP, Now What?	11
•	How to Share Your Rental Properties on Facebook	12
•	Contact Us	13



WHAT IS USAGE DATA?

HOW LONG SOMEONE STAYS ON YOUR WEBSITE.

We are always searching for new ways to help you grow your business. One of the three primary factors that goes into the ranking algorithm with Google is your usage data. Usage data means how long someone spends on your website.

Your property listing pages are the most trafficked pages compared to any other page on your website. This happens

due to prospective tenants spending tons of time, sometimes upwards of 8 minutes per listing, looking through your available properties.

Now, you might not care about how much time tenants spend on your website because you are trying to attract more owners, however, it's a huge deal to Google and their search algorithm. **By increasing your time on site, page views, content, SEO, etc,** Google's algorithm recognizes those factors and **increases your ranking on Google,** thus increasing your chance of being seen by prospective owners over your competitors.



GET SEEN BY PROSPECTIVE OWNERS!

1

HOW DO I KNOW IF I AM CAPITALIZING ON MY TRAFFIC?

If you are using any widget or third-party system to display your properties then chances are, you're not getting credit for the listing data or the traffic.

Search engines do not have the ability to crawl the property data or track the usage of most third-party tools. The search engines know that a user is on the page, but they cannot see the content or what the user is doing. A 'homes for rent' page with a widget is seen exactly like that, one page with a widget but no idea what the third-party tool contains or if the users are interacting with it.

If you are using any other plugin or widget from Appfolio, Propertyware, or any WordPress site, your property data is not accessible by Google. That even goes for our current customers who are on the standard freerentalsite.com properties widget.

2

ARE YOU DOWN WITH APP?

Let's first talk about what APP is. Our Advanced Property Plugin, or APP, has been one of the most crucial additions to the property management industry in the past 10 years. APP allows you to hardcode your available properties to your website thus giving you 100% of the credit for tenants searching your property listings.

Each property listing is a new page with unique information, pictures, and videos. Think of it like creating a blog post every time you advertise an available property. Listing your available properties is **something you HAVE to do anyway**, so you may as well get credit for it!

Google crawls your website and sees all of the unique property information and loves all the unique content. The listings will also get a lot more traffic than your blogs, be shared by more users, and are probably updated more frequently as well!



LET'S CRUNCH THE #'S

WE CAN SAY
**HOW GREAT
THE APP IS,**
BUT WHY DON'T WE
SHOW YOU THE NUMBERS
INSTEAD.

*Below is the data from a few
of our customers' sites over
comparable dates.*



Luc Marceau, Rentals America

PMW has really helped us build a solid online presence. Their team is laser-focused on providing great support and getting results. We utilize their Advanced Properties tool which has allowed us to improve rankings, generate more leads, and convert more business. We could not ask for a better partner for our business.

CUSTOMER A

The **ORANGE LINE** is the website traffic with the standard property widget. The **BLUE LINE** is the data after APP was added and the listings were written to the website.



Since about 1/3 of Google's search algorithm is usage data...

having property listing data accessible to the search engines is rapidly moving customers up in the search results. It is also solidifying rankings for those with already good search results.



CUSTOMER B

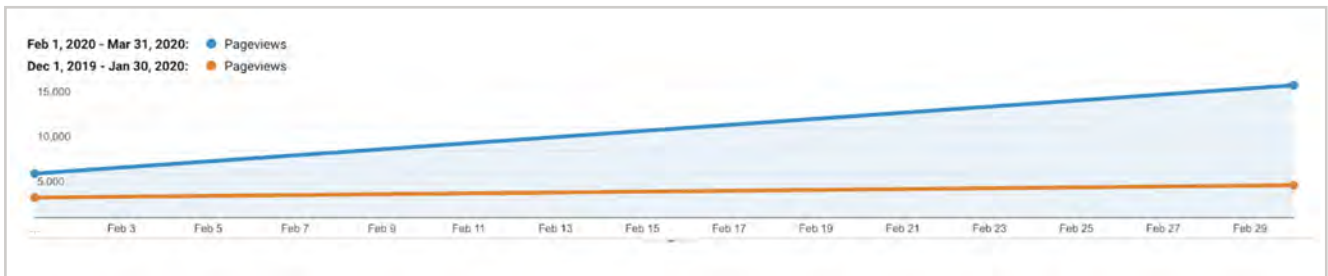
The **ORANGE LINE** is the website traffic with the standard property widget. The **BLUE LINE** is the data after APP was added and the listings were written to the website.

1

Pageviews increased by over 200% within 2 months of adding APP, which results in about 14,000 additional pageviews.

2

Unique pageviews increased over 250% going from just under 4,000 views to over 14,000 pageviews! That's roughly an additional 10,000 unique visitors in the 2 months following APP being added!



Let's look at the numbers...

This table shows the total pageviews per page the following 2 months after APP was added to this client's website.

PAGE	PAGEVIEWS
/orlando-homes-for-rent?sort=amount desc	5,400
/orlando-homes-for-rent	3,443
/residents	2,285
/gainesville-homes-for-rent?sort=amount desc	1,631
/orlando-homes-for-rent?cityID=8F874f0	1,201
/orlando-property-management	1,045
/our-team	934
/contact	824

Significant Traffic Increase!

The homes for rent page has over 5,000 views a month with users navigating to multiple listings and often viewing over 30 pages by one user! This is great usage data to Google!

You can also see that the homes for rent pages significantly outrank any other pages on the website. This example even outranks the homepage of the website!



CUSTOMER C

Let's take a look at a customer in a smaller market.

The **ORANGE LINE** is the website traffic with the standard property widget. The **BLUE LINE** is the data after APP was added in May of 2020. The graph shows the first month of data comparing the website with and without the APP.



Pageviews increased 845% and unique pageviews increased by 885% in just 2 months.

You can't make this up!

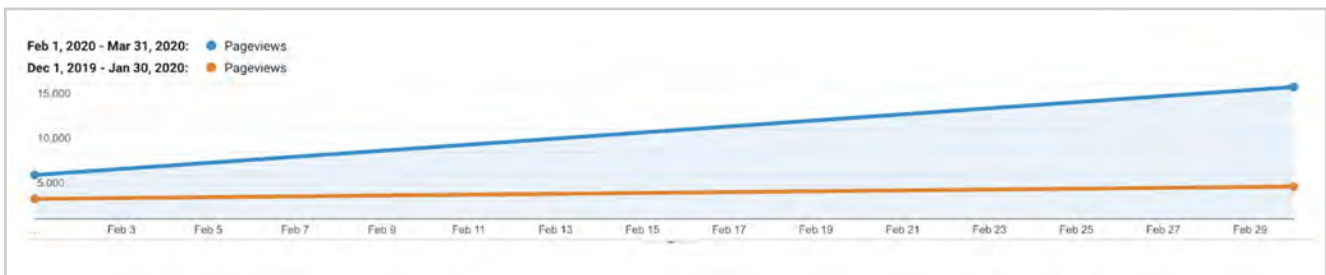
4,493 WITH APP VS
489 WITHOUT APP



CUSTOMER D |

The **ORANGE LINE** is the website traffic with the standard property widget. The **BLUE LINE** is the data after APP was added in May of 2020.

Pageviews increased from just over 13,000 views to just under 29,000 views in under 2 months!



Let's take a look at another example...

This table shows the total pageviews per page the following 2 months after APP was added to this client's website.

PAGE	PAGEVIEWS
/roseville-homes-for-rent	9,686
/	7,335
/roseville-homes-for-rent/1135679/208-d...	647
/roseville-property-management	508
/roseville-homes-for-rent/1137494/1115-c...	430
/roseville-homes-for-rent/1133056/2924-...	399
/contact	289
/roseville-homes-for-rent/1133548/209-m...	281

Significant Time On Site for Rentals

This customer's homes for rent pageviews outrank their homepage by over 2,000 views.

This table also shows how many more views are going to the homes for rent pages over the other pages of their website.



Remember, it's not only tenants who are viewing your site, but also potential owners! This information can be shared with potential owners to show how much volume you get on your advertised properties.



APP MAY MAKE BLOGGING UNNECESSARY

a.

I have time to blog

If you have a blogging strategy, do not replace it with the listing data, simply add the listings to your website to get the best of both worlds!



I do not have a blogging strategy in place

If you only have time for one of these options, the listings will provide more usage data to Google through fewer topic related keyworded pages. You're already spending the time to list your properties!

b.



I HAVE APP NOW WHAT?

- ✓ NAPs
- ✓ High quality images / watermarking
- ✓ Google Map
- ✓ Video Tour / 3D Tours
- ✓ Lead generation form
- ✓ Additional description items

Your property listings will now be written directly to your website but there is more that you can do to optimize your APP! Check out these tips on how to make the most out of your listings!

1

NAPs within your listings

NAPs (Name Address Phone) should be included at the end of every property description. Simply copy and paste the info as it exactly appears on your Google Business listing into each property and it will be spread throughout the web for Google to crawl.

2

Don't forget the map!

- Ensure your map matches the address of your property listing. PMW is a partner with Google, therefore we utilize the Google API to generate your map automatically!
- Google tracks everything with their tools including where and how it's used. By putting a Google map, matching address, and your company information, you are telling Google where you do business. The goal is for Google to associate your company with addresses all over the cities that you service, not just the location of your office!

3

Add a Property Video Tour

- Quality listings with high resolution images, catchy taglines, long descriptions, and video tours or walk-throughs will keep the user on-site much longer than those without!
- APP also has the ability to support 3D video walkthroughs such as Matterport. Reach out to our support team to ensure whatever 3D platform you use can be embedded into your listings.
- Don't have time to make your own videos? We strongly recommend working with Virtually Incredible. They are experts in property management videos and will help you build your listings to best capitalize on them.

4

Lead generation form on page

Once you get in the habit of adding all these factors into your listings, you can then also use them as why owners should choose your property management company. Be sure to include a form somewhere for future owners with the heading: **"Let us manage your property"**

5

High quality images

- Be sure your images are optimized and are the largest size possible! By being a PMW customer and using APP, we have the ability to watermark your images with your logo or transparent text across the image. We typically will recommend your company name.
- To watermark your images, please request this from support!

6

Additional items in the description

- Besides listing all of the property information, be sure to list other things in the area like schools, shopping, highways, etc. Longer descriptions provide more content for Google to crawl & index.
- When your property ranks on Google, it becomes the #1 source of that information. Everyone else who posts something similar is considered as a share of your data by Google.
- Also be sure to create unique descriptions for each property. Google is a fan of unique content.



HOW TO SHARE YOUR RENTAL PROPERTIES ON FACEBOOK

- 1 - Go to the rentals page of your website
- 2 - Click on the property that you wish to share
- 3 - Copy the entire URL in the browser address bar
- 4 - Go to your facebook page & Click Create Post
- 5 - Paste the URL into the post - This will automatically pull the property image.
- 6 - Enter the remaining post information as seen below and click Post!

Post Structure:

- 1 - Post Title
- 2 - Post Description
- 3 - Link to Property
- 4 - NAP (Name Address Phone)
- 5 - Hashtags

Hashtags:

1 Branded Tag (example: #mypmw)
 Other Hashtags Matching the post - examples:
 yourcitypropertymanagement cityrealestateinvesting
 cityhomesforrent realestateinvesting rentalproperties

Post 1-2 times a week - Your Best Properties - Owners want to see that you are managing rentals similar to theirs, how you market your properties and how much rent you are getting for them.



Don't have APP yet?

Contact Anna Burdett:
anna@kohva.com

**Already have APP?
Ready to optimize?**

Contact Support:
support@propertymanagerwebsites.com

