

CASE STUDY

SEO Success Story for a New Development



THE CHALLENGE

AXIS 360 was a new student housing property in Buffalo, New York, catering to students at the nearby University at Buffalo. As a new development, the property faced a lack of awareness in the market, particularly in online search. Google search results for keyword phrases related to student housing in Buffalo or apartments near the university did not display AXIS 360. This resulted in a deficiency of high-quality website traffic, making it difficult for the property to identify prospects and sign leases.

THE SOLUTION

In December 2015, Catalyst launched an SEO campaign to acquire rankings for relevant keywords and drive quality traffic to the property's website. Catalyst designed and published a website for AXIS 360 at liveaxis360.com, performed in-depth keyword research, and began optimizing the website. Optimization efforts included strategically adding keywords to the website, securing listings in Google and other directories, improving user experience and calls to action on the website, and creating ongoing blog content.

863% INCREASE IN ORGANIC
WEBSITE TRAFFIC

3,044% INCREASE
IN LEADS

800% INCREASE IN THE
NUMBER OF KEYWORDS

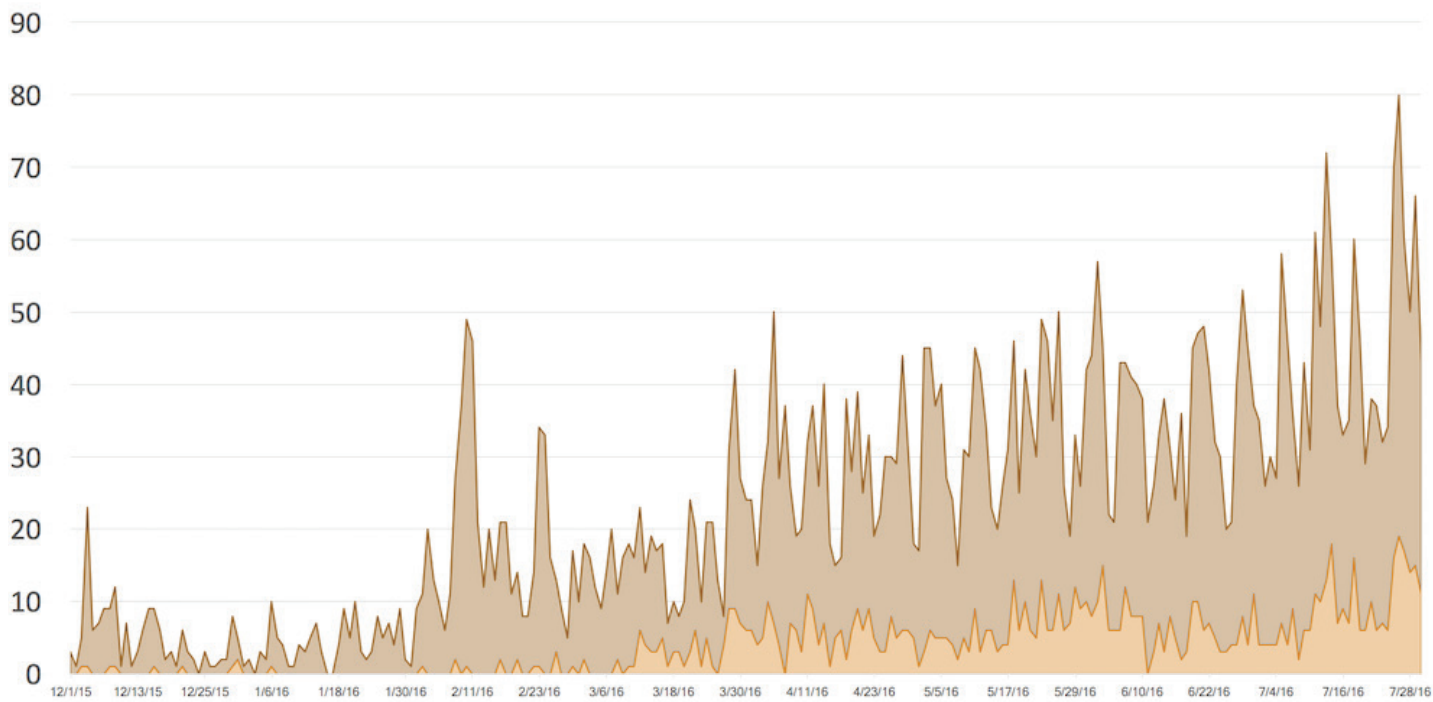
THE RESULTS

After eight months of SEO efforts, the property saw an **863% increase in organic website traffic**, leading to a **3,044% increase in leads** on the website from organic search.

Organic Website Traffic

Dec 2015-Jul 2016

Sessions Goal Completions



This resulted from an **800% increase in the number of keywords** displaying AXIS 360 in search results. Catalyst secured **38% of keyword rankings on the first page** of search results, significantly higher than 0% at the beginning of the campaign.

Keyword Rankings

Dec 2015-Jul 2016

1st Page 2nd Page 3rd Page+

