

CASE STUDY

Commonwealth at York Website

THE CHALLENGE

Signature Management contracted Catalyst to create a new custom and mobile-friendly website for their multifamily property, Commonwealth at York, located in Yorktown, Virginia. The target prospect market is people ages 20–41 who are professional or affiliated with the military. Their current site was outdated and slow, and the request was to design a faster, more visually appealing website that was mobile responsive.

THE SOLUTION

After completing an initial brand guide, Catalyst presented Signature Management with a homepage mockup that transformed the overall look and feel. The redesign centered on a new, sleeker appearance that allowed the content, photography, and brand visuals to stand out. Catalyst also incorporated a call-to-action section at the bottom of each page, encouraging visitors to fill out a form, schedule a tour, or apply for an apartment.

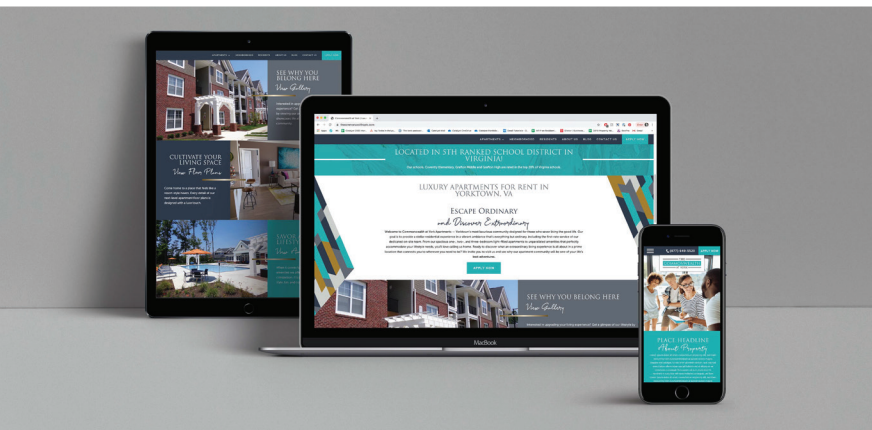
Notable features include interactive floor plan tabs, a hot spot location map, a dedicated pet-friendly page, and a large video on the homepage. The website footer was also

expanded to give visitors convenient access to office hours, contact information, and social links.

THE RESULTS

Catalyst launched the website in summer 2019, which immediately positioned the property as a standout first impression to online visitors. The custom mobile-friendly site represented the brand more completely and accurately as an inviting community to call home. In addition, the successful launch of the branded website secured additional future work with the client. Since the website launch of July 15, 2019, current stats to date as of September 25, 2019, include the following:

- **Drove 4,933 Unique Users to the Website**
- **Drove 7,010 User Sessions to the Website**
- **Pages Per Session: 2.54**
- **Avg. Session Duration: 1:57**
- **Drove 297 Form Submissions from Users**
- **4.24% Form Conversion Rate**
- **Drove 614 “Apply Now” Clicks**
- **“Apply Now” Click Conversion Rate: 8.76%**



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