



Kirkpatrick Property Management

SEO Case Study

Kirkpatrick Management

Kirkpatrick specializes in Homeowner's Association (HOA), Condo Association (COA) and Cooperative Housing Property Management. The mission of Kirkpatrick Management Company is to professionally and ethically manage Condominium Associations, Homeowner's Associations and Housing Cooperatives throughout the Midwest.

- The goal was to attain more qualified leads for buying and renting within their communities
- The Clients wants his business to be known locally.
- The Client wants to Improve traffic and Organic visibility
- On-page website optimization and make it user friendly



SEO Strategy

- ❖ Detailed website audit before starting SEO
- ❖ Keyword research and analysis to identify the top 20 keywords in relation to industry and geographic region.
- ❖ Focused on local business directory submissions & property related communities.
- ❖ Manual submission to High Domain Authority Websites.
- ❖ Evaluate Competitor's backlink profiles.
- ❖ Identifying and Removing Spammy Links.



ACHIEVEMENTS

If we compare the rankings before we started optimizing the website with the current rankings of 2021, we can see that there is a drastic improvement in the rankings & majority of the keywords are appearing on the Google's 1st page

Google Rankings in Indianapolis, Indiana, United States		
Keyword	Before SEO Ranking	After SEO Ranking
Property Management Repairs and Maintenance	99	3
Homeowner Property Management	88	4
Homeowner Association Management	75	6
Property Management Maintenance Services	67	9
Multifamily Property Management	66	9
Multi Family Property Management Companies	37	10
Property Management Companies for HOA	28	8
Property Management for HOA	20	4
Homeowner Association Management Company	19	7
Condominium Property Management Company	16	4
Condominium Property Management	14	3
HOA Property Management Companies	13	4
Condominium Property Management Companies	9	1
Co Op Management Companies	5	1



GOOGLE ANALYTICS

Following is the screenshot of the traffic sources according to Google Analytics from May 2021 to July 2021, and we can see that Organic source is the top source of traffic to the website in terms of Users and Sessions. Also, the Organic traffic has the lowest bounce rate and the highest Avg. session duration in the period.

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	17,505 % of Total: 100.00% (17,505)	16,024 % of Total: 100.01% (16,022)	25,277 % of Total: 100.00% (25,277)	54.01% Avg for View: 54.01% (0.00%)	1.84 Avg for View: 1.84 (0.00%)	00:01:14 Avg for View: 00:01:14 (0.00%)
1. Organic Search	8,053 (44.01%)	6,936 (43.29%)	11,638 (46.04%)	45.20%	2.08	00:01:27
2. Direct	7,097 (38.79%)	6,634 (41.40%)	9,843 (38.94%)	64.62%	1.60	00:01:09
3. Referral	1,604 (8.77%)	1,048 (6.54%)	1,977 (7.82%)	32.32%	2.06	00:00:57
4. Social	742 (4.06%)	729 (4.55%)	802 (3.17%)	84.54%	1.31	00:00:23
5. Paid Search	681 (3.72%)	559 (3.49%)	888 (3.51%)	67.91%	1.55	00:00:39
6. Display	118 (0.64%)	116 (0.72%)	124 (0.49%)	88.71%	1.14	00:00:19



GOOGLE ANALYTICS

Users
Organic Traffic
69.08%
27,632 vs 16,343

New Users
Organic Traffic
64.81%
24,525 vs 14,881

Sessions
Organic Traffic
65.08%
42,045 vs 25,470

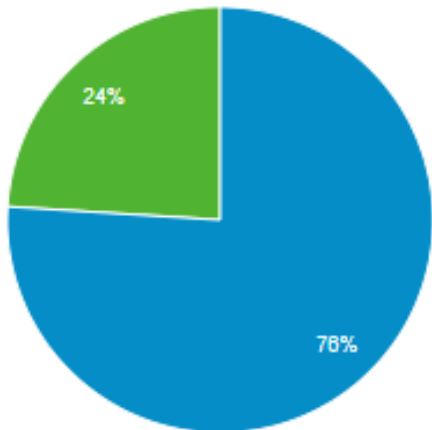
Pageviews
Organic Traffic
64.15%
91,093 vs 55,493

Bounce Rate
Organic Traffic
-1.13%
42.32% vs 42.80%

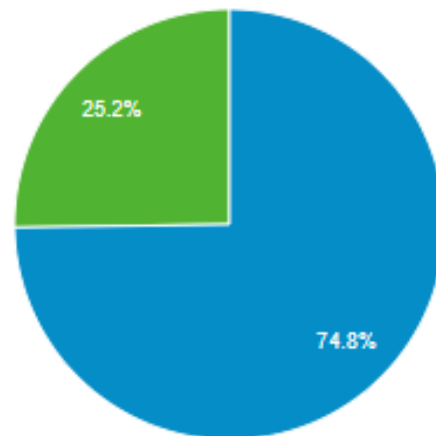
In the above screenshots of the organic traffic, the New users have increased by 64.81% and the sessions have increased by 65.08% as compared from March 2020 - Feb 2021 with previous period of March 2019 - Feb 2020.

■ New Visitor ■ Returning Visitor

Mar 2, 2019 - Feb 29, 2020



Mar 1, 2020 - Feb 28, 2021



There was also an increase in the Returning visitors from 24% to 25.2% as compared from March 2020 - Feb 2021 with previous period of March 2019 - Feb 2020.



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Our skilled team of SEO experts apply their expertise, fresh thinking methods, results-driven mentality and industry leading in-house technologies to your organic SEO strategy, aiming to cut through the noise of your competitors and make your brand stand out from the crowd. Our organic search optimization services allow you to:

- Build awareness around your brand
- Build trust between your brand and your customers/fans/brand advocates
- Become an authority within your industry
- Make the most of your site's traffic

So if you're looking to embark on your next SEO project, or would simply like some advice on your current strategy please get in touch with us today to discuss how Semtitans can take your organic search performance to the next level.



Get in touch with us!

We'd love to hear from you!

Contact us at info@semtitans.com