

# Websites with SmartSEO™: Case Study

## Client Background:

Our client is located in a highly competitive multifamily housing market in Downtown San Antonio, TX. The goal was to assist with curating a fast yet strategic solution to stand out in organic search and increase high-intent traffic to their website. They needed a site that wasn't just visually appealing, but also built to perform locally in San Antonio's dense digital landscape.

## Key Metrics

Within weeks of launch, we saw a significant lift in local search rankings for high-intent terms, and noticed that Branded FAQ answers were triggering Google AI Overview placement. Organic sessions increased by over 40% within the first 45 days, the community placed in the Top 3 for Map Pack placement for local competitive keywords, and the site launched in under 30 days- proving the power of agile development + strategic SEO



**+ 40%**

Organic Sessions Increased  
Within the First 45 Days



**TOP 3**

Map Pack Placement for  
Local Competitive Keywords

## Conclusion:

This community is now ranking, converting, and competing like never before—proving that a strategically built ApartmentSEO website, powered by SmartSEO, is more than just a launch—it's a local SEO advantage. With instant wins and long-term SEO scalability, this PMC is set up for sustainable digital success.

## CHALLENGES



As a luxury community located in the competitive downtown San Antonio market, this community faced the challenge of standing out in a densely populated digital space. With numerous multifamily developments competing for attention and an influx of new constructions nearby, visibility among qualified, high-intent renters was a critical concern.

Additionally, the client needed a website solution that not only reflected the premium quality of the property but also performed strategically in search—specifically in local organic rankings where the highest-converting traffic originates. Speed to market and local SEO authority became top priorities in their digital marketing efforts.



**CITY GUIDE FOR  
DOWNTOWN  
SAN ANTONIO**



**STRATEGIC  
FAQ  
SECTION**



**LOCALIZED  
METADATA + SMART  
INTERNAL LINKING**

## BENEFITS



1

### City Guide for Downtown San Antonio

Positioned the community as a hyper-relevant, geographically authoritative community by enhancing topical relevance—helping Google recognize it as a premier living option in the heart of San Antonio.

2

### Strategic FAQ Section

Curated to trigger AI-driven overviews and featured snippets, our FAQ strategy earned placement in both branded and non-branded searches, including Google's Instant Answers and SGE-powered results.

3

### Localized Metadata + Smart Internal Linking

Optimized for high-impact search terms like "Downtown San Antonio apartments" and "luxury apartments near the Riverwalk," this strategy ensured maximum indexability, keyword visibility, and crawl efficiency.