

AI-Powered SEO Case Study

Client Background:

A premier multifamily community, ideally located in San Antonio, TX partnered with ApartmentSEO, who specializes in AI-aligned SEO for multifamily properties.

Key Metrics

Between launch + the measurement period, the community vaulted from obscurity to search prominence. A 62-position jump on "pet-friendly apartments in Pearl District San Antonio" (from #67 to #5) exemplifies this surge, while over thirty additional high-value keywords now rank on page one. Mobile visibility tripled, with impressions up 300%, and the property secured multiple Position Zero featured snippets and AI overview placements, plus coveted spots in Google's Map Pack. These gains combined to drive a significant influx of qualified, organic traffic + leads.



30+

Top-10 Keywords



+

300%

Increase in Mobile Impressions

Conclusion:

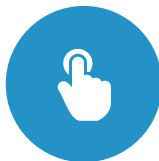
By modernizing content for AI-powered search, and optimizing for voice, mobile, and local pack features, ApartmentSEO transformed the community into a search authority in just weeks. This AI-aligned strategy delivers free, high-intent visibility and positions the PMC for scalable success across all communities

CHALLENGES



The community struggled with limited online visibility in a crowded market, failing to rank for key local searches or appear in Google Maps and the Local Pack. The community also lacked any presence in zero-click fields such as featured snippets, "People Also Ask" entries, or AI-generated overviews, meaning potential residents saw competitors first.

Underpinning these gaps was an outdated content structure - missing the Q&A format and schema markup required to capture voice-search queries and AI-driven results, leaving the community virtually invisible to today's on-demand search behaviors



Increased Visibility



Increased Website Visits



Organic Ranking Growth

BENEFITS



1

Increased Visibility

Featured snippets and AI overviews put the community at the very top of search results, often before the first click, and Map Pack inclusion boosted local discovery.

2

Increased Website Visits

Page-one rankings for 30+ strategic keywords and a 300% surge in mobile impressions drove a dramatic rise in organic traffic and qualified leads.

3

Organic Ranking Growth

SmartSEO™ tactics yielded triple-digit lifts on core terms, 10+ new first-page mobile rankings, and sustained Position Zero wins, establishing the community as a go-to resource in a competitive market.