



From Third-Party Dependence to Digital Independence

The Corporate ILS as the New Multifamily Frontier

Presentation Team:

Martin Canchola, Co-Founder/CSO of ApartmentSEO.com

Kelli Turner, Marketing Director of AnchorPacifica.com

Justin Godwin, Sr. Director of Marketing/Communications of CushWake.com

Google



All



Images

Shopping



News

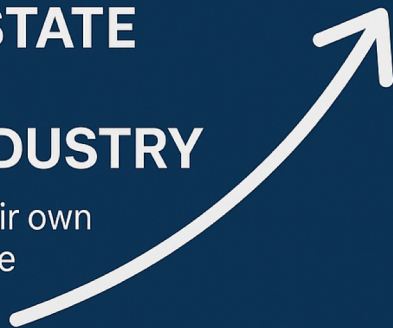


Maps

More

DIGITAL REAL ESTATE GRAB IN THE MULTIFAMILY INDUSTRY

for those who can create their own
Corp ILS strategy and join the
race to claim their top spot

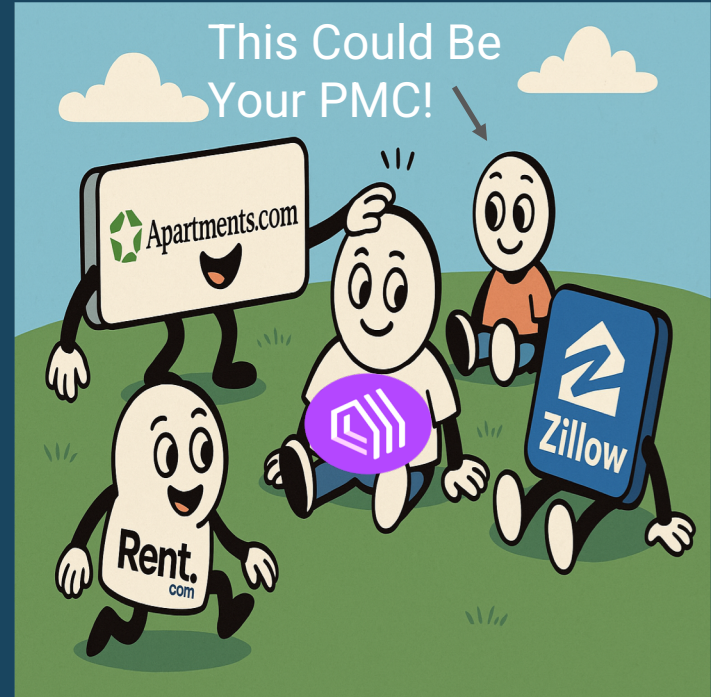


The Corporate ILS

- SEO Control
- Organic/Paid Lead Generation
- Better Brand Identity
- Greater Flexibility and Customization



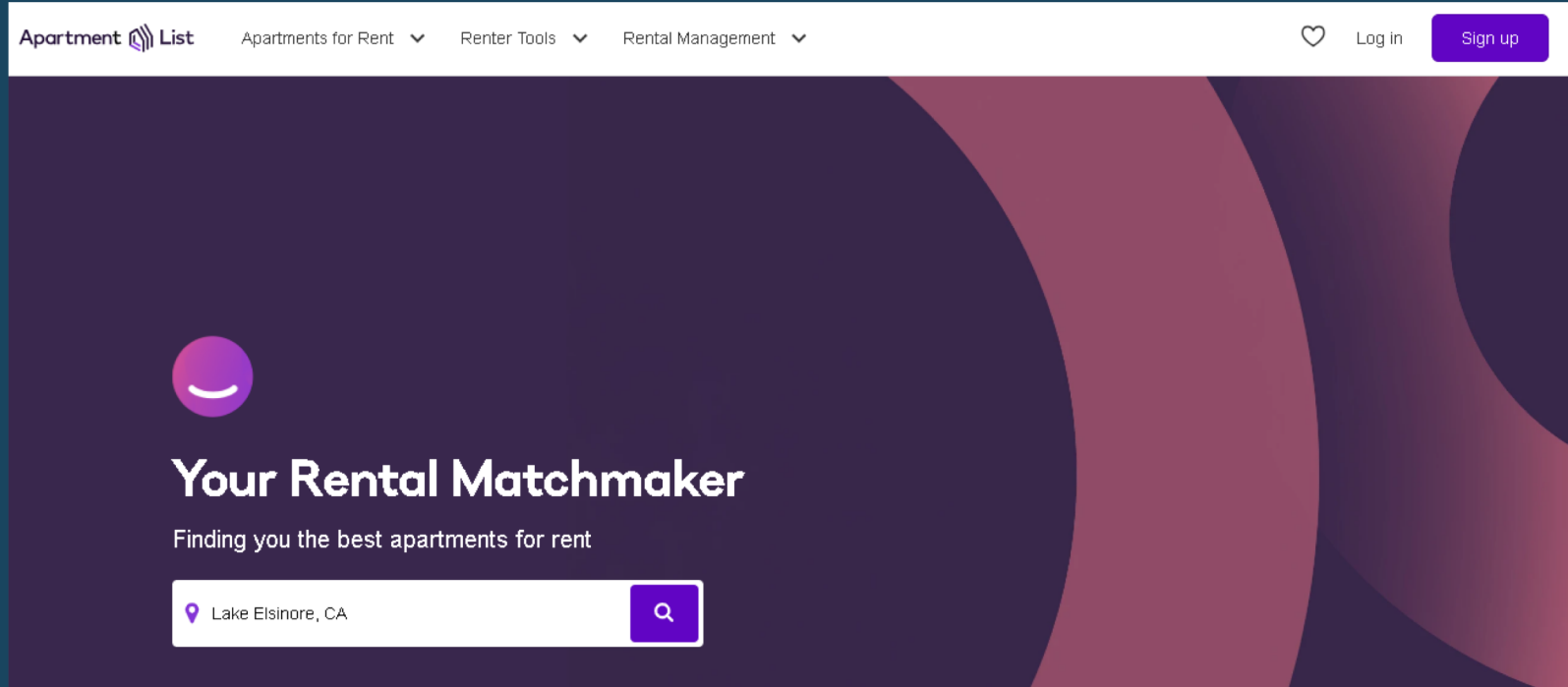
What We Can Learn from ILS Platforms?



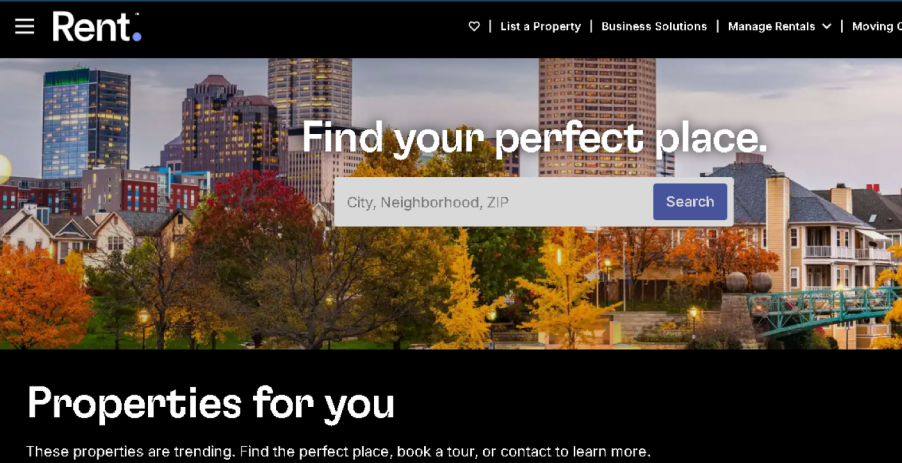
Apartments.com - Category Killer

The screenshot displays the Apartments.com homepage. At the top, there is a navigation bar with a menu icon, the text "Menu", a globe icon with "English", the "Apartments.com" logo, and links for "Manage Rentals", "Sign Up / Sign In", and "Add a Property". The main visual is a large banner image of a brick apartment building with a black metal staircase. Overlaid on this image is the text "Discover Your New Home" in a large, white, sans-serif font, followed by the tagline "Helping 100 million renters find their perfect fit." in a smaller white font. Below the tagline is a white search bar containing the text "Menifee, CA" and a magnifying glass icon. Underneath the search bar, the text "Explore Rentals in Menifee, CA" is centered. At the bottom of the banner, there are four small, horizontal image thumbnails showing interior views of apartments.

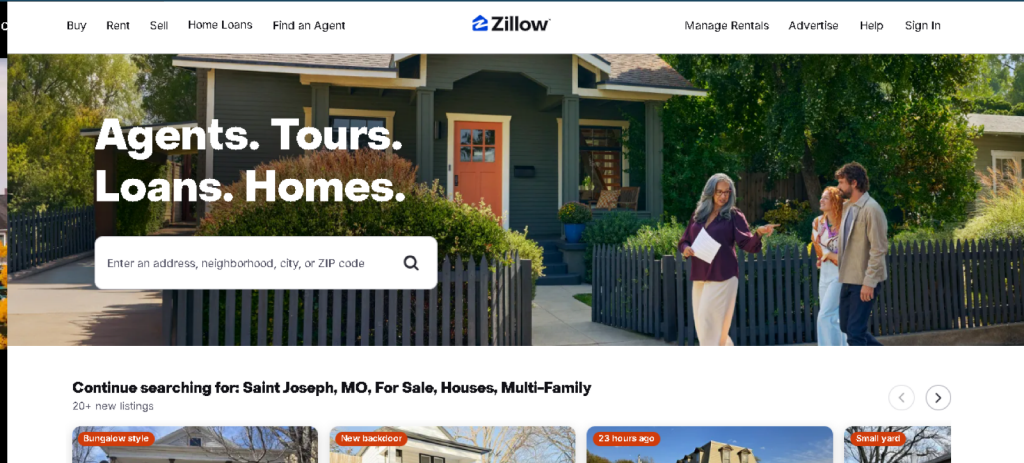
ApartmentList.com - Personalized Search & EDU Backlinks



Rent.com + Zillow.com - Stronger Together



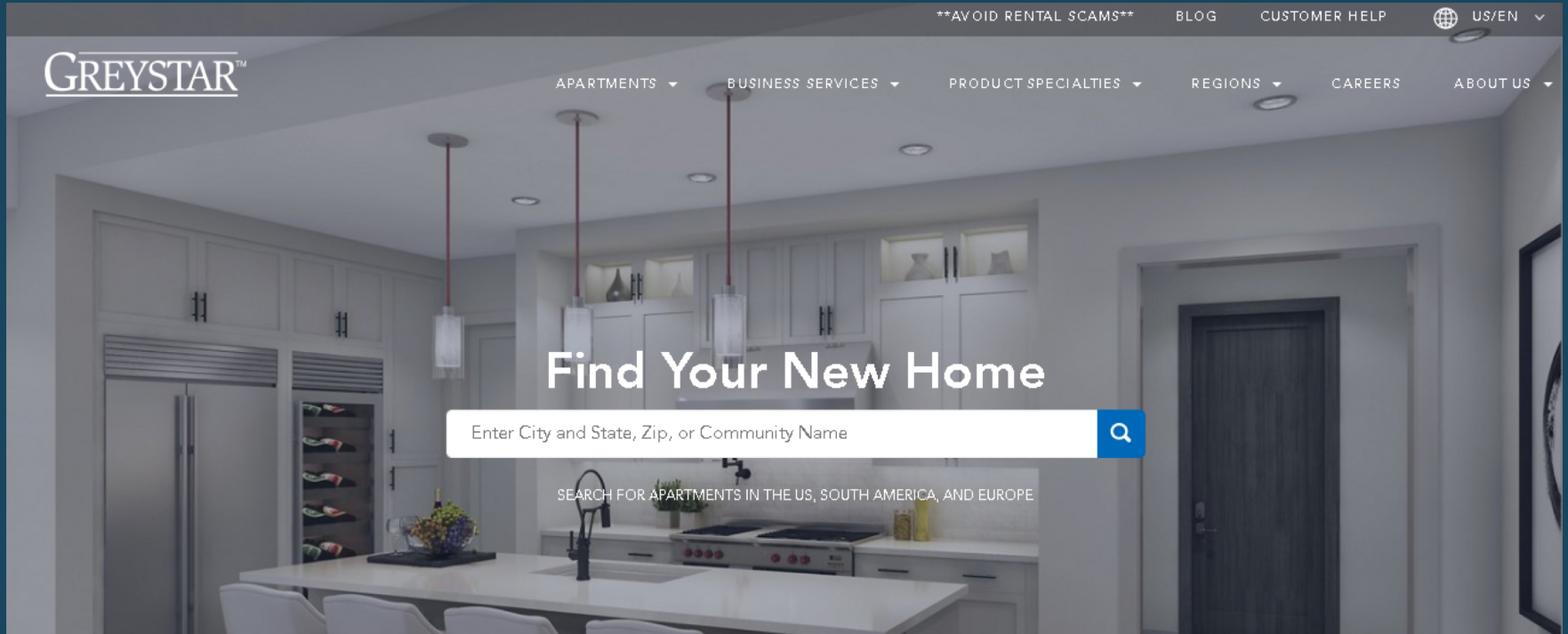
The screenshot shows the Rent.com homepage. At the top, there is a navigation bar with the Rent.com logo on the left and links for 'List a Property', 'Business Solutions', 'Manage Rentals', and 'Moving' on the right. The main banner features a cityscape background with the text 'Find your perfect place.' and a search bar containing the placeholder text 'City, Neighborhood, ZIP' and a 'Search' button. Below the banner, the section 'Properties for you' is displayed with the subtext 'These properties are trending. Find the perfect place, book a tour, or contact to learn more.'



The screenshot shows the Zillow.com homepage. The top navigation bar includes the Zillow logo and links for 'Buy', 'Rent', 'Sell', 'Home Loans', 'Find an Agent', 'Manage Rentals', 'Advertise', 'Help', and 'Sign In'. The main banner features a house with a family walking in front of it, with the text 'Agents. Tours. Loans. Homes.' and a search bar with the placeholder text 'Enter an address, neighborhood, city, or ZIP code'. Below the banner, there is a section titled 'Continue searching for: Saint Joseph, MO, For Sale, Houses, Multi-Family' with '20+ new listings'. This section includes four property cards with labels: 'Bungalow style', 'New backdoor', '23 hours ago', and 'Small yard'.

What We Can Learn from Property Management Companies?







APARTMENTS ▾

BUSINESS SERVICES ▾

PRODUCT SPECIALTIES ▾

REGIONS ▾

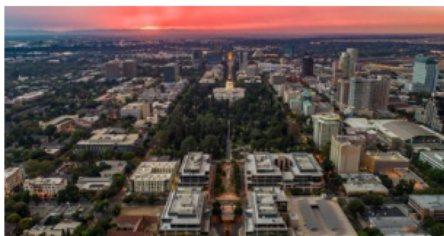
CAREERS

ABOUT US

[Apartments](#) / [California](#)

CALIFORNIA APARTMENT COMMUNITIES

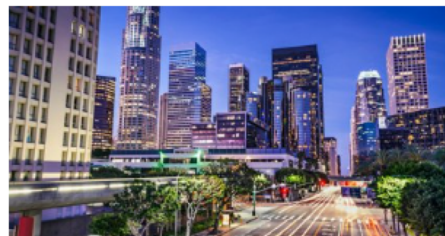
Whether you're SoCal born and raised, a NorCal native or new to state entirely, you'll find California living at its finest in our Greystar apartments. Browse our diverse communities across The Golden State and discover a home as iconic and inspiring as the city in which you choose to reside.



Greater Sacramento



Inland Empire Metro



Los Angeles Metro

LA's entertainment scene is unparalleled. Catch a show at the iconic [Hollywood Bowl](#), explore world-class museums like the [Getty Center](#), or stroll along the [Sunset Strip in West Hollywood](#). The city's culinary landscape is equally as impressive, featuring everything from food trucks to Michelin-starred restaurants.

GREYSTAR®

AVOID RENTAL SCAMS**

BLOG

CUSTOMER HELP

US/EN

APARTMENTS

BUSINESS SERVICES

PRODUCT SPECIALTIES

REGIONS

CAREERS

ABOUT US

Rentals By State

Alabama Apartments

Arizona Apartments

Arkansas Apartments

California Apartments

Colorado Apartments

Connecticut Apartments

Delaware Apartments

Florida Apartments

Georgia Apartments

Hawaii Apartments

Idaho Apartments

Illinois Apartments

Indiana Apartments

Iowa Apartments

Kansas Apartments

Kentucky Apartments

Louisiana Apartments

Maryland Apartments

Massachusetts Apartments

Michigan Apartments

Minnesota Apartments

Mississippi Apartments

Missouri Apartments

Montana Apartments

Nebraska Apartments

Nevada Apartments

New Hampshire Apartments

New Jersey Apartments

New Mexico Apartments

New York Apartments

North Carolina Apartments

North Dakota Apartments

Ohio Apartments

Oklahoma Apartments

Oregon Apartments

Pennsylvania Apartments

South Carolina Apartments

Tennessee Apartments

Texas Apartments

Utah Apartments

Virginia Apartments

Washington Apartments

Washington DC Apartments

West Virginia Apartments

Wisconsin Apartments

Wyoming Apartments

Rentals By Country

All Apartments

Austria Apartments

Brazil Apartments

Canada Apartments

Chile Apartments

China Apartments

France Apartments

Germany Apartments

Ireland Apartments

Mexico Apartments

Netherlands Apartments

Spain Apartments

United Kingdom Apartments

United States Apartments

Top Markets

Atlanta Rentals

Austin Rentals

Baltimore Rentals

Boston Rentals

Charleston-North Charleston-

Summerville Rentals

Charlotte Rentals

Chicago-Land Rentals

Denver Rentals

Fort Lauderdale-Fort Myers-

Beach-Deerfield Beach Rentals

Houston Rentals

Las Vegas Rentals

Los Angeles Rentals

Memphis Rentals

Minneapolis-Saint Paul Rentals

Nashville-Murfreesboro-Franklin

Rentals

New York City Rentals

Northern New Jersey Rentals

Oklahoma City Rentals

Orlando Rentals

Philadelphia-Doylestown Rentals

Pittsburgh Rentals

Portland Rentals

Raleigh-Durham-Raleigh

Triangle Rentals

Sacramento Rentals

San Antonio Rentals

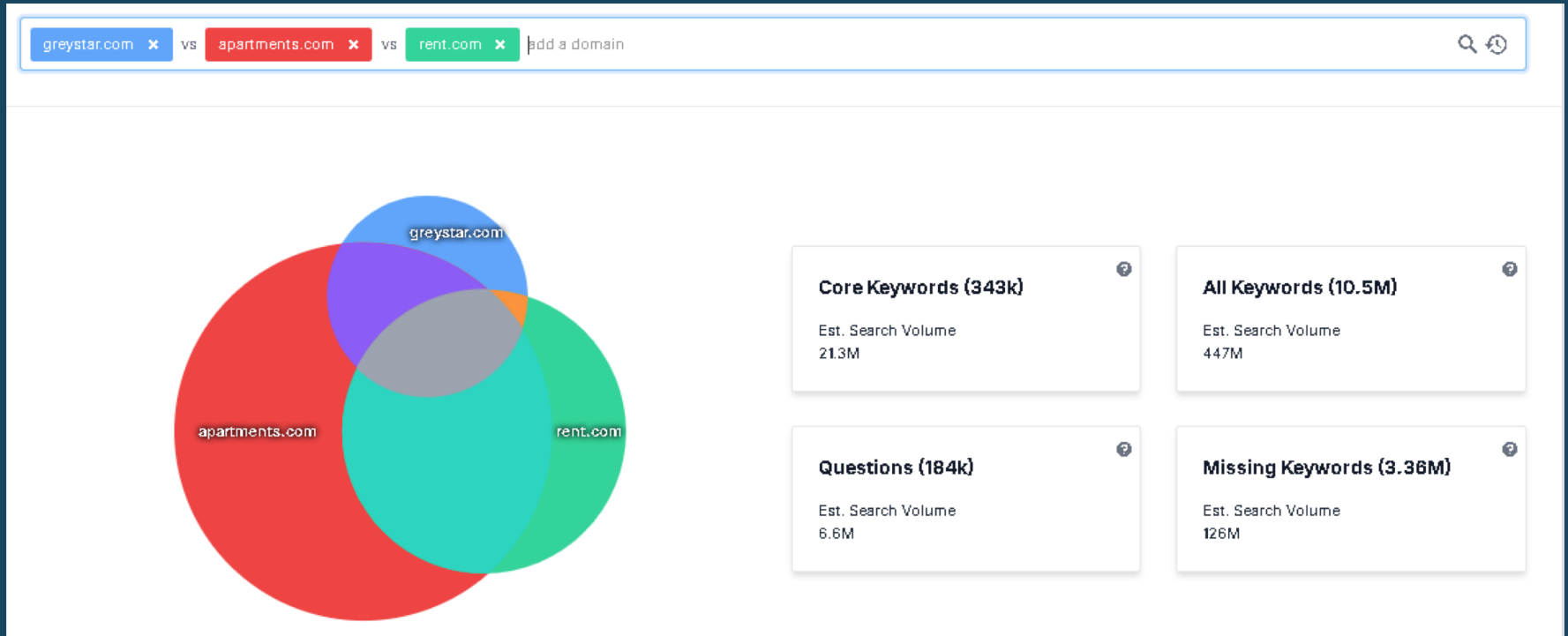
San Diego Rentals

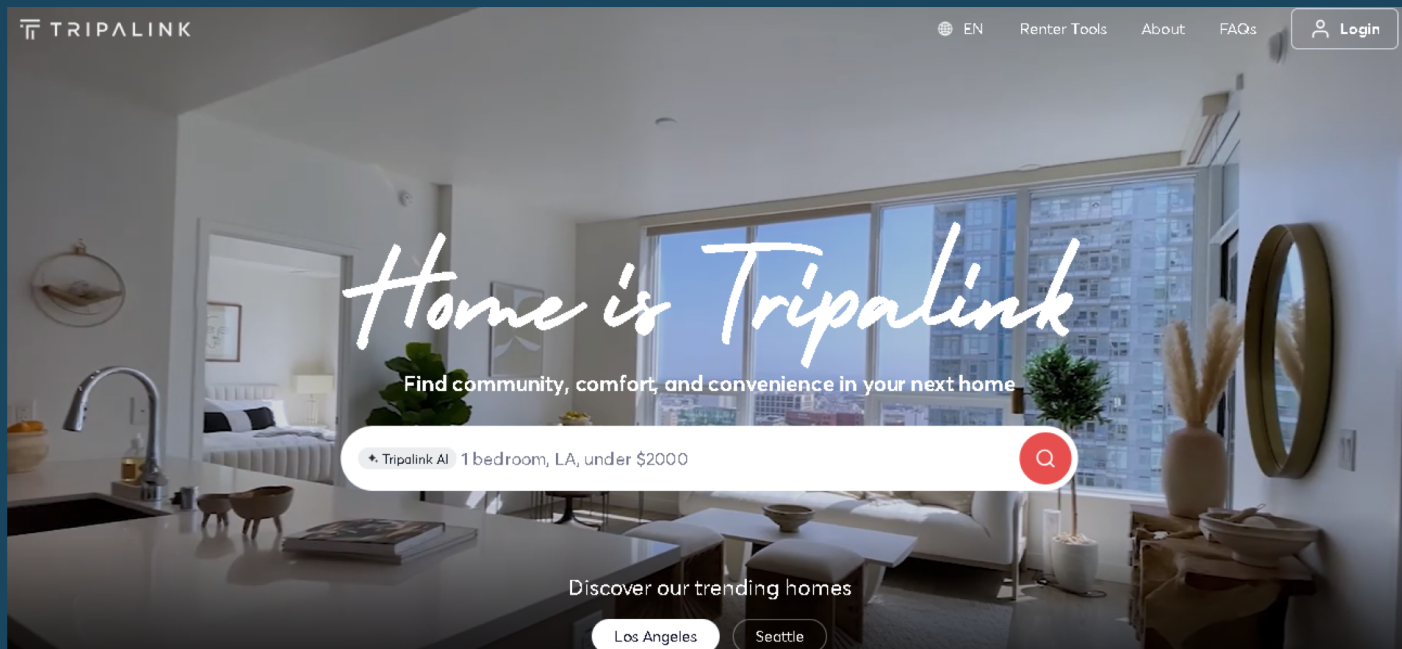
Tampa Bay Rentals

Tucson Rentals

Washington DC Rentals

Greystar.com - Shared Organic Keywords





Tripalink - Google SERPs

The screenshot shows a Google search for "best apartment websites". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar, tabs for "All", "Forums", "Images", "Videos", "Shopping", "News", "Web", and "More" are visible, with "All" selected. The results section shows "About 481,000,000 results (0.35 seconds)".

AI Overview

For finding apartments in Los Angeles, consider using websites like **Apartments.com**, **Zillow**, **Westside Rentals**, **HotPads**, and **Craigslist**, which offer a wide variety of listings and search features.

Here's a more detailed breakdown:

Apartments.com:
A comprehensive platform with a large selection of apartments, houses, condos, and townhomes for rent.

Zillow:
A popular real estate marketplace that offers a wide range of rental options.

[Show more](#)

Related searches:

- The Best Rental Websites for Finding Apartments in 2025 - Tripalink
- Feb 5, 2025 — Top Websites to Find Apartments: A Comprehensive 2025 Guide. ... Zillow is one of the leading...
- What are the best websites/forums to find apartments? - Reddit
- Apr 26, 2022 — I have used Roomster, Zillow, Craigslist and other things in the past. Not much success with them. I'm...

Tripalink
<https://tripalink.com> · all blog

The Best Rental Websites for Finding Apartments in 2025

MOZ DA: 40/100 (+111%) Ref Dom: 1.94K Ref Links: 13.34K Spam Score: 1% [Show backlinks](#)

Search traffic (us): 510/mo (website: 34.80K/mo) · Keywords (us): 83 (website: 8135)

Feb 5, 2025 — Specialty Apartment Rental Websites · Zumper · StreetEasy · Craigslist · Rent · PadMapper. Consolidates rental listings from multiple platforms ...

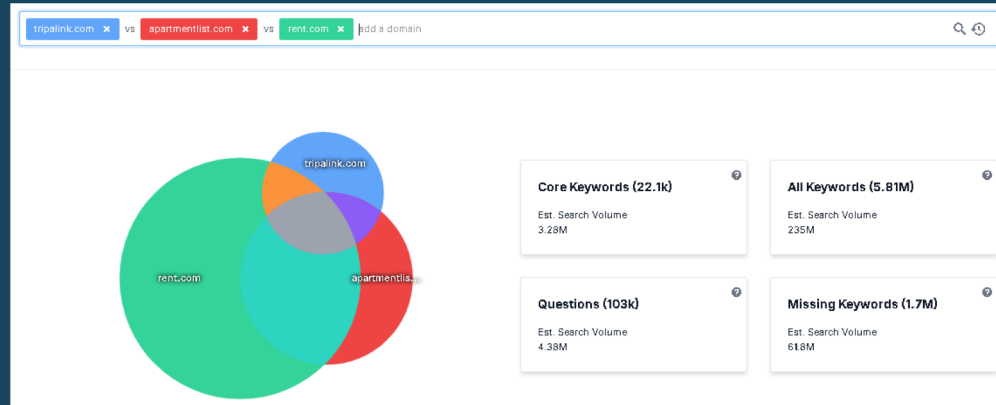
Turn your browser into a Marketer's best friend

Tripalink - Blog Strategy



Tripalink - Shared Organic Keywords

- Tripalink is a Major Contender Locally and Proves to Be a Major Resource for Co-Living and Off Campus Housing



Ranked #1 in apartment living by our residents for 7 years.

Find Your Next Great Apartment

Bozzuto manages luxury apartment communities nationwide. Start by selecting your state and tell us what you're looking for to start exploring our unique properties.

State

Metro

Price

Beds

SEARCH












[Clear Filter](#)



[See Where We're Located](#)

BROWSE BY LOCATION

State Metro

Explore Our Inspiring Communities

| | | | |
|---|---|--|---|
|  <p>California</p> |  <p>Colorado</p> |  <p>Connecticut</p> |  <p>Delaware</p> |
|  <p>Florida</p> |  <p>Georgia</p> |  <p>Illinois</p> |  <p>Maryland</p> |
|  <p>New York</p> |  <p>New Mexico</p> |  <p>North Carolina</p> |  <p>Ohio</p> |

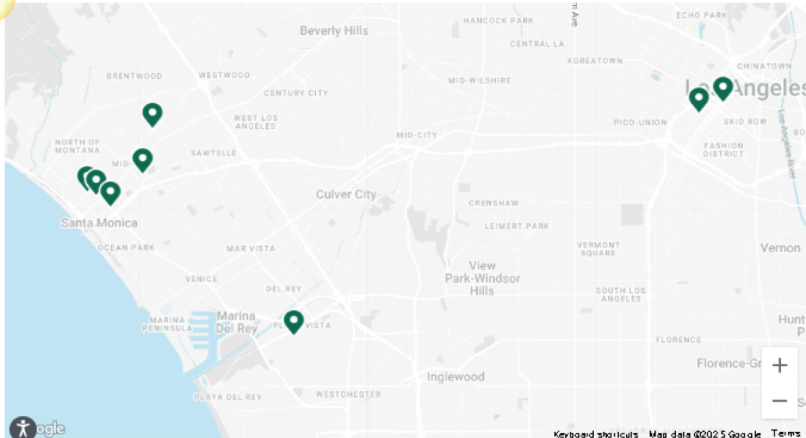
Resident Portal

Rent Buy Our Companies About Bozzuto Careers Contact Us

We want to help you find sanctuary.


Please visit our communities' tour scheduling pages to confirm their virtual, in-person or self-guided touring options.

10 Los Angeles Metro Apartments for Rent




Neighborhoods Price Beds Reset


List Map




Trademark
★★★★★ [305 reviews](#)
Financial District
Studio, 1 bedroom, 2 bedroom, 3 bedroom




Willow
★★★★★ [3 reviews](#)
Santa Monica
Studio, 1 bedroom, 2 bedroom, 3 bedroom




Gibson Santa Monica
★★★★★ [128 reviews](#)
Santa Monica
Studio, 1 bedroom, 2 bedroom




\$3,410+



\$2,450+



\$3,319+



Resident Portal

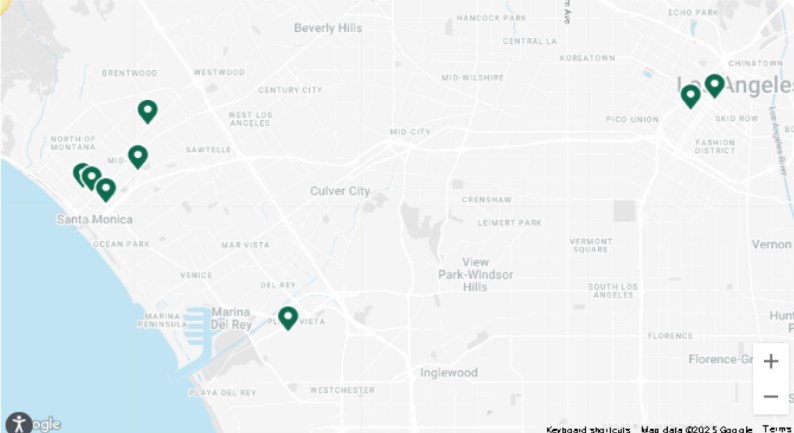
RentBuyOur CompaniesAbout BozzutoCareersContact Us

We want to help you find sanctuary.
Please visit our communities' tour scheduling pages to confirm their virtual, in-person or self-guided touring options.

10 Los Angeles Metro Apartments for Rent

NeighborhoodsPriceBedsReset

ListMap



Keyboard shortcutsMap data ©2025 GoogleTerms

^ I have a pet, does Bozzuto offer pet-friendly apartments in Los Angeles Metro?

Yes! Bozzuto properties in Los Angeles Metro are pet-friendly.

^ I'm interested in the Studio floor plan. What is its average price in Los Angeles Metro?

The average price for Studio floor plan in Los Angeles Metro is \$2,733.

^ I'm interested in the 1 bedroom floor plan. What is its average price in Los Angeles Metro?

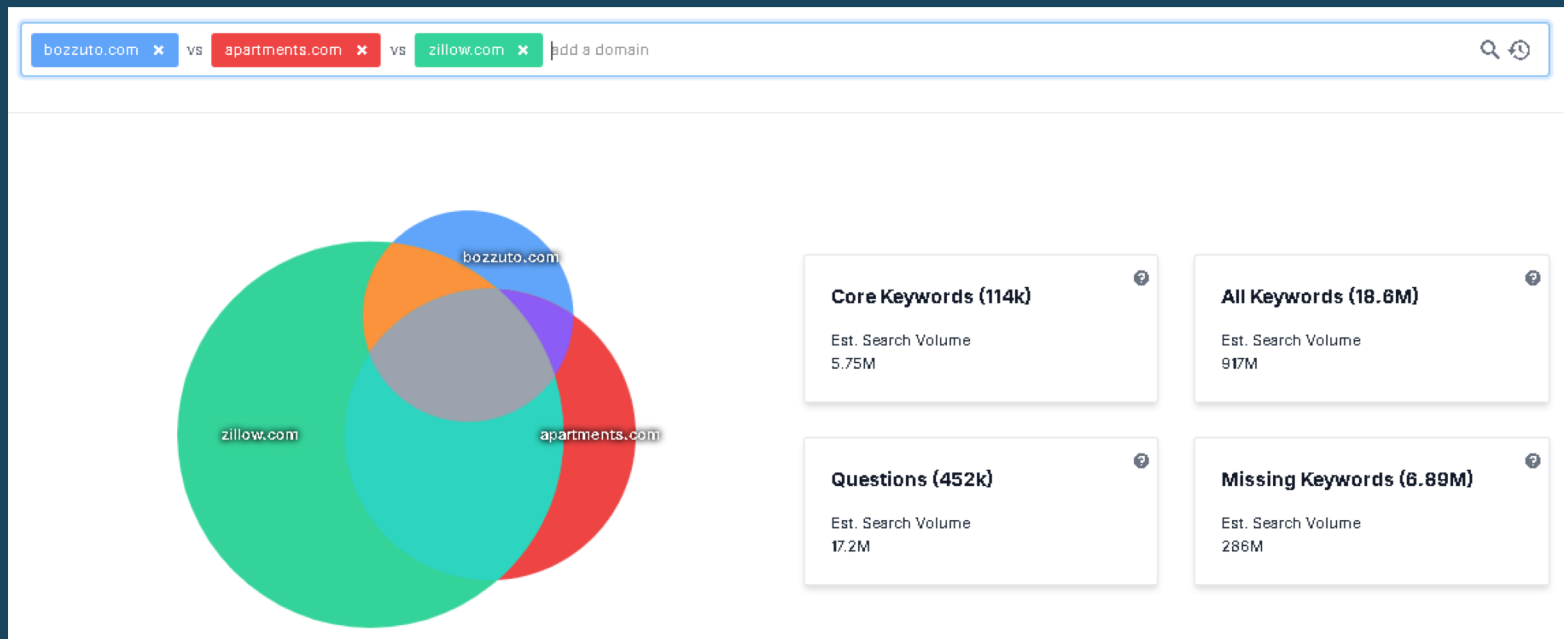
^ I'm interested in the 2 bedroom floor plan. What is its average price in Los Angeles Metro?

^ I'm interested in the 3 bedroom floor plan. What is its average price in Los Angeles Metro?

^ How many properties offer concierges in Los Angeles Metro?

^ How many properties offer 24-hour fitness centers in Los Angeles Metro?

Bozzuto - Shared Organic Keywords



From Invisible to Indexable: Cushman & Wakefield's Story

A Case Study on Design, SEO & Scale



Justin Godwin, Sr. Director of Marketing/Communications of CushWake.com

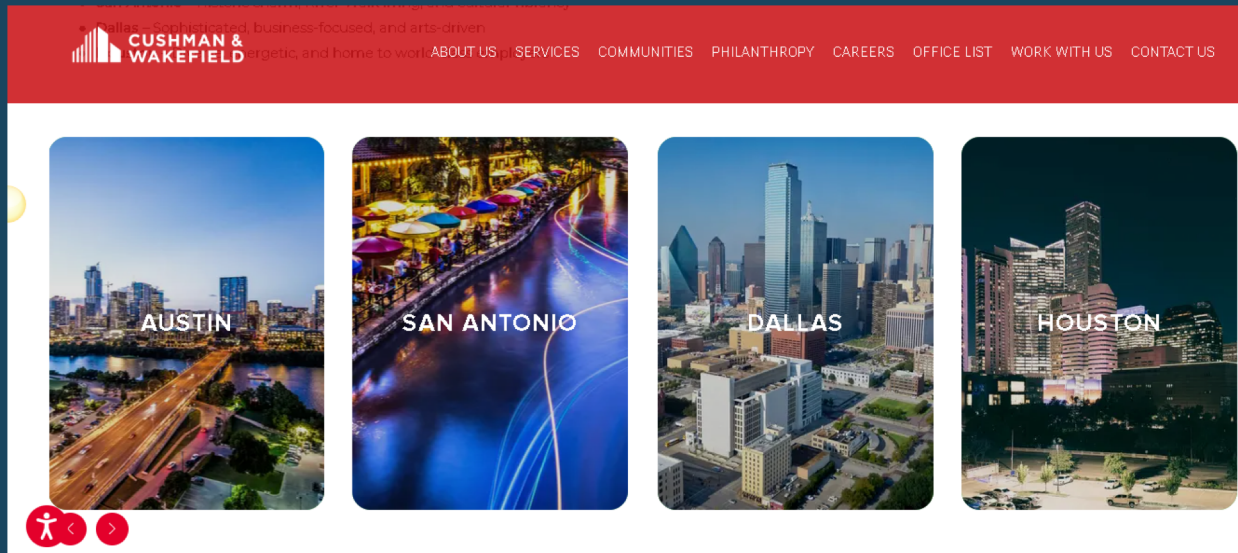
The Problem - Why CushWakeLiving.com Was Invisible to Google

- No crawlable pages (state/city/property)
- Missed organic traffic opportunities
- Limited brand visibility in search

The screenshot displays the Cushman & Wakefield website interface. On the left, a dark sidebar contains the 'Search Options' section with filters for 'Address or Property Name', 'Bedrooms', 'Bathrooms', and a 'Rent Price Range' slider set from \$620 to \$25,665. A red icon of a person is visible at the bottom of the sidebar. The main content area shows 'All' results for '116 Apartment Communities matched your search'. A featured listing for '100 Park' is shown with an image of a modern apartment building, its address '170 Century Square Drive, College Station, TX 77840', phone number '979-657-6109', and 'Studio | 1 Bed' unit type. On the right, a map of Texas is overlaid with numerous red circular markers, each containing a white number (e.g., 1, 2, 4, 8, 13, 14, 15, 16, 22), indicating specific locations or data points across the state.

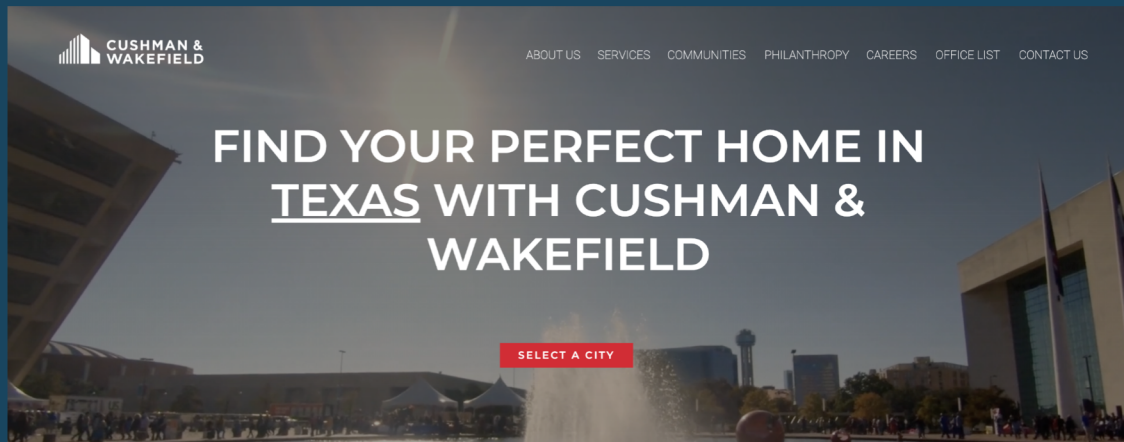
The Strategy - Building a Corporate ILS Strategy from the Ground Up

- Partnered with Razz Interactive + Apartment SEO
- Goal: Create indexable State and City pages
- Initial test: Focused on Texas metros (Dallas, Houston, Austin, San Antonio)



The Build Process - How We Brought the Strategy to Life

- Created SEO landing page templates for State + City
- Determined layout, URL structure, and internal links
- Collaboration across dev, design, SEO, and content
- Hero section - Prominent visual element above the fold



- Why Live in City/State Section



WHY LIVE IN TEXAS?

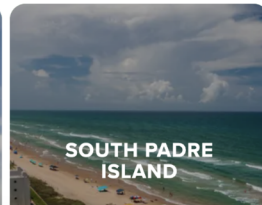
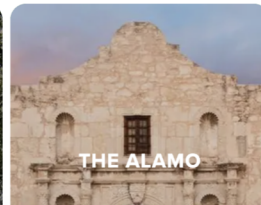
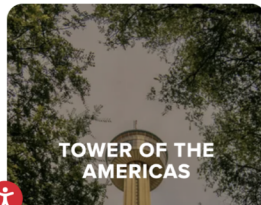
Living in Texas is like stepping into a vast, ever-changing canvas where the skies stretch endlessly, and the sunsets blaze with colors no artist could truly capture. The Lone Star State is a fusion of rugged cowboy spirit and modern innovation, where sprawling ranches meet towering cityscapes, and small-town diners serve up the best barbecue alongside five-star urban cuisine.

The Build Process - How We Brought the Strategy to Life

- Points of Interest (POIs) for Showcasing Local Expertise

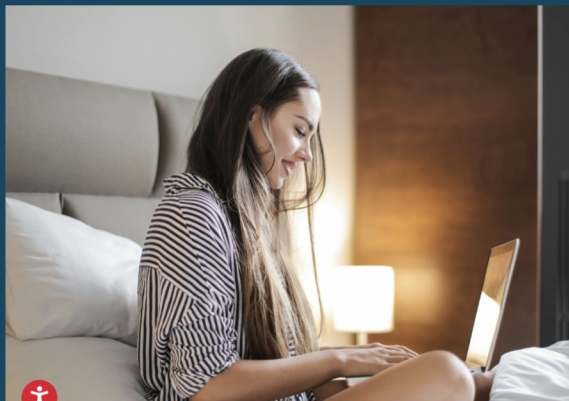
WHAT MAKES TEXAS A GREAT PLACE TO LIVE?

Texas is a land of endless adventure, where history, culture, and natural beauty collide to create a truly unforgettable experience. From the bustling streets of **Houston** to the rolling hills of the Hill Country, the state offers a diverse range of attractions for every kind of traveler. Explore the rich history of The Alamo in **San Antonio**, marvel at the futuristic skyline of **Dallas**, or embrace the vibrant live music scene in **Austin**.



The Build Process - How We Brought the Strategy to Life

- Why Choose Cushman & Wakefield Section w/ Call to Action (CTA)



WHY CHOOSE CUSHMAN & WAKEFIELD?

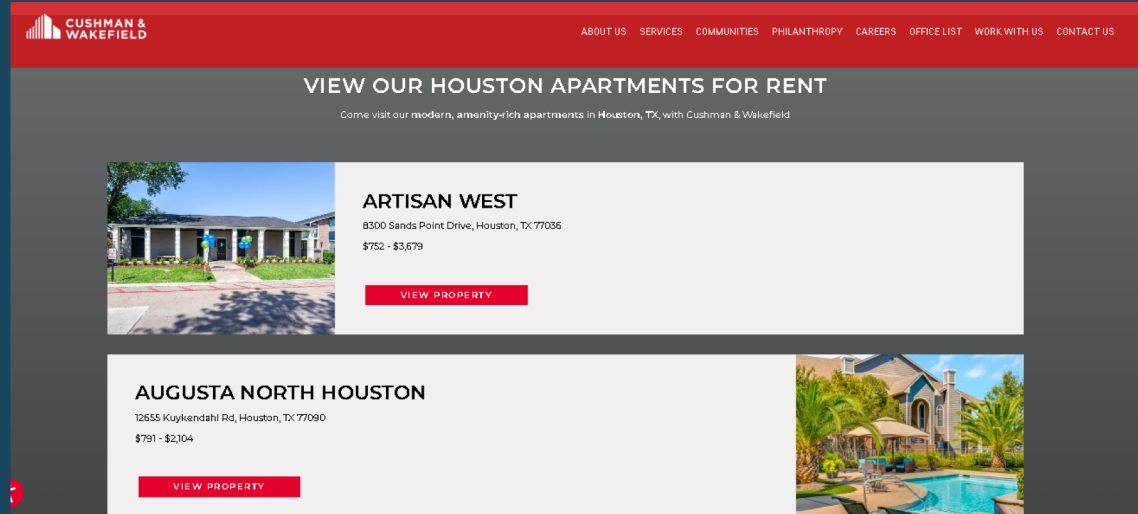
At Cushman & Wakefield, we do more than just help people find homes —we create tailored real estate solutions for buyers, renters, and investors across Texas. Whether you're moving to the Lone Star State, searching for your dream home, or investing in Texas' thriving real estate market, our local expertise, exclusive listings, and personalized service make us the best choice.

WHAT SETS US APART?

Cushman & Wakefield stands out as a leader in Texas real estate due to our deep market expertise, exclusive property access, and personalized approach.

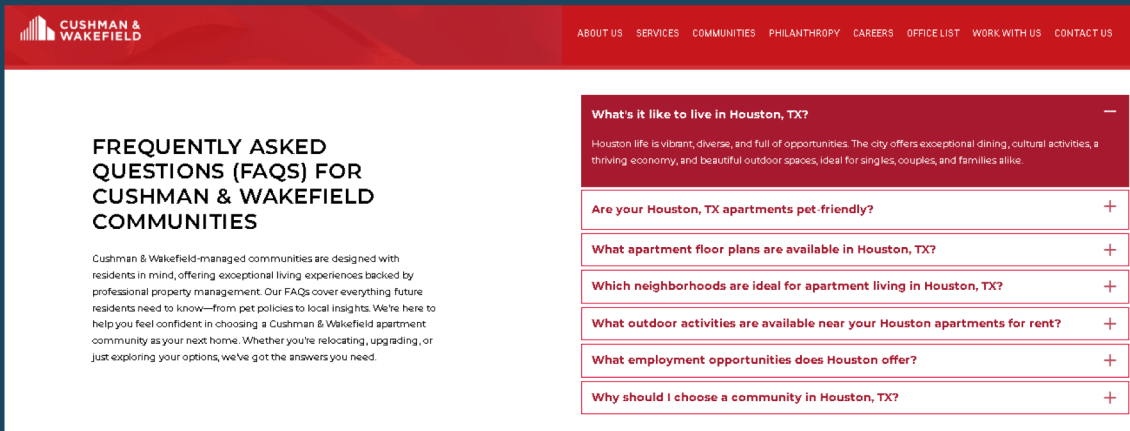
Content & Optimization - More Than Just Pages – We Built Experiences

- View Our Communities Section
- Automatically updated listings based on State/City
- Easily Manage a Large Amount of Communities with Minimal Manual Updates



The Build Process - How We Brought the Strategy to Life

- FAQs w/ Schema markup
Section for More Context and Relevance
- Boost Placement in AI
Overviews and Instant
Answers



The screenshot shows the Cushman & Wakefield website. The header is red with the company logo and navigation links: ABOUT US, SERVICES, COMMUNITIES, PHILANTHROPY, CAREERS, OFFICE LIST, WORK WITH US, and CONTACT US. The main content area is white. On the left, there's a section titled "FREQUENTLY ASKED QUESTIONS (FAQS) FOR CUSHMAN & WAKEFIELD COMMUNITIES". Below the title, a paragraph states: "Cushman & Wakefield-managed communities are designed with residents in mind, offering exceptional living experiences backed by professional property management. Our FAQs cover everything future residents need to know—from pet policies to local insights. We're here to help you feel confident in choosing a Cushman & Wakefield apartment community as your next home. Whether you're relocating, upgrading, or just exploring your options, we've got the answers you need." On the right, there's a red sidebar with a list of questions and answers, each with a plus icon to expand it. The questions are: "What's it like to live in Houston, TX?", "Are your Houston, TX apartments pet-friendly?", "What apartment floor plans are available in Houston, TX?", "Which neighborhoods are ideal for apartment living in Houston, TX?", "What outdoor activities are available near your Houston apartments for rent?", "What employment opportunities does Houston offer?", and "Why should I choose a community in Houston, TX?".

CUSHMAN & WAKEFIELD

ABOUT US SERVICES COMMUNITIES PHILANTHROPY CAREERS OFFICE LIST WORK WITH US CONTACT US

FREQUENTLY ASKED QUESTIONS (FAQS) FOR CUSHMAN & WAKEFIELD COMMUNITIES

Cushman & Wakefield-managed communities are designed with residents in mind, offering exceptional living experiences backed by professional property management. Our FAQs cover everything future residents need to know—from pet policies to local insights. We're here to help you feel confident in choosing a Cushman & Wakefield apartment community as your next home. Whether you're relocating, upgrading, or just exploring your options, we've got the answers you need.

What's it like to live in Houston, TX?

Houston life is vibrant, diverse, and full of opportunities. The city offers exceptional dining, cultural activities, a thriving economy, and beautiful outdoor spaces, ideal for singles, couples, and families alike.

Are your Houston, TX apartments pet-friendly?

What apartment floor plans are available in Houston, TX?

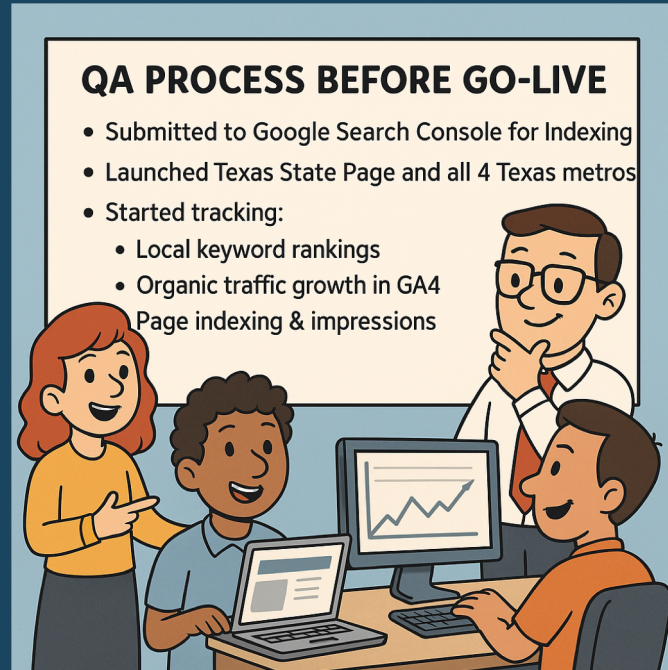
Which neighborhoods are ideal for apartment living in Houston, TX?

What outdoor activities are available near your Houston apartments for rent?

What employment opportunities does Houston offer?

Why should I choose a community in Houston, TX?

Launch & Tracking - From QA to Live Rankings



Launch & Tracking - From QA to Live Rankings

- Before and After Local Rankings for Local Brand Terms, Local Search Terms and FAQs

| Keyword | Google Location | Organic Rank (Before) 03/19/2025 | Organic Rank (After) 04/29/2025 | Δ Overall |
|----------------------------------|-----------------|--|---|-----------|
| Are Cushman and Wakefield's ap | United States | Not in Results - (Organic) | 1 - (Organic) 16 - (Organic) | ↑ New |
| What amenities can I expect from | United States | Not in Results - (Organic) | 4 - (Organic) 9 - (Organic) | ↑ New |
| What sets Cushman & Wakefield | United States | Not in Results - (Organic) | 0 - (Featured Snippet) 4 - (Organic) | ↑ New |
| How do I start renting an apartm | United States | Not in Results - (Organic) | 1 - (Organic) 4 - (Organic) | ↑ New |
| Why should I choose Cushman & | United States | Not in Results - (Organic) | 1 - (Organic) 3 - (Organic) | ↑ New |
| What outdoor activities are near | United States | Not in Results - (3-Pack) | 3 - (Organic) 5 - (Organic) | ↑ New |
| Why choose Cushman & Wakefi | United States | Not in Results - (Organic) | 1 - (Organic) 4 - (Organic) | ↑ New |

Early Wins - Momentum in Motion

- Now Being Showcased for Local Branded Search Terms in Google AI Overviews

Google search results for "Why should I choose Cushman & Wakefield apartments in Dallas?". The AI Overview section provides a summary of why Cushman & Wakefield is a top choice, highlighting their reputation, client partnerships, and exceptional onsite experiences. The right sidebar shows related search suggestions, including "Commercial Real Estate in Dallas - Cushman & Wakefield", "Commercial Real Estate Services (CRE) | US - Cushman & Wakefield", and "Residential Property Management - Cushman & Wakefield".

Why should I choose Cushman & Wakefield apartments in Dallas?

All Forums Images News Maps Shopping Videos More Tools

About 110,000 results (0.43 seconds)

AI Overview

If you're considering Cushman & Wakefield apartments in Dallas, you might choose them for their strong reputation as a top-rated property management company, their focus on building community and resident engagement, and their commitment to client partnerships and exceptional onsite experiences.

Here's a more detailed look at why you might choose Cushman & Wakefield for your Dallas apartment:

Reputation and Expertise:
Cushman & Wakefield consistently ranks as a top service provider in the multifamily real estate management industry, with a strong track record and a large portfolio of properties across the country.

Client Partnerships and Ownership Mentality:
They focus on building strong relationships with clients as third-party residential property managers, aligning with their clients' goals and acting as true value-add partners.

Exceptional Onsite Experiences:
Cushman & Wakefield is dedicated to creating exceptional experiences for residents, guests, and employees, with a focus on curated resident engagement strategies, communication, and responsiveness.

Community Building:
Their approach emphasizes building a strong sense of community and positively influencing resident satisfaction and retention.

Focus on Client Success:
Cushman & Wakefield's values are built on high performance, a tenacious commitment to client success, a collaborative work environment, and

Commercial Real Estate in Dallas - Cushman & Wakefield
Its central location also makes the Dallas-Fort Worth area a top industrial market, propelled by e-commerce growth. Since 1974...

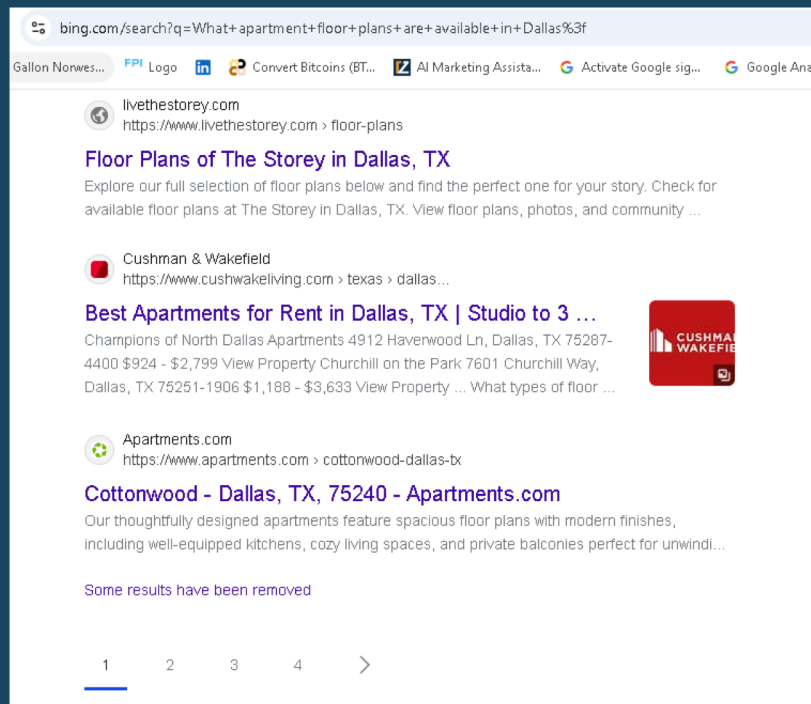
Commercial Real Estate Services (CRE) | US - Cushman & Wakefield
2023 ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) REPORT We believe that a better future begins now. We proudly...

Residential Property Management - Cushman & Wakefield
MULTIFAMILY REAL ESTATE MANAGEMENT IN DALLAS, TX. Cushman & Wakefield consistently ranks as a top service provid...

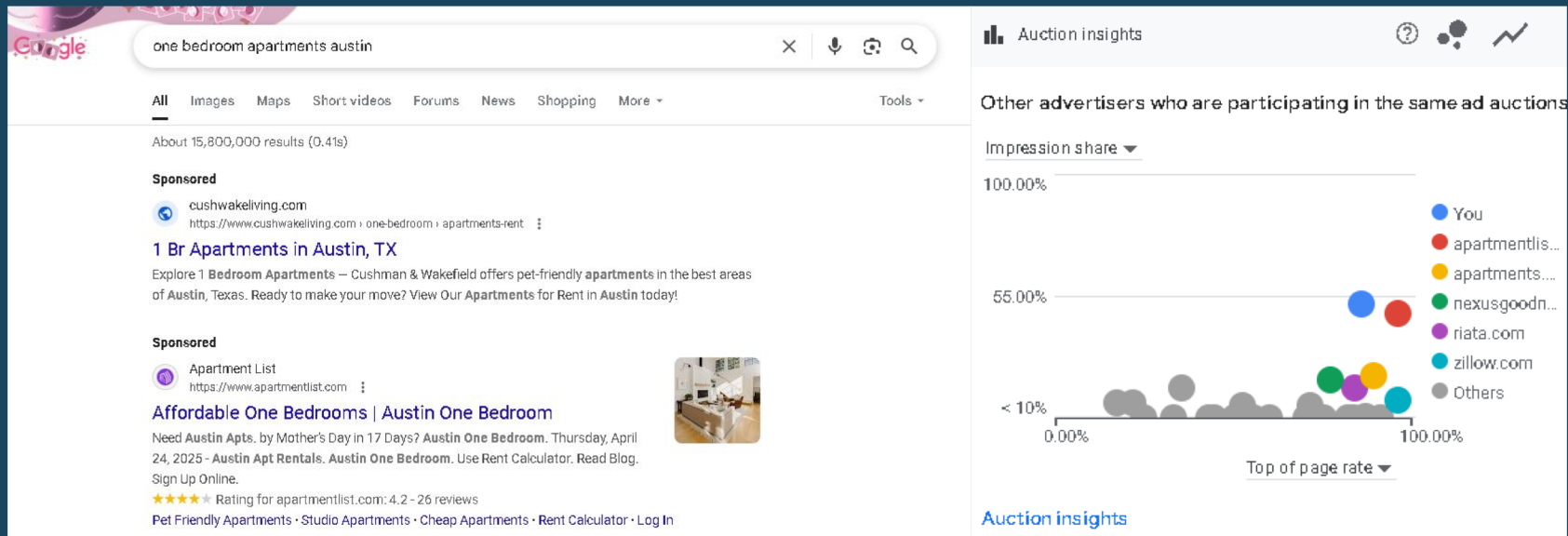
Show all

Early Wins - Momentum in Motion

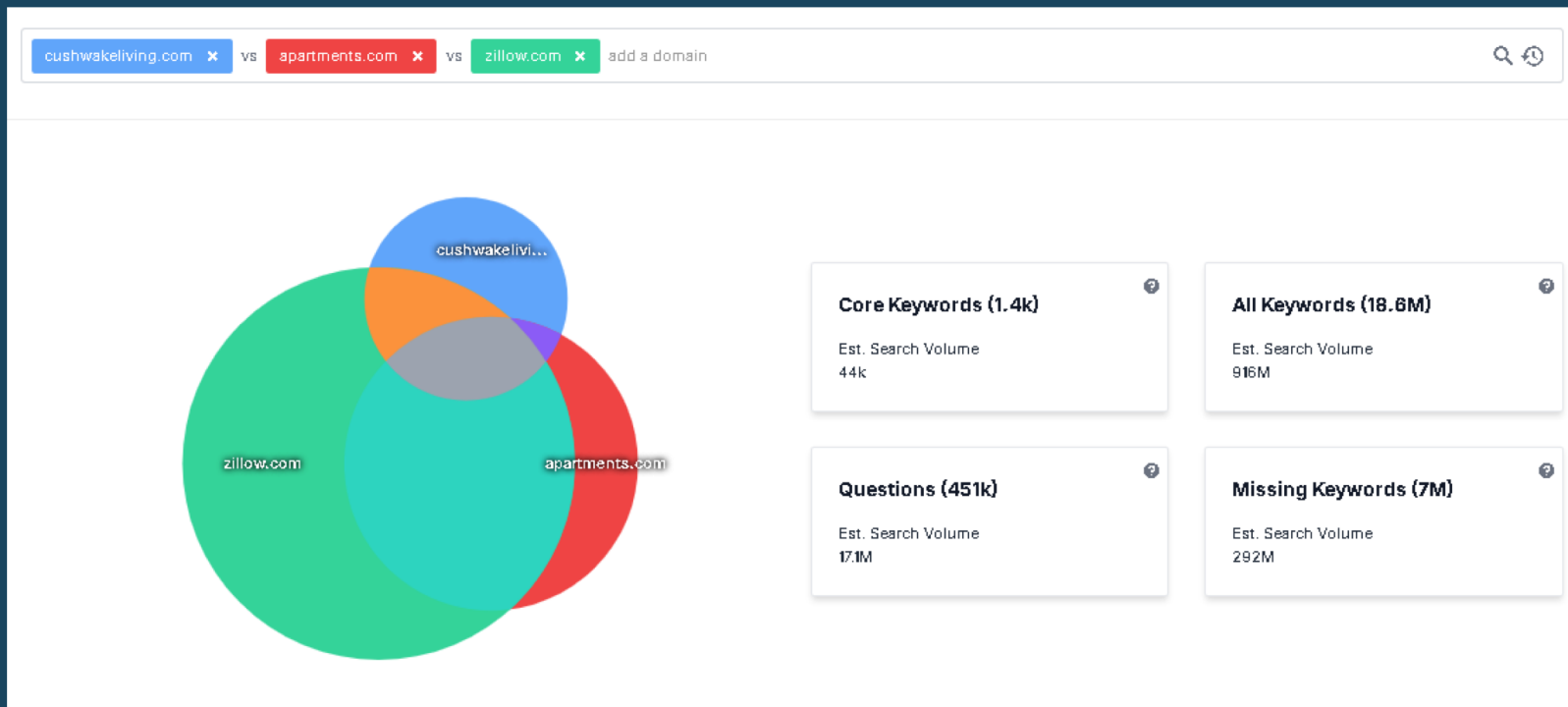
- Gaining Local Organic Rankings in Bing for Long Tail Search Terms



Early Wins - Momentum in Motion



CushWakeLiving.com - Shared Organic Keywords



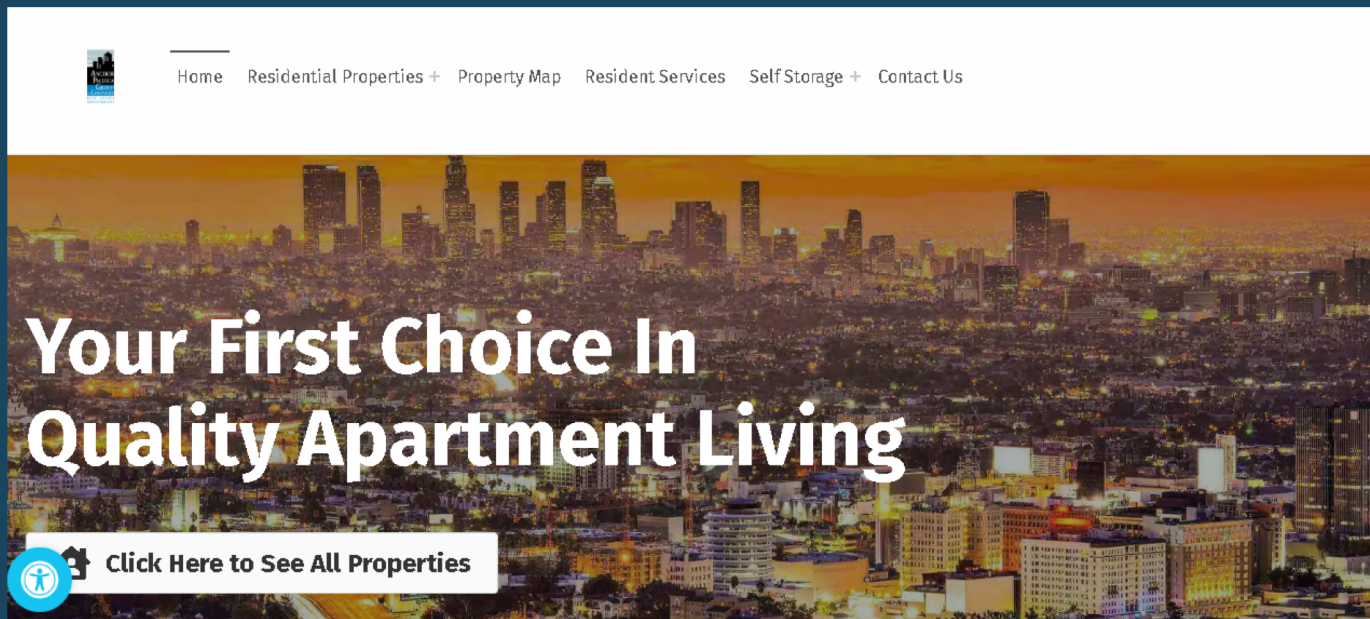
Anchor Pacifica's Digital Makeover: From Outdated WordPress to Corporate ILS Dominance

A Case Study in Corporate Website Redesign, Search Visibility, and Future-Proofing



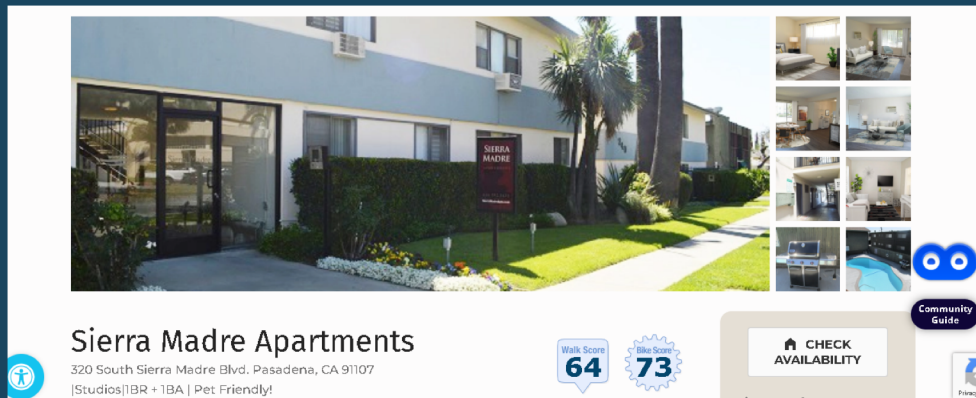
The Problem - The Limitations of an Outdated WordPress Setup

- Outdated design and limited scalability
- No true Corporate ILS structure
- Missing SEO fundamentals for state, city, and property visibility



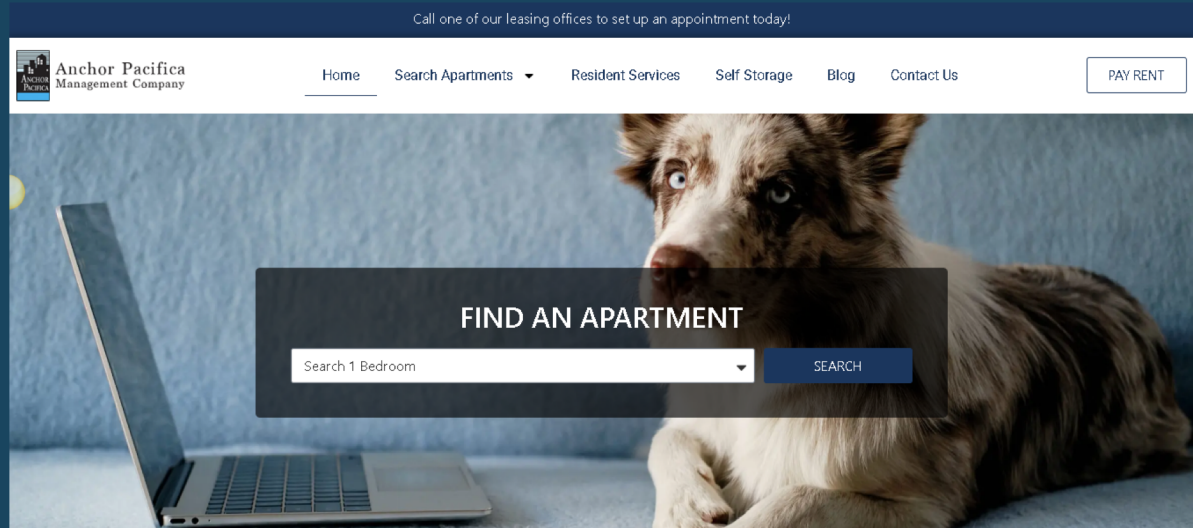
The Problem - The Limitations of an Outdated WordPress Setup

- Limited City Page/Community Profile Visibility on Search Engines
- Needed More Schema Markup to Identify Community
- Needed Real Time Pricing and Availability for Floor Plans



The Solution - Brand New Corporate ILS Theme Design

- Introduced a new, SEO-first Corporate ILS theme
- Focus: Better design, performance, functionality
- Built to support scalable organic growth + conversion-focused design



SEO Content & Schema Strategy - Smart Copy That Performs in Local & AI Search

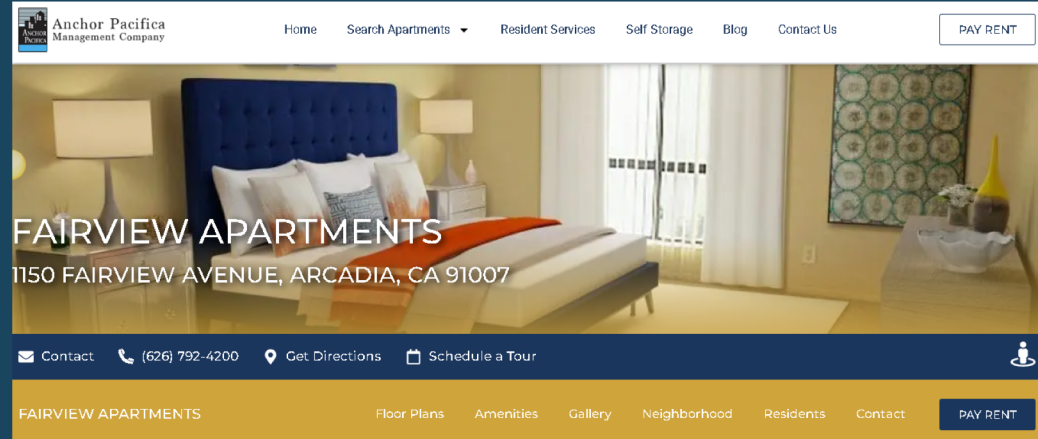
- Created original content for:
 - Blogs
 - Localized FAQs
 - “Why Rent Here” lifestyle sections
- Applied schema markup:
 - FAQs
 - LocalBusiness
 - Article
- Designed to appear in Google AI Overviews + ChatGPT-style engines

The screenshot shows the website for Anchor Pacifica Management Company, specifically the Arcadia location. The navigation bar includes links for Home, Search Apartments, Resident Services, Self Storage, Blog, and Contact Us, along with a 'PAY RENT' button. The main content area is divided into several sections:

- WHY RENT IN ARCADIA?**
 - Safe, Family-Friendly Environment:** Accompanied by an image of a family, the text states: "Arcadia is known for its low crime rate, excellent schools, and welcoming community vibe."
 - Top-Rated Schools:** Accompanied by an image of three students, the text states: "Arcadia Unified School District ranks among the best in California—perfect for families."
- FREQUENTLY ASKED QUESTIONS ABOUT APARTMENTS IN ARCADIA**
 - What is the average rent in Arcadia, CA?** The answer states: "Rent in Arcadia is competitive for the San Gabriel Valley. Fairview Apartments offers budget-friendly rates with excellent amenities and location."
 - What are the best neighborhoods in Arcadia for renters?** The answer states: "Top areas include Downtown Arcadia, Baldwin Stocker, and the Santa Anita Park district—all offering a mix of comfort and convenience."
- NEARBY POINTS OF INTEREST IN ARCADIA**: Includes a map showing locations like Whole Foods Market, Los Angeles County Arboretum & Botanic Garden, and The Shops at Santa Anita.
- 99 Ranch Market**: Located at 1300 S Golden West Ave, Arcadia, CA 91007. Described as a "Popular Asian grocery chain with specialty foods".
- POPULAR AREAS IN ARCADIA FOR APARTMENT LIVING**

Community Profiles - Turning Each Property into Its Own Digital Asset

- Each community profile optimized for:
 - Organic SEO (Local keywords, schema)
 - Paid landing pages (PPC-ready)
 - Local Google/Bing/ChatGPT search visibility



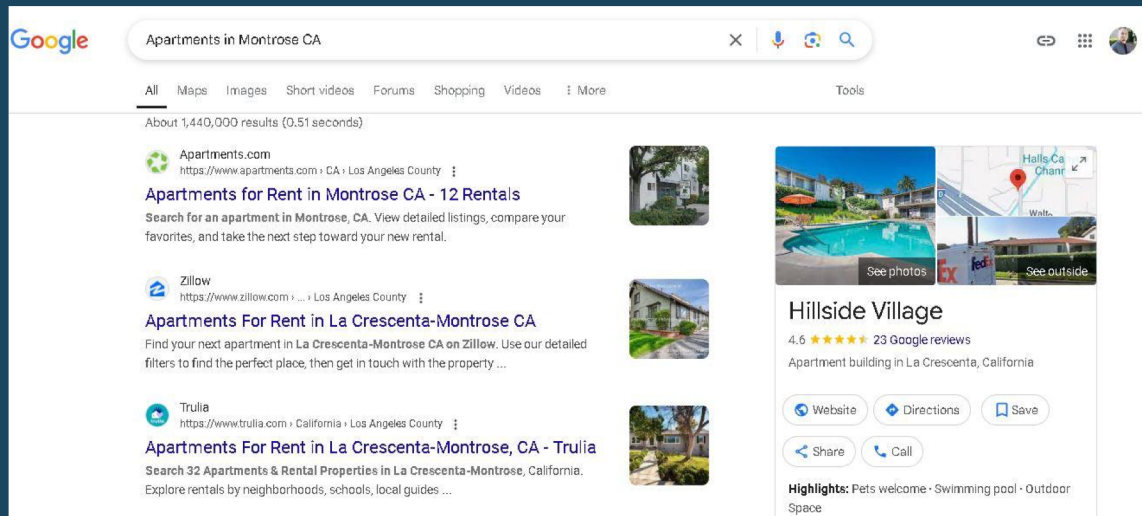
Live Rankings Add PS Anchor Pacifica Screenshot

- Before and After Local Rankings for Local Brand Terms, Local Search Terms and FAQs

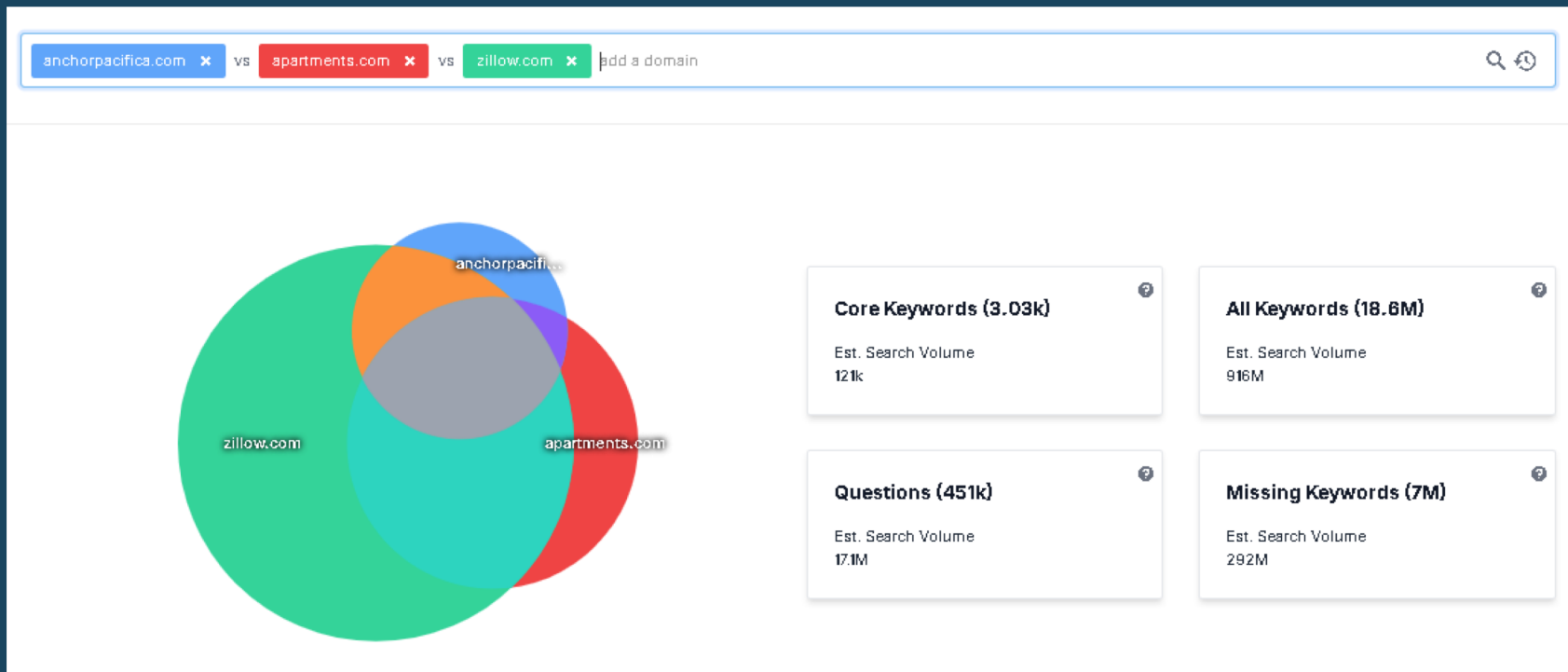
| Keyword | Google Location | Organic Rank (Before) 11/01/2024 | Organic Rank (After) 04/28/2025 | Δ Overall |
|-------------------------------------|-----------------|--|---|-----------|
| Van Nuys CA Apartments for Rent | United States | Not in Results - (3-Pack) | 17 - (Organic) | ↑ New |
| Apartments for Rent in Arcadia CA | United States | Not in Results - (Organic) | 21 - (Organic) | ↑ New |
| Apartments for Rent in Glendora | United States | Not in Results - (3-Pack) | 16 - (Organic) | ↑ New |
| Apartments for Rent in Los Feliz | United States | Not in Results - (3-Pack) | 72 - (Organic) | ↑ New |
| Apartments in Montrose CA | United States | Not in Results - (3-Pack) | 1 - (Knowledge Panel) 16 - (Organic) | ↑ New |
| Montrose CA Apartments for Rent | United States | Not in Results - (3-Pack) | 15 - (Organic) | ↑ New |
| Apartments in Baldwin Park CA | United States | Not in Results - (3-Pack) | 74 - (Organic) | ↑ New |
| Baldwin Park CA Apartments for Rent | United States | Not in Results - (3-Pack) | 58 - (Organic) | ↑ New |
| Apartments in Sherman Oaks CA | United States | Not in Results - (3-Pack) | 37 - (Organic) | ↑ New |

Search Engine Indexability - Now Fully Discoverable Across Google & Bing

- Before: minimal indexation
- Now: site architecture optimized for:
 - Search engine crawlers
 - Featured snippets
 - Google/Bing/ChatGPT



AnchorPacifica.com - Shared Organic Keywords



Strategic Implementation: Building Your Own Corporate ILS




Strategic Implementation: Building Your Own Corporate ILS

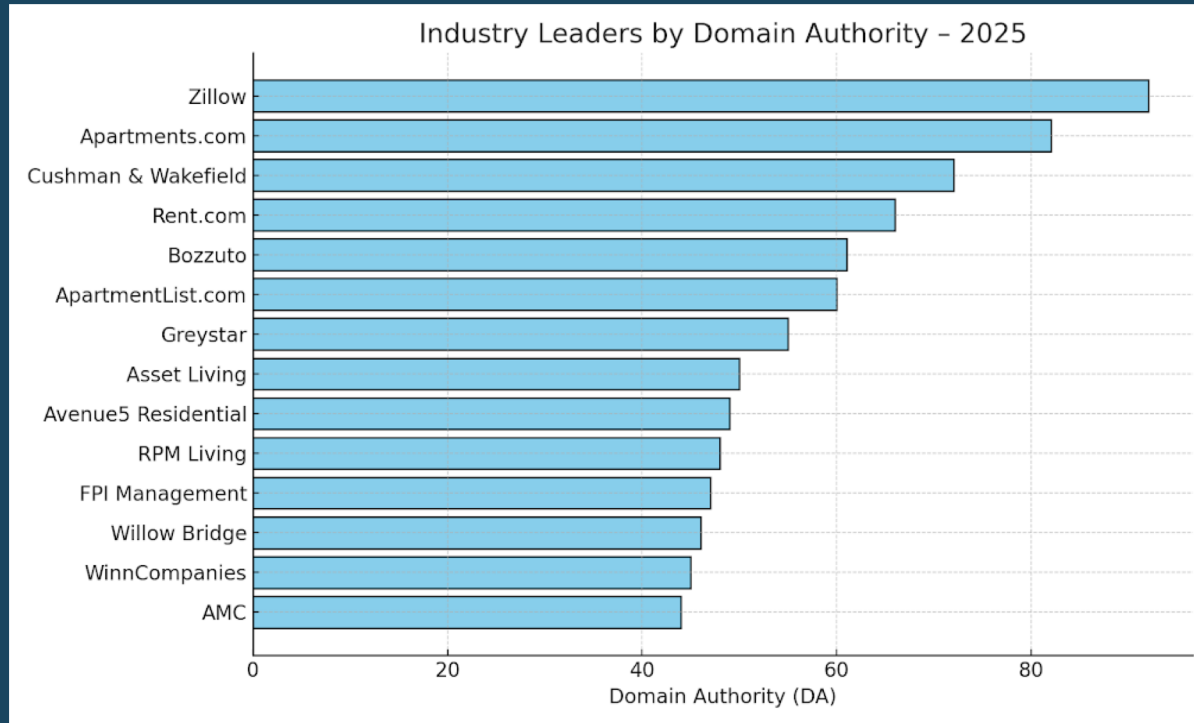
1. Define the Vision & Goals
2. Choose Your Platform
3. Design the Site Architecture
4. Develop Localized SEO Content
5. Build & QA the Site
6. Launch & Submit to Search Engines
7. Track Performance & Iterate
8. Layer in Paid Ads & Campaigns



NMHC Top 10 PMC's

|  NATIONAL MULTIFAMILY HOUSING COUNCIL Sign In Create Account Help | | | | | | | | |
|--|-------------------|---|--------------------|--------------------|------------------|--------------------|-------|--|
| <a>About <a>Advocacy <a>Research <a>Networking <a>Events <a>News <a>Industry Topics <a>Membership <a>Housing Help Hub | | | | | | | | |
| 2025 Rankings Explore other Top Lists Download data sheet of list | | | | | | | | |
| NMHC Top 50 Managers | | | | | | | | |
| Manager Rank 2025 | Manager Rank 2024 | Company Name | Units Managed 2025 | Units Managed 2024 | CEO | City | State | |
| 1 | 1 | Greystar | 946,742 | 814,315 | Bob Faith | Charleston | SC | |
| 2 | 2 | Asset Living | 233,665 | 291,322 | Ryan McGrath | Houston | TX | |
| 3 | 4 | Willow Bridge Property Company (fka Lincoln Property Company) | 220,676 | 201,472 | Duncan Osborne | Dallas | TX | |
| 4 | 3 | RPM Living | 213,661 | 226,169 | Jason Berkowitz | Austin | TX | |
| 5 | 5 | Cushman & Wakefield | 167,000 | 132,000 | Michelle MacKay | Chicago | IL | |
| 6 | 6 | FPI Management | 165,058 | 165,077 | Dennis Treadaway | Folsom | CA | |
| 7 | 7 | AMC* | 152,989 | 145,697 | Brenda Barrett | Cottonwood Heights | UT | |
| 8 | 8 | Avenue5 Residential LLC | 142,841 | 121,932 | Walt Smith | Seattle | WA | |
| 9 | 11 | Bozzuto | 121,252 | 101,961 | Toby Bozzuto | Greenbelt | MD | |
| 10 | 10 | WinnCompanies | 116,337 | 109,037 | Gilbert Winn | Boston | MA | |

Top Players By Domain Authority



Presentation Team:

Martin Canchola, Co-Founder/CSO of ApartmentSEO.com

Kelli Turner, Marketing Director of AnchorPacifica.com

Justin Godwin, Sr. Director of Marketing/Communications of Cushman & Wakefield

Thank You!

Download Presentation
& Corp. ILS Action Plan

