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How Do SEO Tactics Fit in Look, Learn, Lease, Love

Single Property Websites

	Look	Learn	Lease	Love
Tactics	• Unbranded Keyword Landing Pages • Claiming Local Listings • Link Building • Generate Traffic with Landing Page Ads • General Schema • Meta Data • Image Alt Tags • Neighborhood Page • Site Speed Audit	• Digital Reputation • Branded Keyword Landing Pages • Competitor Landing Pages • Review & Pricing Schema • Video Creation • 3D Tours • FAQ Page • Events Google Posts • Optimizing Local Listings	• GMB Floor Plans • CTAs for Landing Pages • CTAs in Meta Data • "No-Click" Searches Optimization • Google Posts Specials • Adding Scheduler to GMB	• Social Media Accounts • Generating Reviews • Reviews Page
KPIs	• Unbranded Organic Impressions	• Branded Organic Impressions • Organic Traffic • GMB Views	• GMB CTA Clicks • Conversions & Assisted Conversions	• Star Rating
Useful Tools	• WordPress • Yoast • Google Search Console • Yext • RentPress	• WordPress • Yoast • Google Analytics • Google My Business • RentPress	• Google My Business • WordPress • Google Analytics	• WordPress • Modern Message • Kingsley • Social Media Accounts • Google My Business

Corporate/Management Websites

	Look	Learn	Lease	Love
Tactics	- Link Building - General Schema - Meta Data - Image Alt Tags - Neighborhood Page Content - Taxonomy Pages - Site Speed Audit	- Review & Pricing Schema - Digital Reputation - About Pages - Events, community, staff, history, etc - Property Search Page	- CTAs for Neighborhod Pages - CTAs in Meta Data "No-Click" Searches Optimization	- Generating Reviews - Reviews Page
KPIs	Unbranded Organic Impressions	- Branded Organic Impressions - Organic Traffic	- Conversions & Assisted Conversions - Exit Intent to Property Website	Star Rating
Useful Tools	- WordPress - Yoast - Google Search Console - Yext - RentPress	- WordPress - Yoast - Google Analytics - RentPress	- WordPress - Google Analytics	- WordPress - Modern Message - Kingsley

Combo Sites

	Look	Learn	Lease	Love
Tactics	• Unbranded Keyword Landing Pages • Claiming Local Listings • Link Building • Generate Traffic with Landing Page Ads • General Schema • Meta Data • Image Alt Tags • Site Speed Audit • Neighborhood Page Content • Taxonomy Pages	• Digital Reputation • Branded Keyword Landing Pages • Competitor Landing Pages • Review & Pricing Schema • Video Creation • 3D Tours • FAQ Page • Events Google Posts • Optimizing Local Listings • About Pages ○ Events, community, staff, history, etc • Property Search Page	• GMB Floor Plans • CTAs for Landing Pages • CTAs in Meta Data • "No-Click" Searches Optimization • Google Posts Specials • Adding Scheduler to GMB	• Social Media Accounts • Generating Reviewst • Reviews Page
KPIs	• Unbranded Organic Impressions	• Branded Organic Impressions • Organic Traffic • GMB Views	• GMB CTA Clicks • Conversions & Assisted Conversions	• Star Rating
Useful Tools	• WordPress • Yoast • Google Search Console • Yext • RentPress	• WordPress • Yoast • Google Analytics • Google My Business • RentPress	• Google My Business • WordPress • Google Analytics	• WordPress • Modern Message • Kingsley • Social Media Accounts • Google My Business