Case Study: KLONSYS SEO for mhmproperties.com

About MHM Properties:

MHM Properties is committed to providing luxury and affordable housing on the University of Illinois Urbana-Champaign Campus. With a focus on providing excellent service to our tenants and continuously maintaining a luxury portfolio of buildings and University of Illinois campus apartments, it not hard to see why MHM has consistently been regarded as one of the premiere property management companies on University of Illinois campus. Many of our properties and apartments are located in the heart of University of Illinois campus and within walking distance to many university buildings and other points of interest. With 24/7 maintenance and support, it is not surprising why many choose to rent from MHM when it comes to University of Illinois Campus Apartments or Champaign Urbana Rental or Champaign Urbana Apartments.

The Challenge:

Mhmproperties.com had some respectable rankings when they contacted Klonsys. But were not ranked in the Top 10 on Google for several important keywords in a few of their important service categories. Their goal was to generate more traffic by ranking for more highly searched competitive terms and regain their rankings that had slipped as more competitors moved into the market.

The Solution:

Once an optimization strategy was devised and implemented for each of the pages, Klonsys SEO team quickly moved onto adding keyword-rich content at the proper density levels to each of the pages. Klonsys SEO team also created a new global navigation and implemented it into the site making the previously buried service pages more accessible. This was supported by a link popularity campaign to increase the number of links coming into the home page and important category pages.

Identifying Issues:

The first task in hand was to pin point on the issues on the client website. Following issues were observed:
1. Most of the targeted keywords were not in the top of the organic search.
2. Link popularity was very low.
3. The organic traffic for their site comprised of very few visitors.

The Actions: (Taken by Klonsys SEO team)

1. Popular Keyword research was done and a set of keywords was generated on the basis of positive SEO value, decent traffic expectations and more importantly the probability to get high search engine ranking.
2. Klonsys team allocated on-page as well as off-page factors in the best way required for MHM Properties.
3. Initiated and theme based link building.
4. Optimized the link popularity to increase the Search engine ranking and organic traffic.
5. The mhmproperties.com team was extremely supportive to implement all the changes in a timely manner.

As a result, mhmproperties.com has achieved comprehensive search visibility at the national, Regional and local levels.

Results Achieved:

Mhmproperties.com is truly an SEO success story. With a focused theme, a new SEO- and user-friendly site, and keyword-optimized content, Klonsys has built a strong and lasting online presence for mhmproperties.com. Klonsys achieved top rankings for mhmproperties.com. Other successes include:

- 60% increase in traffic with approximately 1,800 visitors each week
- 90% of which were first time visitors
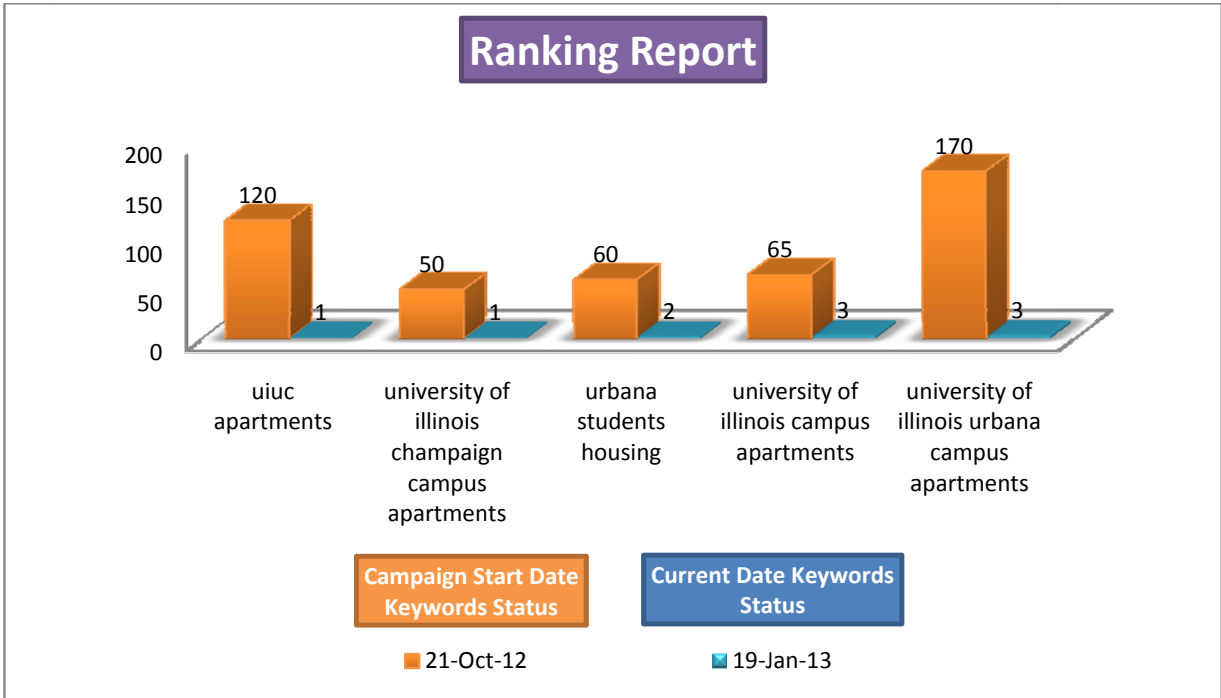- Each visitor spent approximately 3/4 minutes on the site and viewed at least 7/8 pages per visit

Search Engine Ranking for Targeted Keywords

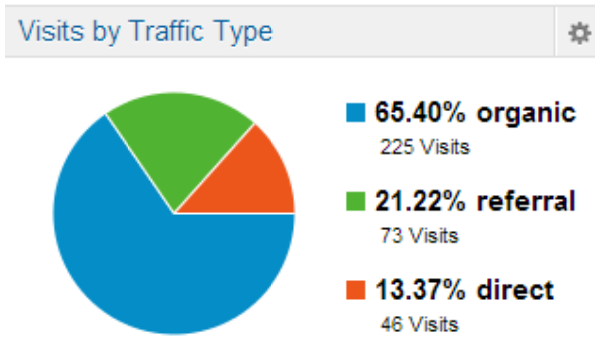## SEARCH ENGINE RANKING FOR TARGETED KEYWORDS

Client: MHMproperties.com

Google

Keywords	21-Oct-12	19-Jan-13
uiuc apartments	120	1
university of illinois champaign campus apartments	50	1
urbana students housing	60	2
university of illinois campus apartments	65	3
university of illinois urbana campus apartments	170	3

Ranking Report

	Campaign Start Date Keywords Status	Current Date Keywords Status
	■ 21-Oct-12	■ 19-Jan-13

CURRENT STATUS:

Keywords in 1st place: 2

Keywords in top 10: 14

Visits by Traffic Type

■ 65.40% organic
225 Visits

■ 21.22% referral
73 Visits

■ 13.37% direct
46 Visits

Conclusion:

The business relationship between Klonsys and MHM Properties has made the client Site mhmproperties.com in becoming an SEO campaign success story that it is today.