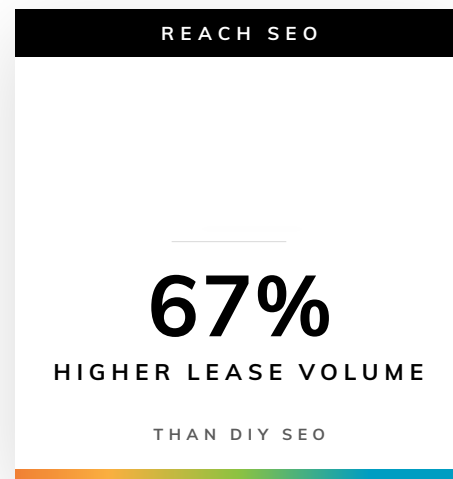
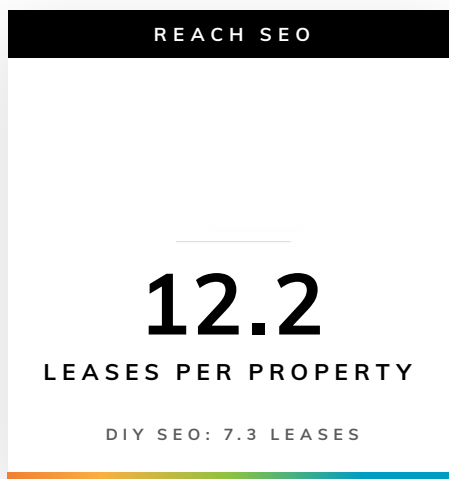


# PROFESSIONAL SEO VS. DIY SEO WHICH ONE DRIVES MORE LEASES AND REVENUE?

Nationwide data | 330 properties | 3 months



## THE QUESTION

Does professional SEO drive significantly better results for apartment communities than do-it-yourself SEO? Or is all optimization basically the same?

## THE PROCESS

This study used [Marketing IQ](#) to aggregate and normalize data from 330 properties over one business quarter. Of those properties, 216 used REACH SEO services while 114 did not.

## THE CONCLUSION

Professional SEO outperformed DIY SEO, driving significantly more leases and rental income. It also outperformed all ILS sources, delivering a higher conversion rate at a lower cost per lease.

“SEO is proven to be a low-cost lease source. This study shows that professional SEO drives a 67% higher lease volume than DIY SEO. **With professional SEO, you can fill more of your available units for less spend.**”

**ESTHER BONARDI**

Vice President  
[REACH](#)

Leasing data from 330 properties proved that **professional SEO drives more leases and rental income** than DIY SEO



SEE  
SEO  
SERVICES

## RESULTS

## Professional SEO vs. DIY SEO

The data shows that properties using professional SEO services have significantly higher lease volume and rental income from organic search, compared to properties choosing DIY optimization.

**Specifically, properties using REACH SEO saw an average of 67% higher lease volume and 32.26% higher rental income.** This suggests that investing in professional SEO services can lead to measurable financial gains.

	REACH SEO	DIY SEO
AVERAGE LEASE VOLUME	12.2	7.3
AVERAGE RENTAL INCOME	\$222,902.52	\$168,532.75

## Professional SEO vs. ILS

The study also found that SEO leads have a much higher conversion rate and return than ILS leads. Organic search leads had an 8.55% conversion rate, compared to 1.45% for ILS leads.

**The cost per lease for organic search leads was only \$62.50. That's 95.7% lower than the \$1,455.90 cost per lease for ILS leads.**

	REACH SEO	ILS
CONVERSION RATE	8.55%	1.45%
COST PER LEASE	\$62.50	\$1,455.90
RETURN ON AD SPEND	1: \$318	1: \$15

Since organic leases convert at a higher rate than ILS leases, SEO also maximizes leasing agents' time and reduces the risk of burnout associated with following up on low-converting sources.

**This study highlights the importance of professional SEO for a robust return on investment in the multifamily market. Filling more available units at a lower cost has a provable impact on income.**

Data from 7/1/22-9/31/22

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