



## Digital Spring Cleaning

# Declutter Your Digital Presence



### Give Your Website a Clean Sweep

Refresh your site with updated images, streamlined content, and strategic keywords.



### Enhance Your Content Strategy

Develop and share compelling, seasonally relevant content that resonates with potential renters.



### Lean on Multifamily Marketing Experts

Resi knows marketers, because we're marketers ourselves. Lean on industry expertise to boost your digital presence year-round.



### Using This Checklist...

Will improve search visibility and attract quality leads more efficiently this leasing season.

## Digital Spring Cleaning

# Your Seasonal SEO Checklist

### Keyword Optimization

- ☐ Update your keywords with high-volume terms for the peak season.

### Content Refresh

- ☐ Revise website and blog content with new seasonal keywords and promotions.

### Local SEO Enhancement

- ☐ Update your Google Business Profile with current details and seasonal photos.

### Technical SEO Audit

- ☐ Conduct a technical SEO audit to fix issues like broken links and slow pages.

### Internal Linking Strategy

- ☐ Refresh older posts with new internal links to boost SEO.

### Link-Building Campaigns

- ☐ Reach out for backlink opportunities with local businesses and blogs.

### Review Google Analytics

- ☐ Analyze performance metrics to identify improvement areas.

### PPC Campaign Review

- ☐ Adjust PPC strategies to focus on high-intent seasonal keywords.

### Conversion Elements Optimization

- ☐ Update CTAs to emphasize current offers with urgency.

### Content Effectiveness Analysis

- ☐ Evaluate past content and promotions to refine future strategies.