

# REVAMPING YOUR APARTMENT SEARCH PAGE

## How to Attract Renters with Your Portfolio of Apartments



### WHAT YOU'LL LEARN IN THIS SHORT, STRAIGHT-FORWARD GUIDE:

The features of an apartment search page

How and when to use your apartment search page

How to deploy an affordable apartment search page

How to audit your current apartment search

If you manage a portfolio of apartments and want to market them on your corporate website, either to prospects, future employees or investors, then you may be a good candidate for a modern apartment search interface.

Most property management websites have an apartment search page. But they tend to use old technology that makes them hard to use (especially on a phone) and lack the search filters that prospects expect in a real estate search app today. Poor mobile optimization is suicide for property management companies. As of 2018, 70% of all web traffic now happens on a mobile device.\*

If you are considering a make over or upgrade to your apartment search page, here are some things to keep in mind.

\*Quartz, *The Mobile Internet is the Internet*, 2018

# WHAT AN APARTMENT SEARCH PAGE IS NOT

The most likely way that someone comes to your apartment search page is directly navigating to your site, or searching for your corporate name. These could be prospects if you have an established brand. Or it could be job applicants or potential clients or investors.

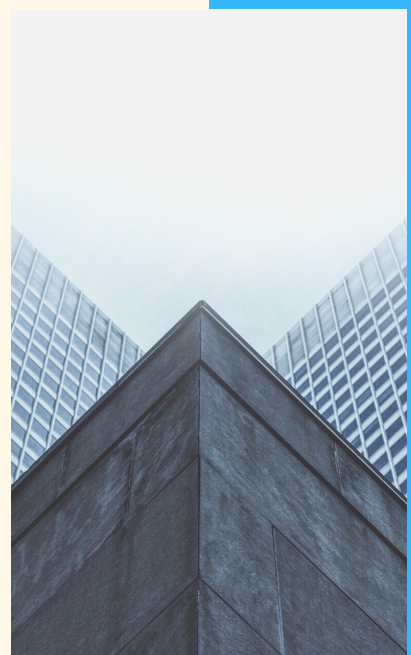
An apartment search page will not rank in Google or generate leads. However, it will definitely help your SEO by creating an engaging experience.

An apartment search page should not be used in your PPC campaigns. Best practice is to always send your ads to a targeted PPC landing page that is relevant to the users search query, such as “Dallas pet friendly apartments.”

Your PPC results will be far better with a highly targeted landing page that matches the query, rather than a generic apartment search page that requires the user to search their location again and use feature filters.

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*A bad search experience is not only costly because your users remember it but because they will bounce from your site if they can't find what they need.*



# IF AN APARTMENT SEARCH PAGE IS NOT FOR SEO OR PPC, THEN WHAT'S IT FOR?

## ENGAGE USERS

Providing an effective search experience keeps visitors engaged with your website longer and reduces website bounce rates.

## HELP THEM FIND A HOME

Help users find relevant apartments to their search intent, using advanced filters like: apartment type, bedroom size, price and availability.

## IMPRESS USERS

Make an awesome first impression when prospects, future employees and investors browse your corporate website.

## CROSS SELL

Help your sales team and apartment websites cross sell communities.

## PRE QUALIFY

Help qualify prospects by filtering apartments by price and availability. Not only will this provide a powerful user experience your prospects will love, but it will also reduce unqualified leads sent to your sales teams.

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A really great apartment search page with plenty of useful filters can keep prospects in your ecosystem longer, making them more likely to rent from your portfolio.

# WHAT ARE SOME GOOD UX CHARACTERISTICS IN AN APARTMENT SEARCH PAGE?

For an apartment search page to do its job, it needs the following characteristics:

## INSTANT SEARCH

No need to hit “search,” the filters apply instantly as soon as they are selected.

## MOBILE FRIENDLY

An absolute must.

## UNIT LEVEL AVAILABILITY

While the search results will generate apartment buildings (not the units), you need an integration with your unit availability system to offer advanced filters like bedrooms, price and move-in dates.

## MAP SEARCH

Search different markets by dragging the map to where you want to go.

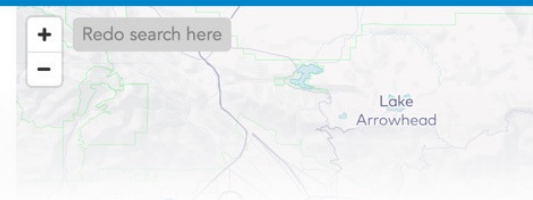
Your Brand

FIND A HOME ▾ JOBS LOGIN ▾

Location Bedrooms Move-In Date Rent  
Show All ▾ Studio 1 2 3 4 Show All ▾ \$1,277 \$3,860

Los Angeles Apartments For Rent

Viewing 10 apartments in Los Angeles



# APARTMENT SEARCH FEATURE CHECKLIST

Use this checklist to see how user friendly your apartment search experience is.

- ☐ When I change a filter or location, the page automatically updates with no need to hit the search button.
- ☐ The filters are always visible so I know what I'm looking at.
- ☐ If we have a lot of filters, then there is a way to “reset” the filters with the click of a button.
- ☐ When I move the map, the apartments (pins and cards) are updated ... in either real time or by informing me to click the “redo search” button.
- ☐ The filters are dynamic, meaning if the current result set doesn't have any studio apartments, then I do not see an option for Studio in the filter or the studio button is disabled
- ☐ If I can filter by Floor Plan and Price, then the apartment card should display pricing by floor plan—not “starting at.”

## Extra Credit

- ☐ I can search for availability. For example, show me all STUDIO apartments in DOWNTOWN available in MORE THAN 30 DAYS.
- ☐ After fine tuning my search, I can share the URL with my wife and she can see exactly what I searched for.

## KEY TAKEAWAYS

**A bad search experience will do more harm than good.** It will harm your brand perception and make it less likely that prospects will rent from an apartment in your portfolio.

**A good search experience will help your SEO and PPC** efforts by giving you a dynamic search experience to embed in all of your targeted landing pages. This will increase conversions and make a great impression of your brand.

## REVAMP YOUR APARTMENT SEARCH PAGE WITHOUT REDESIGNING YOUR CORPORATE WEBSITE

Do you want to enjoy the benefits of an advanced apartment search page without taking on a full website redesign at this time? Lineups can help. We make search pages that match your brand and are easy to install. The page integrates with your property management system so it's always accurate and up to date.

Contact us for more information:

**[www.lineups.io/contact-us](https://www.lineups.io/contact-us)**