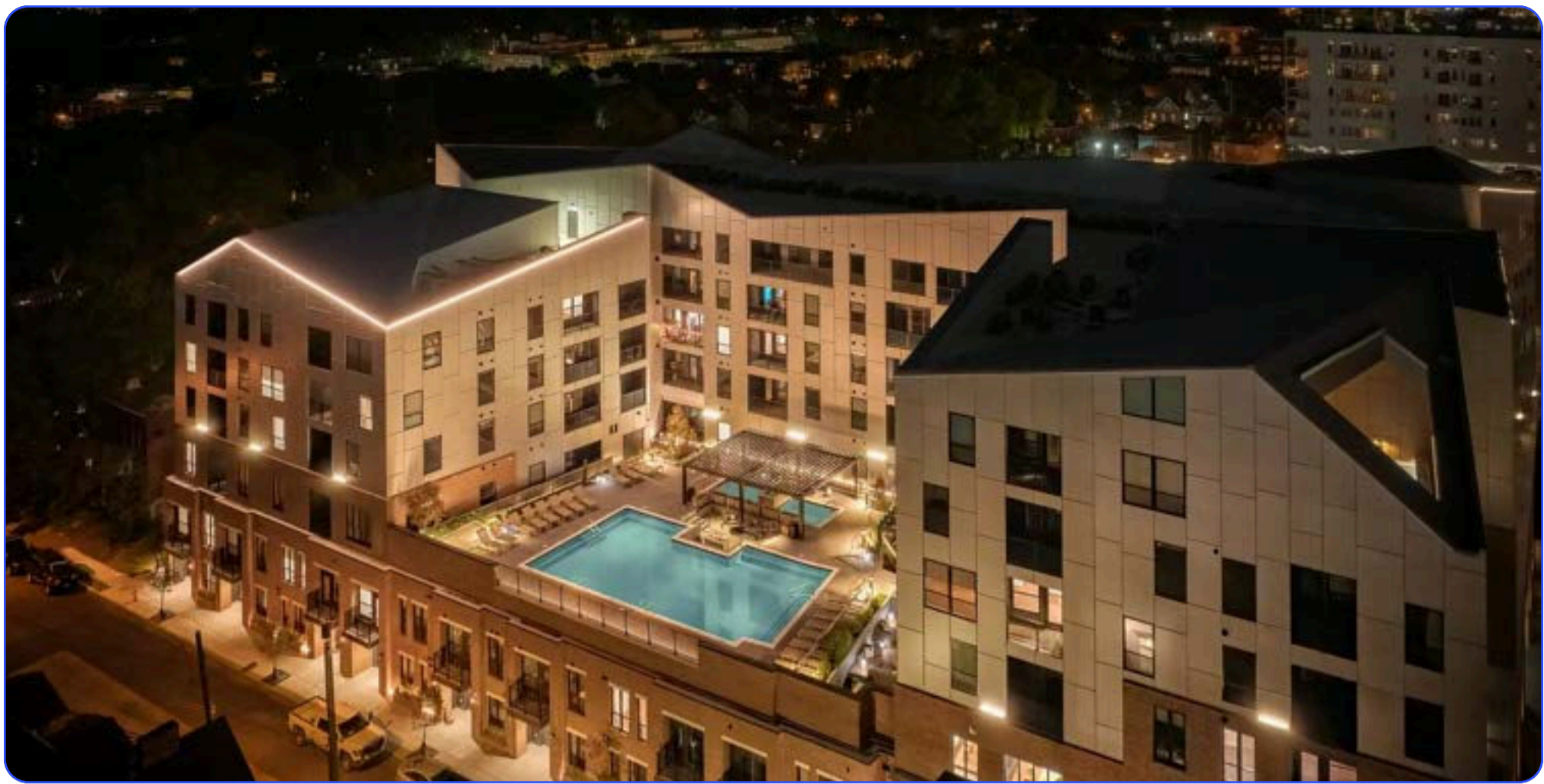


OPPGEN INCREASES CLIENT ORGANIC LEADS BY 230%



Context & Challenges

As a new luxury apartment complex in the Columbus area, GreenHouse offers residents a modern living experience with top-tier amenities and sustainable living options. GreenHouse aims to provide high-end apartment homes for individuals and families seeking an eco-friendly, luxurious lifestyle.

The OppGen team was challenged with increasing local SERP visibility, driving more local traffic to the new GreenHouse website, and generating qualified leads through SEO.

To achieve these goals, OppGen developed a tailored SEO strategy to improve GreenHouse's online presence and capture the attention of potential residents searching for luxury apartments in the Columbus area.

OppGen's Approach

OppGen and GreenHouse collaborated to implement a comprehensive local SEO strategy designed to boost the apartment complex's visibility in key Columbus-area neighborhoods.

The approach focused on optimizing existing website pages for local SEO, creating new targeted service pages, and improving organic conversion rates.

Result metrics illustrate the significant growth in visibility and lead generation, driving a strong pipeline of potential residents for GreenHouse.



Impact

+52%

Increase In Organic Search Traffic

+440%

Increase In Organic Impressions

+231%

Increase In Organic Lead Volume



Marina Grandey
Marketing Manager
Kaufman

“

OppGen has been an excellent partner from the beginning of our relationship, from onboarding to campaign management. They have made strategy recommendations that have far exceeded our expectations. I feel confident that we are receiving a valuable return on ad spends. I always appreciate the team offering solutions when I have questions or run into issues.

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