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**Act as One**

**YOU HAVE RESOURCES YOU AREN'T TAPPING INTO**

Harness the horsepower behind what you have, YOUR BRAND. I am perplexed as to why the apartment industry has taken the marketing path of individually branding every community differently with a different name, as opposed to Branding, at a minimum Regionally the properties that they own and manage. There is an immense power in numbers, just ask Google.

**SOME GOOGLE JUICE PLEASE**

As outlined on [Mike Brewers Blog Post](#), GoogleJuice is the ethereal substance, which flows between web pages via their hyperlinks (in both directions!). Pages with lots of links to them acquire much GoogleJuice; pages, which link to highly juicy pages, acquire some reflected GoogleJuice. The level of GoogleJuice in a page thus reflects how well connected it is, and thus, in our world where Links Are Content, how good it is. Google uses the term PageRank in-house to mean the score that they give to each web page. The short version: the more you link to others and the more others link to you, the more relevant you are and thus the better your chances to show up on the first page of Google when someone is doing an apartment search. There is a reason why all the major Internet Listing Services dominate this space.

**WHERE ARE YOU**

Urbane Apartments shows up on page one, number one on a Google Search for "[Apartments Royal Oak](#)" consistently. We got there by effective use of Search Engine Optimization and efficiently crafting copy on our web site, blogs and Social Media Marketing with rich keywords and content. Other key factors that have influenced our Google Ranking have been the [Urbane Lobby](#), which serves as the Urbane virtual Clubhouse where residents can meet and greet and exchange photos and videos. The [Urbane Blog](#) has also had significant impact on our Google rankings.

*Like results can be achieved for your communities.*

Why not tap into your regional strengths? You could crush your competitors just by showing up differently, AS ONE. Try this, Google "Apartments (your city)" and see what comes up. I have done this for several clients, and they are shocked that they are not on the first dozen pages. If Google is the new Yellow Pages, and You aren't on page one, you may want to look at how you are marketing your products.

**YOUR LONG TAIL**

The phrase The Long Tail was first coined by Chris Anderson in an October 2004 Wired magazine article to describe the niche strategy of businesses, such as Amazon.com or Netflix, that sell a large number of unique items, each in relatively small quantities. The theory spills over to many other attributes as well. The term What Happens in Vegas, Stays on Google forever has never been truer. Every blog post, every on line article, facebook and my space articles and postings begin to create YOUR LONG TAIL.

Here's the catch, You Can Not Buy a Long Tail. Long Tails are created, over time. Are you planning accordingly?

**CHECK YOURSELF**

Want to see how well your marketing and PR efforts fare, go to searchme.com and enter your company name or community name. You no longer need to listen to what your marketing agency or consultant is telling you, look for yourself, if you like the results, great, your program is working. If not, there is a better way.

**[Eric Brown](#)** - Owner, Urbane Apartments

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