

Client

Woodard Properties is a long-standing, top-rated rental agency in Charlottesville specializing in apartments, student living, office, retail, and industrial spaces. They work very closely with non-profit organizations in an effort to better the community.

Goals & Actions

Woodard Properties web presence and website were established prior to working with Gig Strategic, but they were looking for an overall boost to help with brand awareness.

We Launched

- **We launched our Local Online Presence Package**
- **Unique SEO Campaign**
- **Google Ads to boost Woodard's online presence**
- **Custom SEO site audit that included page layout, navigation, and landing page recommendations.**

RESULTS OVER 1 YEAR

✓ **32 Phone Calls Per Month**
From Google Ads

✓ **7 #1 Keyword**
Rankings In Google Search

✓ **17 Keywords**
Improved In Organic Search

WOODARD
PROPERTIES

EST. 1981