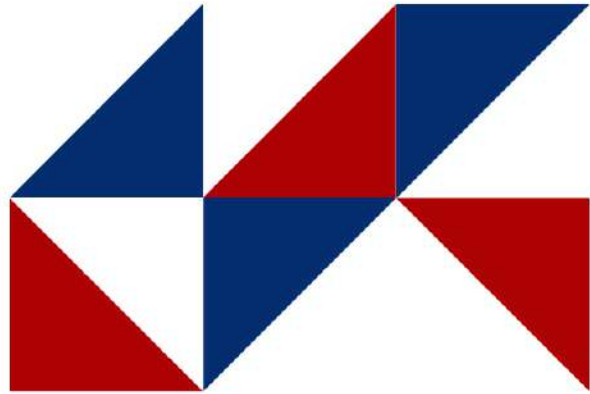




Case Study: Woodard Properties



Rental & Student Property Management Company In Charlottesville



► CLIENT

- Woodard Properties is a leading student housing & rental property management company in Charlottesville, serving the community since the 1980s.
- They came to Gig Strategic to enlist a local partner to beef up their digital presence.
- We have been working with Woodard since August 2021, helping with Local Online Presence, SEO, and Google Ads.

► KEY RESULTS:

- 7 #1 Rankings In Google Search Results.
- Average 32 Phone Leads From Google Ads Per Month.
- Delivery of a one-time strategic guide to restructure website and landing pages for a holistic digital presence.
- Introduction of local-specific keywords to campaigns, such as "off-grounds housing," specific to the UVA community.