

# CASE STUDY

Increase  
Website Traffic

## How Witmer Group Helped a Dallas Property Management Company Increase Their Website Traffic

Cousin James Management is a family-owned, full-service property management company based out of Dallas, Texas. They provide comprehensive real estate management (residential and commercial) to investors and owners looking for a higher quality of service.

Owners Matt and Jennifer Hartmann created Cousin James Management after seeing a need in the local market for a responsive and intelligent service that focuses on the best interests of the owners.

### THE CHALLENGE - ZERO INTERNET PRESENCE:

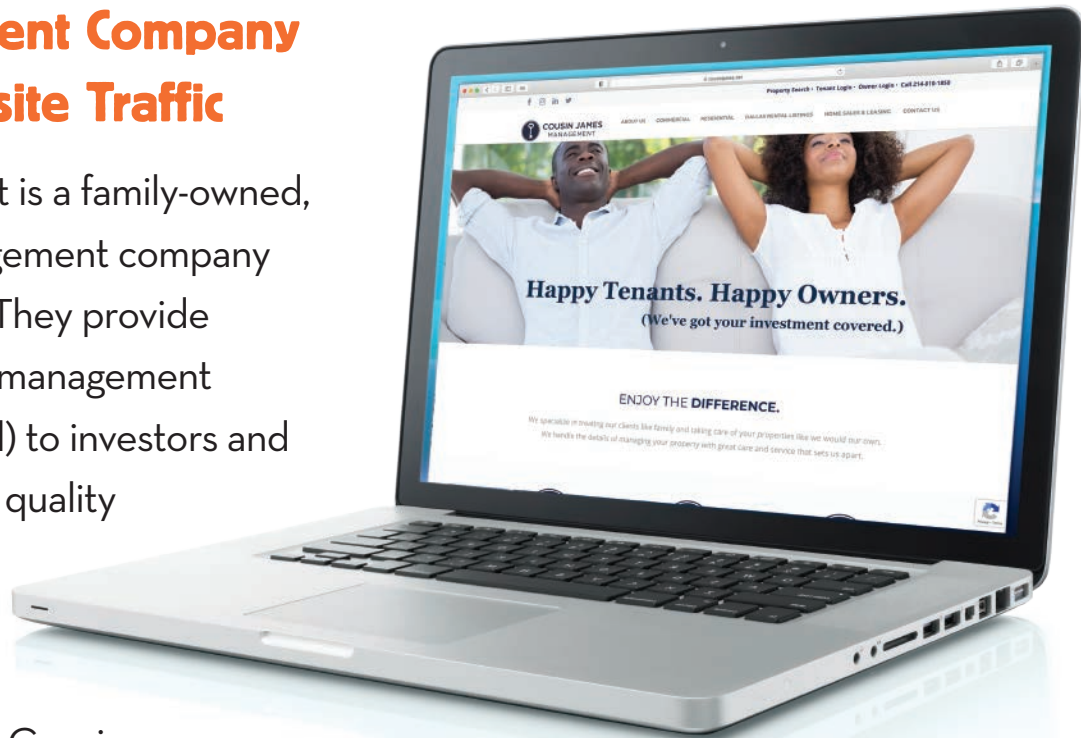
Running a family-owned property management company requires all hands on deck every single workday. This presents a challenge when it comes time to perform marketing. Matt quickly realized that he needed outside marketing help and turned to Kristina Witmer, owner of Witmer Group, a full-service Dallas Marketing Agency.

After sitting down with Matt and Jennifer and listening to their concerns, Kristina and her team of marketing experts got to work. The biggest challenge they faced was that Cousin James had no website and almost zero internet

presence. Not good if you're trying to attract new clients and showcase the homes, buildings, and apartments you have for rent.

### THE SOLUTION:

The team at Witmer Group had their work cut out for them. They got to work designing and creating a website that would allow Cousin James Management to list the various properties they had for rent and provide both tenants and property owners with a secure portal to log in to administer to their accounts.



After the new website went live, Witmer Group created a content marketing strategy that included blog posts, social media management, and email marketing. After seeing an increase in website users, local Dallas website visitors, and email open rates, Witmer Group then started performing Local SEO to attract even more internet traffic.

The first step was optimizing Cousin James Management's Google My Business profile. This served a two-fold purpose—Google rewards companies who have taken the time to fill out their profile entirely, and it provides prospective website visitors with a wealth of valuable information. After the optimization was complete, it was time to begin building citations.

A citation is simply a listing on an internet directory that has the business's name, address, and phone number. Google takes notice of where and how many citations a company has built and views that as a positive ranking factor when it comes to ranking a website in the local search results.

## **RESULTS: INCREASED ONLINE VISIBILITY AND FREE INTERNET TRAFFIC**

Thanks to the team at Witmer Group and their local SEO and digital marketing efforts, the Cousin James website saw

a tremendous increase in traffic. From May 24th through June 22nd, 2021, the site experienced a 93.15% increase in local website traffic.

Compared to the same months in the year 2020, there was a gain of 28.66% website visitors in the State of Texas. The majority of that traffic was from Dallas, Texas, and acquired organically without the help of paid advertising.

Matt and Jennifer remarked:

*"Cousin James Management relies on Witmer Group for its digital marketing expertise, with a particular focus on the area of social media marketing and digital advertising. Witmer Group provides the best advice and is superbly knowledgeable, as well as being fully committed and responsive to our needs and supporting the ideas and initiatives we have presented."*

*"Kristina and all of the team at Witmer Group have become invaluable partners for our company in creating brand awareness and being instrumental in generating new business."*

## **Digital Marketing Solutions from Witmer Group**

**Learn more about the advantages of working with Witmer Group and how we can create a custom website and digital marketing solution that will help improve your online visibility and drive new traffic to your business.**

### **ABOUT US**

Witmer Group is a vibrant group of people who love what we do. We have helped numerous local and national companies and would love to help you! Give us a call at (214) 865-9484 or visit us online.



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