

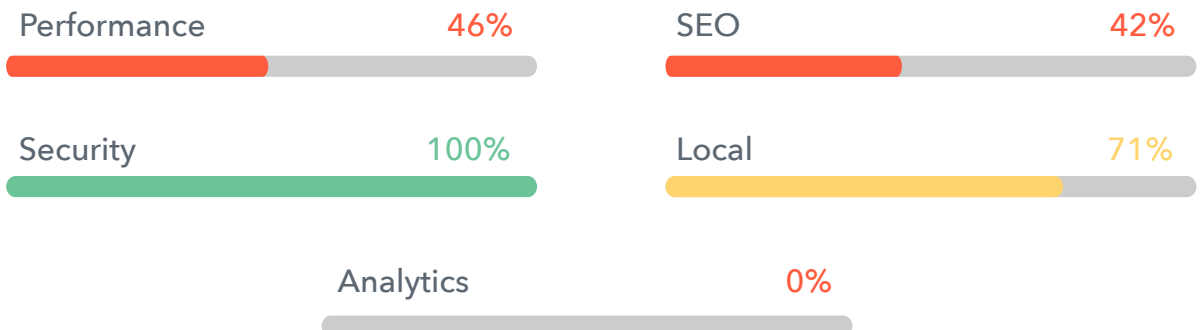
Reside at Uptown Apartments



You have work to do!

<https://www.resideatuptown.com> | Test Ran on 3/15/19 at 10:16am

Yikes! Your community website needs some serious work, pronto! These days it's more important than ever to be accessible and user-friendly on the internet, and your community is missing out on some crucial elements of an effective, modern web presence. If you want to really, truly maximize your occupancy and revenue, you'll need to make some changes. The great news is that even little improvements can help you take great strides in making your community site a better leasing tool. Check out the suggestions below to start improving your online presence!



46%

Performance

Page Load Time: **Zippy!**

Your website loaded in 2.4 seconds, which is within the benchmark load time for apartment websites. A fast loading website not only helps your website perform better in the search engines, since **Google includes site speed in their ranking factors**, but also because apartment searchers will leave websites that take too long to load.

Total Page Size: **Sleek!**

Your website weighs in at only 1.14MB (target: 1.5MB or less), but it made 64 server requests (target: 50 requests or fewer), which is good and bad. Lower page sizes reduce the amount of content a user has to download, but too many requests increase the possibility for bottlenecks that may slow down your website from loading in various areas, over various connection speeds, and on various devices.

Google Insights Report: **Oh dear.**

Even though your website loaded fairly quickly, your website scored 69 on the Google PageSpeed Insights test. This usually means that your website is fairly stripped down, but it is nevertheless not very efficiently built, so that your website both suffers from a lack of engaging content (e.g., photos, videos, etc.) but also doesn't load as quickly as a simplistic website should. You might be getting the worst of both worlds.

To learn more about your Google PageSpeed score, **please read the detailed report.**

Mobile Friendliness: **Wonderful!**



Google considers this site to be mobile-friendly. Still, it looks like there are still a few things that you could work on. Check out these suggestions:

Size tap targets appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider **making these tap targets larger** to provide a better user experience.

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

The tap target `Amenities` is close to 2 other tap targets .

The tap target `(480) 482-8167` is close to 1 other tap targets.

The tap target `Terms and Conditions` and 2 others are close to other tap targets.

42%

SEO

Title Tags | What is a Title Tag?

A title tag is the single most important part of your on-page SEO. More than anywhere else, Google looks here to determine what your page is about-and whether it is relevant to someone searching for an apartment.

The title tag for your website currently contains this text:

Reside at Uptown | Apartments in Phoenix, AZ



Title Tag Character Count

Understated! In order to display correctly on search engines and to gain maximum search engine optimization benefits, your title tag should generally be between 50-65 characters. Your title tag is 44 characters, meaning that your website is failing to use all the characters available to incorporate mission-critical keywords into your page's title.



Community Name in Title Tag

Identity confusion! Your title tag does not include the full name of your community, which is a disaster from a search engine optimization perspective. This is one of the most basic-but catastrophic-errors a community could make, since failure to include the full name of your community can limit your search engine visibility for people who are looking for your community by name.



"Apartments" in Title Tag

Labeled! Your title tag includes the term "apartments," which is wonderful. Including the term "apartments" in your title tag gives Google a textual reason to include your website on their search results for keyword phrases that include the term "apartments."



City/State in Title Tag

Discovered! Both the city and state of your community appears in the title tag of your website. This is great, since often people will search for apartments in a specific city and state, and including the city and state of your community makes it much more likely for your website to rank for those searches.

Header Tags | What is a Header Tag?

Header tags tell Google about the various subjects within your page. They are hierarchical, so that you should usually have only one H1 tag, under which you might have multiple H2 tags to signal sub-points of your big H1 subject. Then, under any H2 tag, you might have multiple H3 tags, each of which identifying sub-points under that H2 tag.

Behind your title tag, header tags are the next most important element to help Google understand what your page is about.

We found the following header tags on your site:

H1:

-Welcome to Reside at Uptown

H4:

No H4 Tags found

H2:

No H2 Tags Found

H5:

No H5 Tags found

H3:

-Office Hours

H6:

No H6 Tags found

Multiple Header Tag Levels

Variegated! This website includes multiple header tag levels: H1, and H3 tags. This is great, since it typically means that the content on your website is well organized both for human beings, as well as for Google's search engine algorithm.

Multiple H1 Tags

Elegant! Your website only includes one H1 (first-level header) tag, which is perfect. Since spammers sometimes try to use multiple H1 tags on their website in an attempt to manipulate Google's search algorithms, it is a best practice to stick to one H1 tag. It isn't technically wrong to use multiple H1 tags, but at best, H1 tags won't help your SEO, and at worst, you run the risk of getting flagged for spammy content.

Community Name in Header Tags

Unnamed! Your header tags do not include the full name of your community, which is not ideal from a search engine optimization perspective. Failing to include your community's name in header tags can sometimes limit your search engine visibility for people who are looking for your community by name.

"Apartments" in Header Tags

Untagged! Your header tags do not include the term "apartments" anywhere, which can inhibit your website's visibility on search results for keyword phrases that include the term "apartments." This can be a significant problem for your search engine optimization.



City/State in Header Tags

No-Man's Land! Neither the city nor the state of your apartment community currently exists in the header tags of your website. This is not ideal, since many people search for apartments in a specific city and state, and including the city and state of your community in the header tags can improve your website's likelihood of ranking for those searches.

Keywords | What are keywords?

Keywords are main building blocks of search engine optimization. Keywords are the search terms that people type into the Google box, so an incredibly simplified explanation of SEO would be to say that Google is trying to match the keywords that you have on your page.

These are the most frequently used keywords we found on the URL you provided:

1 Reside (6)

3 7:30am-5pm (4)

2 Reside at (5)

4 Reside at Uptown (4)



No Keyword Stuffing

Legit! None of the keyword phrases you used were included more than 15 times. This is extremely important, because over-using the same keyword phrase again and again on a website can be considered "keyword stuffing" by Google. Since you haven't violated this content quality standard, you don't need to worry about whether Google might reduce your rankings for this particular issue.



Community Name in Keywords

Unidentified! The full name of your community is not included at least four times, which is not ideal from a search engine optimization perspective. Failing to include your community's name in the keywords on your website can limit your search engine visibility for people who are looking for your community by name.



"Apartments" In Keywords

Unclassified! Your keywords do not include the term "apartments" a sufficient number of times, which can inhibit your website's visibility on search results for keyword phrases that include the term "apartments." This is very likely to be a large problem for your search engine optimization, since failing to include the keyword "apartments" means that Google is less likely to associate your website with searches for apartments.



City/State in Keywords

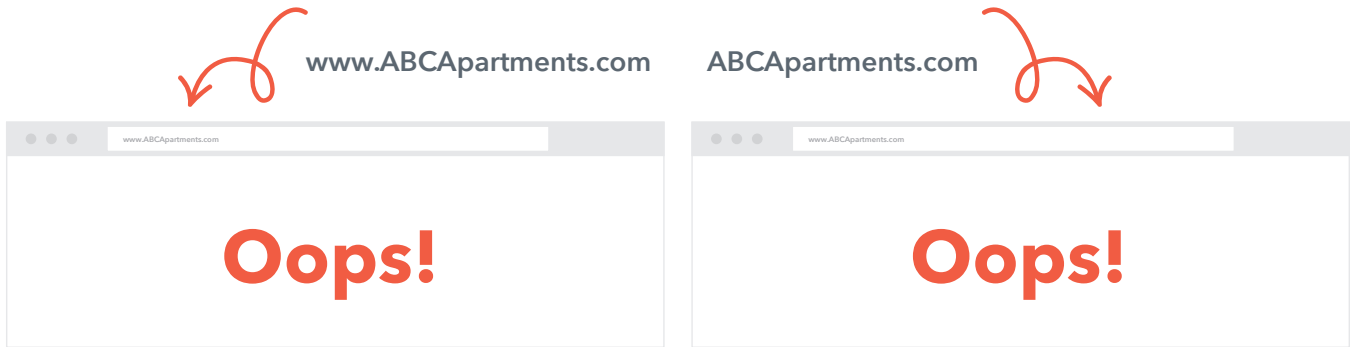
Lost! Neither the city nor the state of your apartment community is used sufficiently in the copy of your website. This is not ideal, since many people search for apartments in a specific city and state, and including the city and state of your community in your website copy can improve your website's likelihood of ranking for those searches.



Page Content includes more than 150 words

Filled out! This page includes more than 150 words, which is helpful. When web pages include fewer than 150 words, sometimes those pages get flagged as "thin content," which Google can penalize through their Panda algorithm if that site is deemed not to be valuable.

Canonicalization



Whoops! Canonicalization is a major problem on the Reside at Uptown Apartments website.

In the SEO realm, canonicalization refers to having (from a technical perspective) only one website. Put simply, Google sees `www.rezideatuptown.com/` as a completely different Website from `rezideatuptown.com/`, just by the addition/deletion of the subdomain "www". By utilizing both `www.rezideatuptown.com/` and `rezideatuptown.com/`, your SEO "link juice" and Google PageRank score get divided up between what Google sees as two websites, rather than having all of your credit supporting and building up the SEO of one single website.

For more information, read this article about **301 redirects**.

100%

Security



Fantastic!

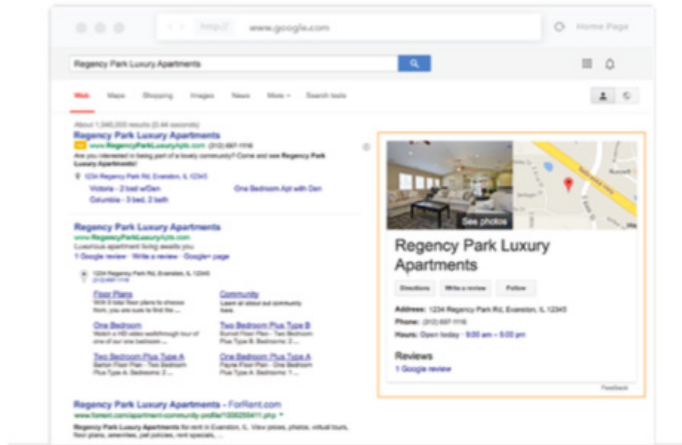
This site does use HTTPS encryption. Google announced that they were going to begin using HTTPS as a ranking signal in August of 2014. We have written about this in some detail [here](#).

Briefly stated, this means that Google is now looking to see if a site is encrypted and has an SSL certificate when ranking websites. HTTPS is used on sites where sensitive data is exchanged as a means of securing the data-so you see it on email, social media profiles, online banking, and the like. Within multifamily it's conventionally been used only on pages where things like online rent payment are handled because it's not really needed for the community home page, photos page, or floorplan pages.

However, since Google is now using HTTPS as a ranking signal, the importance of a secure website increased significantly. It is no longer merely a security tool, but an important component to search engine optimization. Sites that do not use HTTPS will, long-term, generally rank lower than those that do, and Google has stated publicly that it's going to be growing in importance as a ranking signal in the months and years to come.

71%

Local Pages



(Sample Google Local Page)

Triangulated!

Your community has a single Google My Business page, which we located here:

<https://maps.google.com/?cid=1807563645213817962>

Google My Business is the product that Google has used to socialize the sharing of local content, reviews, and information.

For apartment communities,

Google My Business is critical because of how it can affect local search by providing Google users with fresh, local, relevant content for their searches. In other words, the content on this page feeds into other Google products, so a community's Google My Business page powers the content on Google Maps, Google Search, and Google Mobile.



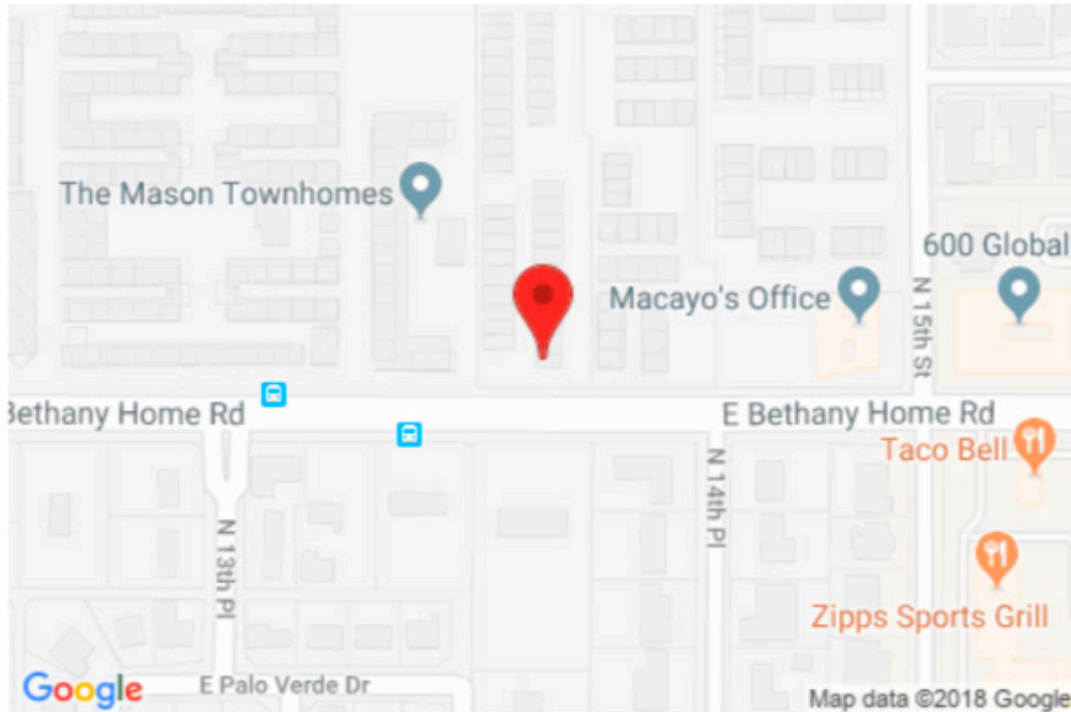
Correct Community Name: **Mismatched!**

Your Google My Business name doesn't perfectly match the full name of your community. This is bad, because without an exact match, Google is less confident that your page is associated with your community. Google specifically instructs companies to list a name that is used consistently in other places, like the name used on your website. Slight variances can hurt your search visibility.



Complete Physical Address: **Geolocated!**

The Google My Business profile associated with your community has this address listed for your community: **1420 Bethany Home Rd, Phoenix, AZ 85014, USA**



Is this the correct location of your community? If not, prospects trying to find your community cannot get directions through Google's business directory-and, more importantly, they will not be able to navigate to your community through Google Maps. Sometimes, Google will actually try to guess where your community is located, sending the people looking for you to the wrong location entirely.



Correct URL: **Linked!**

The Google My Business page for your community correctly identifies your website, <https://www.rezideatuptown.com/>, as the correct address for your community.



Hours of Operation: **Out of Time!**

The Google My Business page for your community includes does not include office hours for your community.

If you Google My Business profile included office hours, Google would show the business hours in the search engine result page, thereby making it easier for prospects to find that information. This would help save prospects the frustration of traveling to your community only to find that they missed your actual office hours-or the impression that you don't answer your phones, when in fact, your office is actually closed.

Local search engine optimization is one of the most important ways to position your community in front of people looking for apartments right now in your area. To learn more about Google My Business, read our article [Google My Business for Multifamily](#).

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Analytics



As far as we could tell, your website does not have Google Analytics tracking code of any kind installed.

This means that you have no visibility into who might be visiting your website- and therefore, you have no data on which to base your marketing decisions. You're flying blind here!

So now for the real question: Do you have any idea what to do with that data? Find out how RentVision pulls all the most important data for you to make intelligent marketing decisions with the RentVision Platform apartment marketing software.