



**FORTHEA**

**JONAH®**

CASE STUDY: WEB DESIGN + SEO

## The Dinerstein Companies

**Background:** The Dinerstein Companies (TDC) is an award winning NMHC Top 50 Multifamily Developer. Dinerstein's long-standing partnership with **Forthea** spans more than 15 years, built on the shared goal of driving leasing performance through a blend of SEO, SEM, and paid social.

**Challenge:** Forthea discovered that TDC's property websites built across various platforms were outdated, causing slow load times, a clunky user experience, and persistent SEO issues that made it harder for new renters to find its properties online.

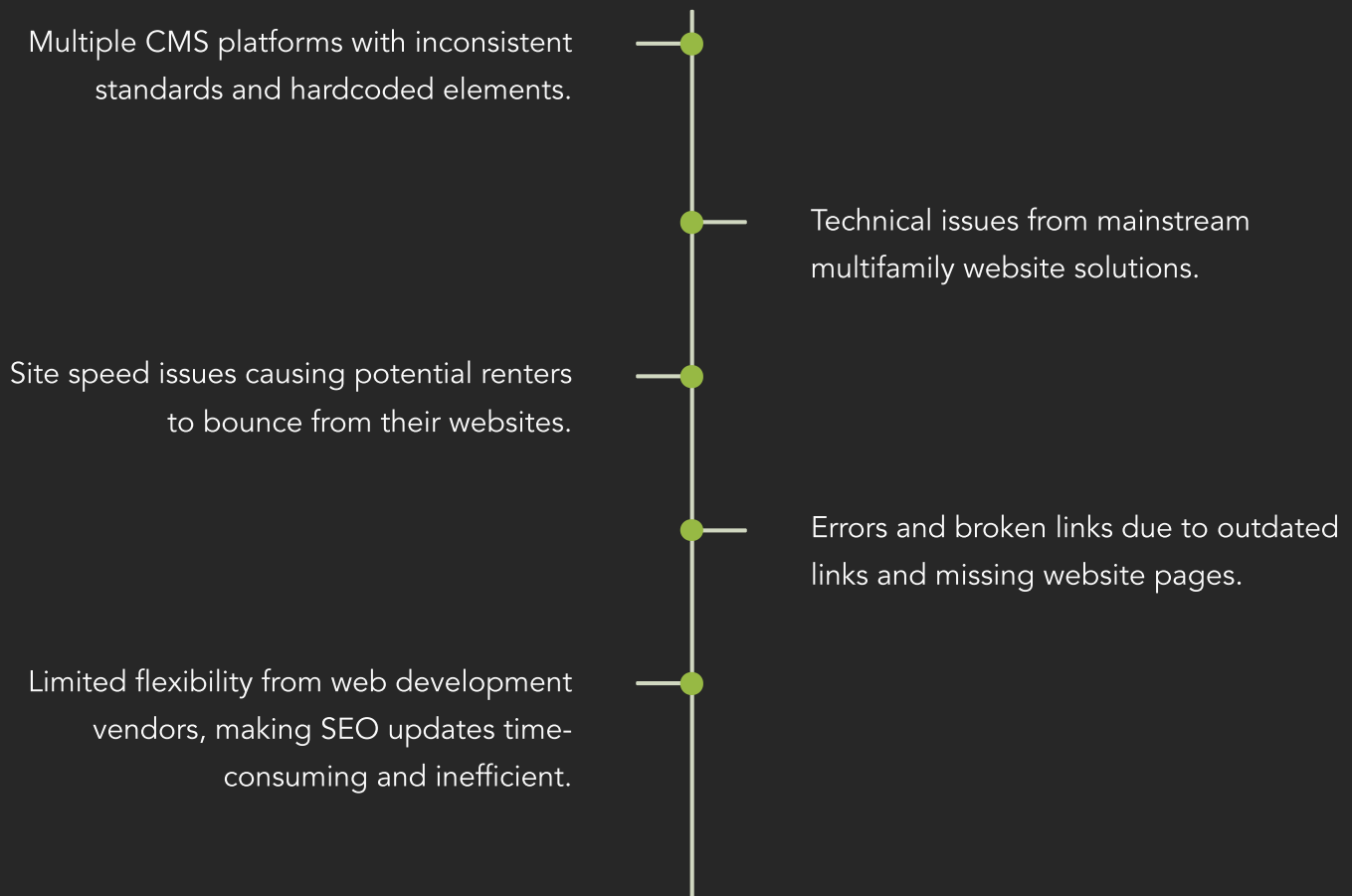
**Solution:** **Jonah Digital** designs and develops websites, exclusively for multifamily, which made them the best partner to consolidate all TDC properties onto a single platform, custom-built, and beautifully designed.

In this case study, discover how the powerful partnership between Jonah's expert web design and Forthea's SEO approach delivered a seamless website migration with zero traffic loss and laid the foundation for long-term revenue growth.

# Challenges

TDC believes that real digital growth takes more than basic SEO and invested in a full-scale strategy that set them apart from multifamily competitors. As website platforms and search engines evolved, TDC faced multiple SEO challenges across three different website platforms.

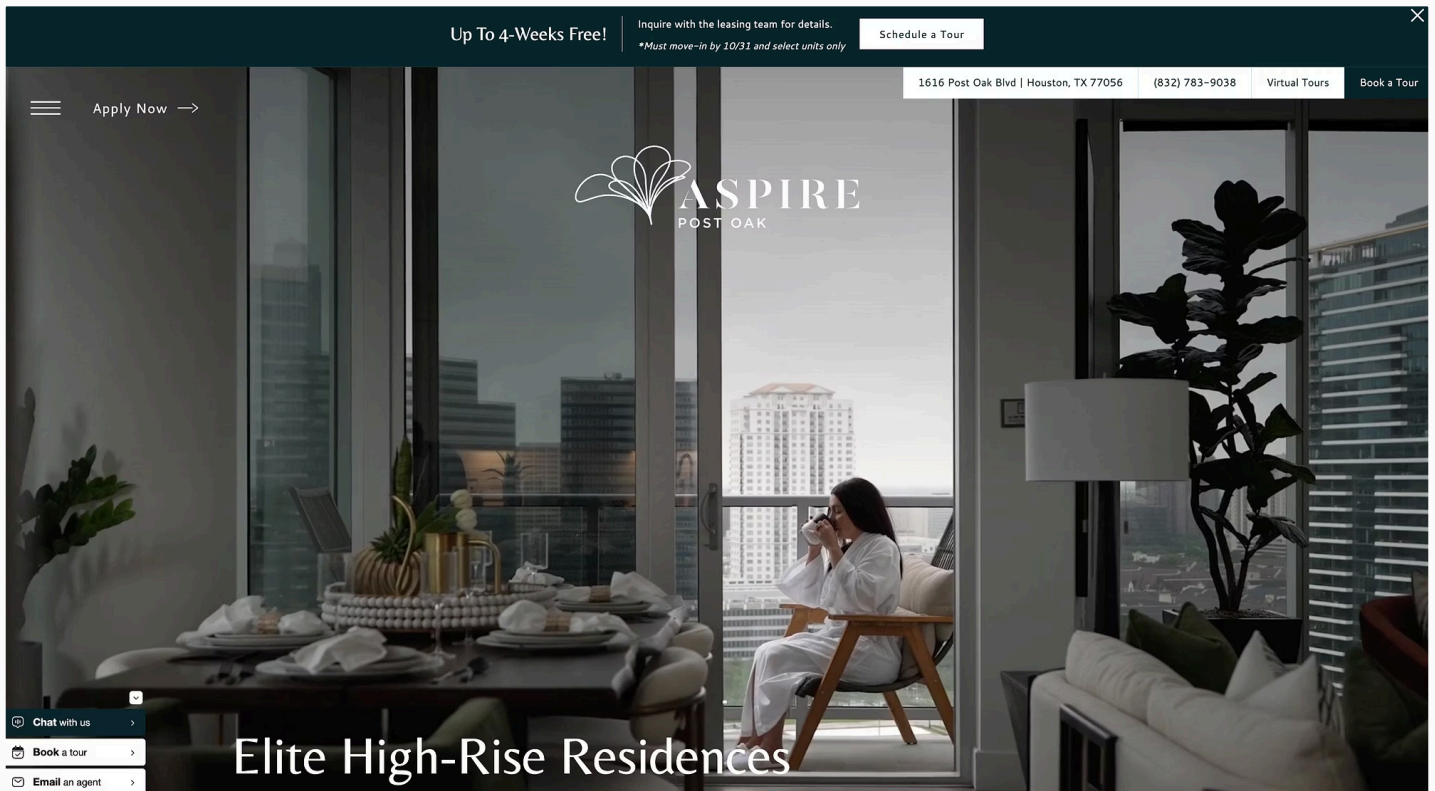
## What We Found:



The cumulative effect of these pain points was that Google penalized the sites, reducing organic visibility for renters seeking luxury apartments, especially during seasonal peaks. This meant significant missed leasing opportunities.

# Solution

## A Seamless Partnership of Design + Performance

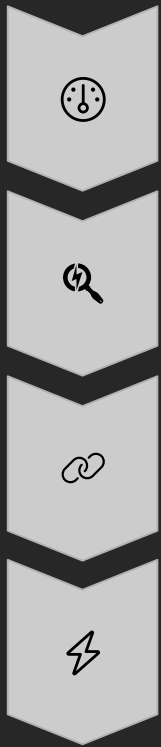


To meet TDC's vision for elevated user experience and stronger online visibility, Jonah Digital and Forthea joined forces, merging sleek web design with strategic SEO performance.

Jonah Digital led the charge on design and development, crafting modern, user-friendly websites that reflect the Dinerstein brand and speak directly to today's renters. Jonah's **intuitive CMS framework** was purpose-built for multifamily, giving on-site teams control over property content while delivering fast load times, mobile optimization, and ADA compliance. All core elements for a seamless experience.

Forthea complemented this with a **custom SEO strategy** designed to drive qualified organic traffic and increase lease applications from search. This approach began with a deep technical audit, followed by implementation of SEO enhancements and keyword-driven content that aligns with renter intent.

# Technical SEO Approach



## Site Health & Performance Tracking

Dashboard to monitor overall site health and track progress over time

## Improved Indexation

Reduced invisible pages from over 1,600 to just 42

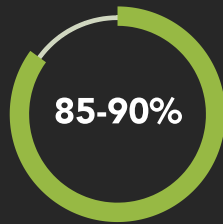
## Fixed Broken Links

Mapped all broken internal and external links

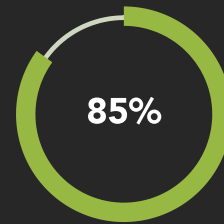
## Improved Site Speed

Technical updates to improve page loading and responsiveness

## Website Audit Results



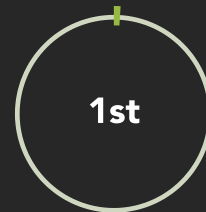
Canonical Tag Coverage



Metadata Optimization



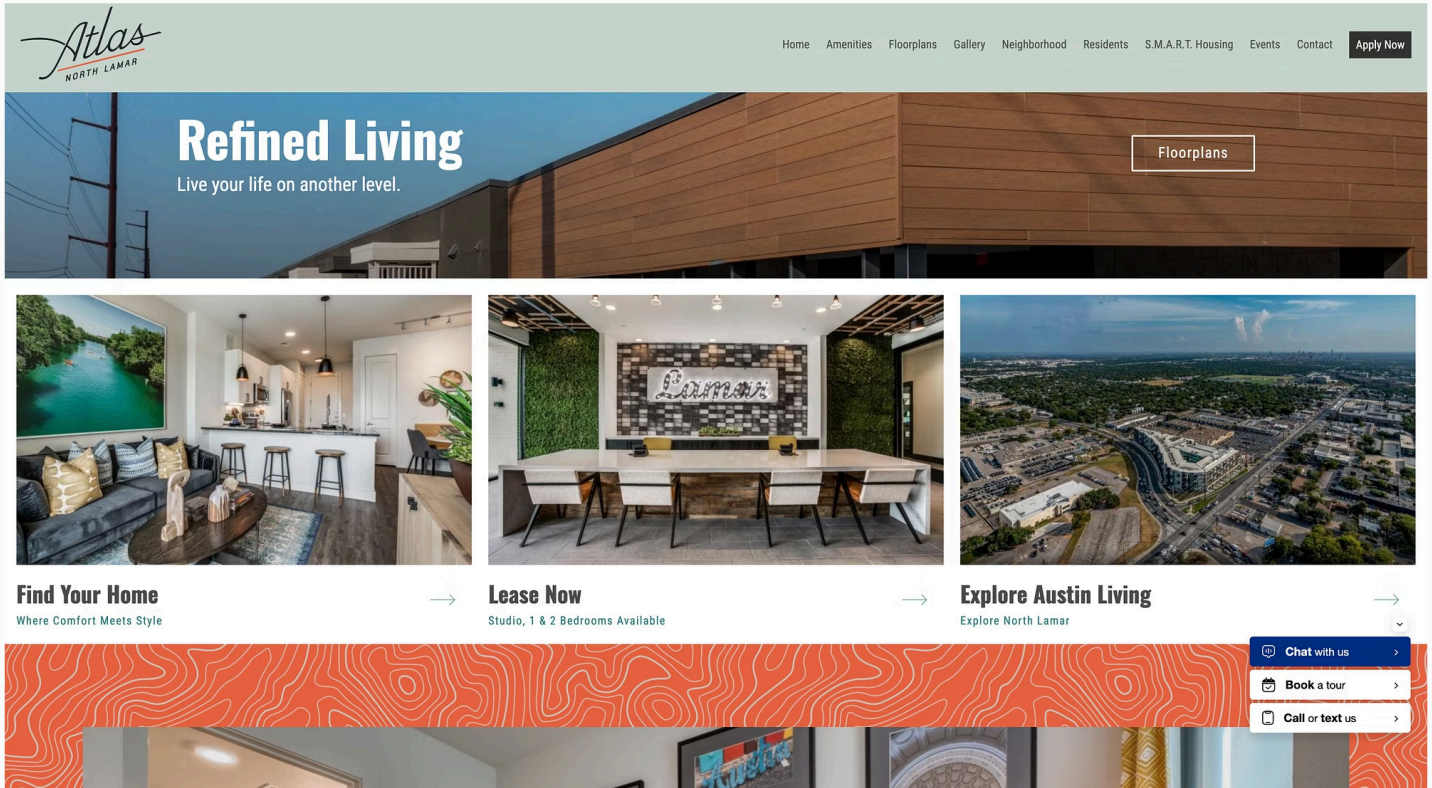
Jonah Page Indexation



Speed Ranking

These results highlight the significant improvements across all key metrics after implementing our optimization strategies.

# Smart SEO Moves



Forthea implemented key SEO strategies to help TDC's properties rise to the top of Google, attracting more potential renters and hitting leasing goals.



## Clear Game Plan (SEO Roadmap)

Forthea created a step-by-step plan, focusing on what would make the biggest difference, starting with foundational SEO elements.



## Faster Website Speeds

Jonah fine-tuned the website's technical backend to ensure quick loading times and smooth interactions for all visitors.



## Smooth Online Experience

Beyond speed, Jonah optimized overall site structure for intuitive navigation and accessibility, creating a seamless browsing experience.



## User-Friendly Platform

Forthea guided TDC to a robust CMS, simplifying content management and ensuring new listings are always optimized for search engines and users.

# Measurable Results from SEO

A strategic SEO program optimized by a high performing website platform resulted in significant organic growth across the TDC portfolio. Each property saw stronger visibility in Google search, higher engagement rates, and more qualified traffic entering the leasing funnel.

## Key Metrics Snapshot

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Property	Page 1 Keyword Growth	CTR Improvement	Result
Property 1	+335%	+39%	Surge in high-intent organic traffic
Property 2	+600%	+8%	Major expansion of search visibility
Property 3	+124%	+25%	Improved customer satisfaction
Property 4	+150%	+41%	Increased lead to lease conversion
Property 5	+302%	+42%	Strongest CTR improvement
Property 6	+1022%	+5%	Breakout in new market awareness
Property 7	+211%	+13%	Consistent performance gains

## Why It Matters for Leasing

- **Visibility drives demand.** Higher page-one keyword coverage ensures more renters discover the community before competitors.
- **Click-through growth = stronger intent.** Rising CTR means the websites are resonating better with prospective renters and encouraging lease applications.
- **Better data = smarter marketing.** The Jonah CMS provides structured SEO capabilities, allowing ongoing optimization tied to leasing outcomes.

# Long-Term Impact + Partnership

MILLENNIUM  
GREEN VALLEY RANCH

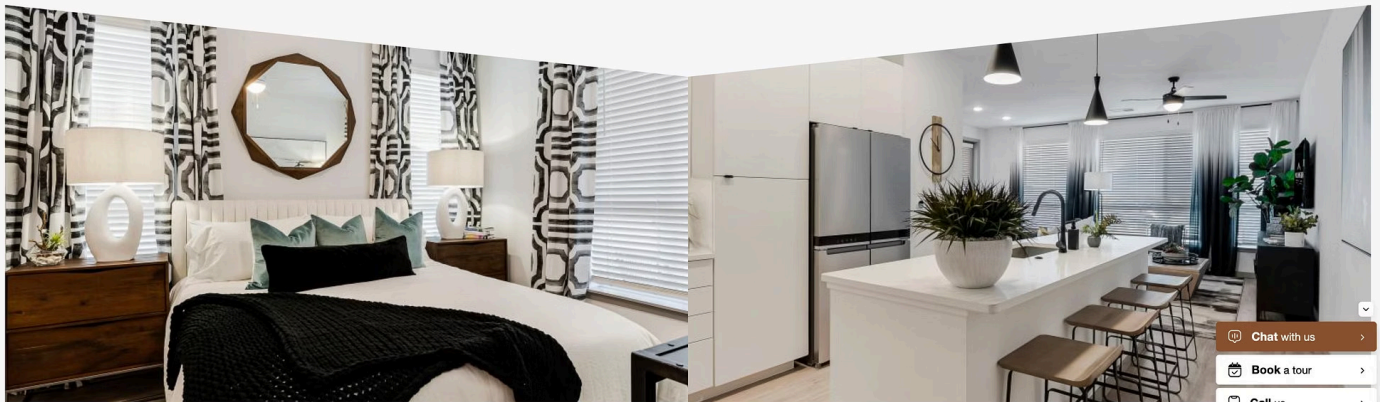
[Amenities](#) [Floor Plans](#) [Neighborhood](#) [Events](#) [Gallery](#) [Residents](#) [Contact](#) [Apply Now](#)

## Carefree Living

Our variety of floor plans offer plenty of options for comfortable living and each features luxurious details and gracious touches. Each home features contemporary finishes and open layouts, complemented by resort-style amenities like a sparkling pool, state-of-the-art fitness center, and beautifully landscaped spaces. Live, work, and unwind in a community that redefines modern apartment living. Millennium Green Valley Ranch—your next home awaits.

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Through collaboration, transparency, and execution, Forthea and Jonah delivered a high-performance solution that increased leasing effectiveness for TDC. We joined forces to conduct in-depth research, introduced new ideas, brought in technical solutions, and aligned SEO strategy with a vision for growth.

**Forthea** continues to guide TDC in strengthening its digital presence, ensuring properties are visible, competitive, and conversion-ready in a landscape dominated by evolving property management software and search behavior.

### Collaboration

Seamless partnership between design and SEO experts

### Innovation

Custom solutions for multifamily-specific challenges

### Growth

Continued digital presence strengthening and optimization

# FORTHEA

## Ask us about our free SEO and paid media audit + analysis.

In everything we do, we strive to increase the success of your business, scientifically. We believe that digital marketing strategy should integrate quantitative analysis with customer insights for verifiable business growth.



### Contact

info@forthea.com

713-568-2763



### Web

<https://www.forthea.com/request-a-consultation/>



With their analytical approach, the Forthea team is **an invaluable partner** in our marketing and advertising efforts. They are truly an extension of our Hanover team. - Hanover Company

★★★★★



We are thrilled to be a part of your US Search Award. The **SEO strategy and now optimizing for AEO/GEO** are big initiatives, and the team has supported our efforts in a big way. - Mitrtech

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