



DIGITAL CASE STUDY

Standing Out in a Competitive Market: Advenir at Bear Valley's SEO Surge

In a fast-growing, highly competitive market like Lakewood, Colorado, online visibility can make or break your leasing performance. Over the past six months, Advenir at Bear Valley has experienced a powerful lift in website traffic, visibility, and conversion activity — thanks to a strategic combination of local SEO and targeted Google Ads campaigns.

RESULTS

971 NEW LEADS**24.5** POINT INCREASE IN AVERAGE
GOOGLE KEYWORD RANKING**400%** INCREASE IN TOP
KEYWORD IMPRESSIONS

THE DETAILS

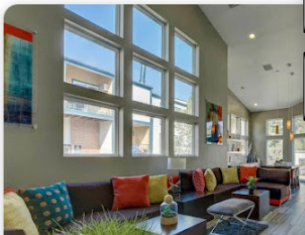
bearvalleyliving.com
<https://www.bearvalleyliving.com>

Apartments in Denver, CO - Advenir at Bear Valley

Just minutes from Bear Creek Park, our 1- and 2- bedroom apartments for rent in Lakewood, CO offer wood-inspired floors, a patio/balcony, and is cable ready.



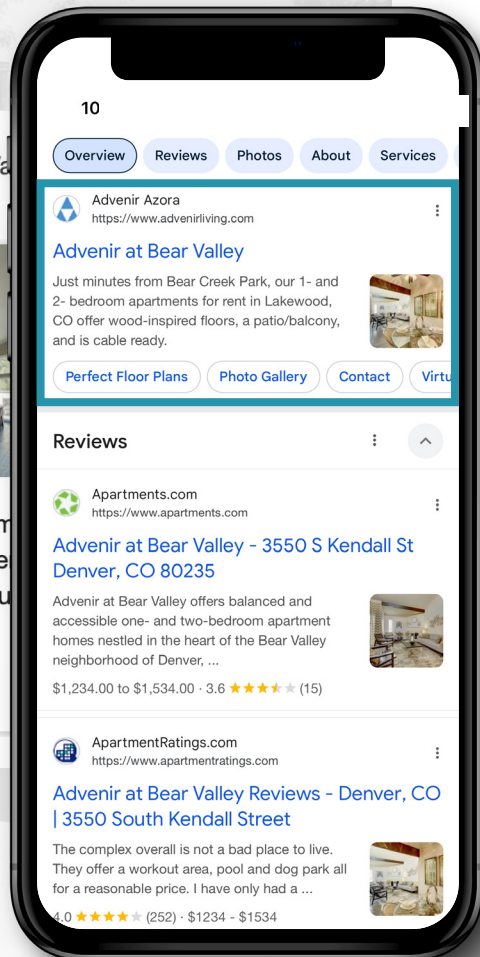
Advenir at Bear Valley
 on Google



Discover a vibrant community gathering space at Advenir at Bear Valley! Our clubhouse

11 hours ago

[Learn more](#)



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THE GOAL

Advenir at Bear Valley is a modern apartment community located in the scenic suburb of Lakewood, Colorado, just outside of Denver. Offering spacious 1- and 2-bedroom layouts, thoughtful amenities, and convenient access to downtown, the community appeals to professionals, students, and families alike.

2

THE CHALLENGE

Despite a high-quality product and a competitive location, Advenir at Bear Valley was struggling to break through online. With multiple apartment communities competing for attention in the Lakewood area, visibility on search engines was low, and conversion volume lagged behind expectations.

3

STRATEGIC SOLUTION

We implemented a dual-channel strategy focused on:

Local SEO - optimizing the site for Lakewood-specific keywords, updating meta data, and improving on-page content to target renters searching for apartments nearby.

Google Ads Integration - running tightly focused campaigns for branded and non-branded terms to drive targeted traffic while SEO matured.

Conversion Tracking - configuring clear goals around contact form fills, account creation, and tour scheduling to measure true lead value.

The result? A steady increase in traffic, improved keyword rankings across the board, and most importantly — more conversions from high-intent users.

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can do for your properties?

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digital marketing audit.

Email, Call or Click Tammy Casserly:

tammy@resident360.com | 508-335-9869 | resident360.com