HUNLEY
MEDIA GROUP

[redacted] Apartments

SEO & Site Audit + Homepage Rewrite

Identified problems on [redacted].com plus drop-in rewrite copy. Dual-optimized for Google search and LLM/AI retrieval (GEO/AEO).

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How to use this document

This document has two parts. Part 1 lists every issue identified on the current homepage, organized by severity. Part 2 contains drop-in homepage copy that fixes the issues.

All work was done on October 7, 2026. The homepage was reviewed in full from its saved source code. The Floor Plans, Contact, and Blog pages, both sitemaps, and robots.txt were spot-checked. The RealPage application portal and the Google Business Profile were reviewed from screenshots and manual clicks in a desktop browser. The site was being edited during the audit, so a finding may already be fixed by the time this is read. Text shown in code blocks is the actual content currently on the site. Findings are confirmed in the source unless marked "Needs verification." Each finding rests on one of four kinds of evidence: page source, screenshots, manual testing, or information from the property. No Search Console, analytics, or call-tracking data was available, so this is a homepage inspection and improvement plan, not a measured diagnosis of lost leases.

PART 1

Audit Findings

Priority fixes and checks

These twelve problems are the ones most likely to cost leases or search visibility. Most are confirmed defects in the page source. Their effect on leasing has not been measured, and anything marked "Needs verification" should be confirmed before it is acted on.

1. The application portal shows a waitlist and contradicts the website

Every Apply Now link on the homepage (header, hero, pre-lease banner, and the strip above the footer) sends visitors to the RealPage online leasing portal. The portal stalled on a loading screen in one test on October 7, 2026 and loaded normally about half an hour later, so that is treated as a one-time stall unless it repeats. Once loaded, the portal disagrees with the website on rent and size.

Website	RealPage portal, move-in October 8, 2026
Studio, 1 bath, [redacted] sq ft, from [redacted]	[redacted] S," 1 bed, [redacted] sq ft, [redacted] to [redacted]
(not listed)	"1×1 P," 1 bed, [redacted] sq ft, [redacted]
One-bedroom deluxe, [redacted] sq ft, from [redacted]	[redacted] D," 1 bed, [redacted] sq ft, [redacted]
Two-bedroom, two-bath, [redacted] sq ft, from [redacted]	[redacted] B3," [redacted] sq ft, [redacted] to [redacted] and "2×2 B4," [redacted] sq ft, [redacted] to [redacted]
Three-bedroom, three-bath, [redacted] sq ft, from [redacted]	[redacted] B3," [redacted] sq ft, [redacted]

The portal lists six plans and the website four. The plan names differ, so the pairings above are provisional and management needs to supply the mapping. The three-bedroom is the firmest comparison: bedrooms, bathrooms, and square footage match, and the displayed rent differs by [redacted] For the other unit types, the portal's lowest displayed price is below the website's "starting at" figure, though the 2×2 B4 plan starts at the same [redacted] the website shows. Square footage differs on three of the four, and the portal lists no studio. Needs verification: which figures are correct, and whether the two sets of prices use the same lease term, move-in date, and promotions. The portal marks its prices as subject to change.

Every plan on the portal carries a "Join Waitlist" button where an apply or select button would normally be, for an October 8, 2026 move-in. In a manual test, selecting a plan and a date led on to lease terms and then to a request to register an email address. The test stopped there, so it is not known whether the flow ends in a lease application or a waitlist entry. The property reports that leasing is slow and below its historical level. A property that wants more leases is sending prospects to a portal where every plan says "Join Waitlist," and that label can turn renters away before they go further. Needs verification: how many units are available now, and what the flow creates. If units can be leased, the button should say so. If units are only coming available later, the portal should show the expected dates and explain the waitlist.

Two more observations on the portal: every floor plan shows an "Image Coming Soon" placeholder, and the header shows the phone number [redacted] which is not in service. A test call on October 7, 2026 reached a carrier recording saying the call could not be completed as dialed. An applicant who calls from the portal reaches nobody (item 3).

2. Google Business Profile ownership needs confirming

The Google listing for [redacted] Apartments shows an "Own this business?" link, which by itself does not establish whether anyone manages the profile. Checked October 7, 2026. Needs verification: sign in to the property's Google account and confirm who, if anyone, manages the profile.

If the profile is unclaimed, the consequences are direct:

- Nobody can reply to the [redacted] reviews behind the [redacted] rating
- Nobody controls the phone number, hours, photos, or categories Google shows
- Any member of the public can suggest edits, and Google may accept them
- The property cannot post updates, specials, or availability

The profile is what most renters see before the website, in Google Maps and in the panel beside brand searches. If it is unclaimed, claiming it is free. Either way, confirmed access enables management responses to reviews and profile updates, including the phone number (item 3). Improving the rating itself also depends on resident experience (item 34).

3. Three phone numbers are published, and one is out of service

Three different phone numbers are published for the property. All three were called on October 7, 2026.

Number	Where it appears	Result of the test call
[redacted]	Website: header, footer, contact page, schema	A recording thanks the caller for calling "our community," asks permission to follow up by text (press 1 to agree, 2 to decline), and waits for a response. With no key pressed, the call eventually rang through to [redacted]. This is a call-tracking line with a text-consent step
[redacted]	Google Business Profile	Rang directly to [redacted]t Apartments
[redacted]	RealPage application portal, header and footer	Not in service. A carrier recording said the call could not be completed as dialed

The portal number needs correcting now, since it is the one shown to people in the middle of applying. The website line does reach the property, but only after the caller sits through a text-consent prompt, and the recording never names [redacted]t. In the test call this was a clear obstacle: the caller has to listen to the recording and then wait through a pause before the phone even rings. No key press turned out to be required, but the recording does not say so. A renter calling with a quick question may hang up first. The text-consent question should be moved to after the call connects or dropped from the phone line, the greeting should name the property, and management should confirm which of the two working numbers is primary.

4. Mobile header has no phone link or Apply Now button

The mobile header has an empty right slot: no phone number and no Apply button. The desktop phone and address block is hidden below 1360px wide, so most laptops lose it too. The only phone link a mobile visitor can reach is in the footer, at the bottom of a long page. That link worked when the auditor tested it by hand on a desktop browser and on a phone. Mobile visitors are not stranded: a floating chat button opens options for prices and scheduling a tour. Apartment search is heavily mobile, so a tap-to-call link in the header is still worth adding. Apply Now is easy to find on desktop,

where it sits in the header. On mobile it could not be found in a manual check. The page code still contains application links in the pre-lease banner and in a strip above the footer, so the link is likely buried, not missing. Needs verification on a phone. Either way, the mobile header should carry a visible Apply Now link.

5. Footer phone link uses a non-standard format

The footer link uses `callto:`, a legacy Skype protocol. The standard is `tel:`. The link worked when the auditor tested it by hand on a desktop browser and on a phone, so it is not broken. Other devices were not tested. Switching to the standard format is a one-word change that removes any doubt on other devices.

```
<a href="callto:[redacted]">[redacted]</a>
```

6. The "All Amenities" button is a soft 404

The homepage button links to `/amenities/`, which no longer exists. The live page is `/luxury-apartments-amenities/`. The dead URL redirects to the homepage, so a visitor who clicks "All Amenities" lands back where they started.

7. Sitewide 404-to-homepage redirect

The site sends dead URLs to the homepage instead of returning a 404. This was confirmed with a made-up address that never existed, which also landed on the homepage. That matters: Google treats irrelevant homepage redirects as soft 404s and passes no link equity through them. The rule also hides broken links from crawl tools and Search Console. Needs verification: how it is done (a server redirect, a script redirect, or homepage content served at the dead address) and the HTTP status code returned. That has not been checked yet.

8. Stale leasing message

The page still promotes 2026 pre-leasing in October 2026. With under three months left in the year, the message looks out of date. Needs verification: current availability and which lease year is being marketed. Separately, a switched-off top bar in the page settings still holds a "Fall 2022" message. Visitors do not see it, so that is cleanup only.

```
NOW ACCEPTING PRE-LEASE APPLICATIONS FOR 2026!
```

9. Hero image is hidden behind JavaScript

The hero slider serves a placeholder file first and swaps in the real photo only after JavaScript runs. The whole slider is set to invisible until then. The hero is the largest element on the page, so this may delay Largest Contentful Paint, which is a Google ranking input. Needs verification: actual Core Web Vitals numbers in PageSpeed Insights.

10. Studio or one-bedroom? The page contradicts itself

Body copy sells four unit types: studio, one-, two-, and three-bedroom. The floor plan tabs call the [redacted] sq ft unit "One Bed, One Bath Studio" and list it as "1 Bedroom." A renter, Google, and an AI assistant all need one answer. "Studio apartments [redacted]" and "1 bedroom apartments [redacted]" are different searches with different intent. The Floor Plans page carries the same label. The RealPage portal's lowest-priced plan is a one-bedroom at [redacted] sq ft, and it lists no studio.

11. Wrong video on the One Bed Deluxe

The "Virtual Tour of This Unit" button under One Bed Deluxe links to `up-studio.mp4`, the same file as the studio. A prospect comparing the [redacted] unit to the [redacted] unit sees the same video for both. The Floor Plans page has the same wrong link.

12. Outdated plugins and an old WordPress branch

The page source prints exact versions of the core software. WordPress itself is patched: 6.5.13 was released October 6, 2026, one day before this audit. It is still on the 6.5 line from 2024, while the current release is 7.1.3, and WordPress.org describes only the 7.1 series as actively maintained. The plugins are the larger concern. WPBakery builds from 2020 have publicly disclosed vulnerabilities. Needs verification: whether patches were backported and what the host blocks.

Software	Version on site	Released
WordPress	6.5.13	Patch dated October 6, 2026. Branch dates from April 2024; current is 7.1.3
WPBakery Page Builder	6.4.1	2020
Contact Form 7	5.5.6.1	2022
Yoast SEO	22.4	2024

On-page SEO issues

13. Heading structure is out of order

The page has one H1, which is correct. The levels under it are out of order. Heading tags are being chosen for font size, not for structure, so the outline Google and screen readers see is scrambled. This is mainly a structure and accessibility fix. The direct ranking effect is probably small.

Problem	Where it appears
H6 used as a kicker above each H2, so the outline runs H1, H6, H2, H6, H2	Six section titles

Problem	Where it appears
H4 used as list items	"24-Hour Arcade Room," "24-Hour Clubhouse," and three more
H5 used for a call-to-action sentence	"Contact us to learn how you can experience..."
H6 that does not match its section	"ONE BEDROOM APARTMENTS WITH LUXURIOUS AMENITIES" sits over a general amenity list
Empty title module left on the page	After "[redacted] Apartments That Balance Space, Comfort, and Location"
Hero text is not a heading	"[redacted]" and "Apartments in [redacted], [redacted]" are present in the HTML as slider layers, not heading elements, and their display depends on the slider script

14. Keyword repetition reads as stuffing

Nearly every kicker and H2 repeats "Downtown [redacted] apartments" or "Downtown [redacted]." When the audit began, the first body sentence pasted in the title tag, pipe character included:

> `Welcome to Downtown [redacted] Apartments | [redacted], where you'll find...`

That sentence was replaced later the same day with a new opening that leads with the property name and address, so it is resolved. The repeated kickers and headings remain. The ranking effect is uncertain. The readability cost is not: the page sounds written for a crawler.

15. Typos and copy errors

Renters read a careless page as a carelessly managed property.

Current text	Problem	Where it appears
Near [redacted]'s Downtown Attraction	Should be "Attractions"	Floor plans kicker
Rental Apartments in [redacted] with Real Values!!	Double exclamation, awkward phrase	Kicker above the last H2
every apartment has top-of-the-line amenities, a state-of-the-art workout facility, gaming rooms, a pool table, and a lounge	Says each unit has its own gym and pool table	Second section
amenities, (linked)	Trailing comma is inside the link	Second section

Current text	Problem	Where it appears
optional private balconies / optional private decks	Two names for the same feature. The Floor Plans page says every floor plan includes a sunroom or balcony, which contradicts "optional."	Floor plans section and two-bedroom section
Many residents enjoy touring their apartment	Should be prospective residents	Floor plans section
[redacted] program	Named but never explained or linked	Two-bedroom section
[redacted] Sqft / [redacted] Sqft / [redacted] square feet	Three formats for square footage	Tabs and body copy
Two-bedroom paragraphs 2 and 3	Repeat the same points: privacy, separate baths, modern kitchen	Two-bedroom section

Two listed amenities are claims, not amenities, and need verification: "Easy Commute to [redacted]" ([redacted] is roughly an hour or more away) and "On-site Shops & Cafes."

16. Image alt text is missing, broken, or stuffed

Alt text should describe the image. Here it is empty, a camera filename, or a keyword string unrelated to the photo.

Image	Current alt text	Problem
Hero slider photo	(empty)	Missing on the most important image
Building photo, second section	(empty)	Missing, title also empty
Interior photo, amenities section	DSC07680	Camera filename
Interior photo, floor plans section	In this gallery image of [redacted], the Apartments of [redacted],	Fragment ending in a comma
Laundry photo	These [redacted] Apartments in [redacted] include modern washers and dryers. You'll love the standards'	Redundant, stray apostrophe
Stock photo of women dining	living near downtown [redacted] has livable benefits	Stuffed, does not describe the image
Stock photo of friends at a bar	Located near the [redacted] Restaurants and year-round activity makes [redacted] a great place for 2 bedroom apartments for rent	Stuffed

Image	Current alt text	Problem
Gym photo	single parent 2 bed 2 bath apartments with workout gym	Stuffed, and names a renter type (see item 30)
Logo, desktop and mobile	logo / Mobile Logo	Should be "[redacted] Apartments"
Studio and Deluxe floor plans	1 Bedroom (both)	Identical alt on two different plans

Three more images are loaded as CSS backgrounds (`9-scaled.jpg`, `02-teaser.jpg`, `bg-perks.jpg`), so they carry no alt text and are invisible to image search.

17. Stock photos lead the page

The first image beside the H1 is a Depositphotos stock shot, not the property. Its title attribute shows as a hover tooltip: "Group Of Female Friends Enjoying Meal At Outdoor Restaurant." A second stock photo shows "Group of young friends drinking and laughing in a bar." Image filenames across the page are non-descriptive (`DSC06929`, `IPA_1_Bedroom_-_3D_for_Print8b15.png`).

18. Buttons and links point to the wrong places

Link	Problem
First "READ MORE," under the apartment and floor plan copy	Goes to the neighborhood page
"READ MORE" used three times	Generic anchor text tells Google nothing
Hero buttons	"Resident Login" gets equal weight to "Apply Now." A "Schedule Tour" button sits lower on the page, in the first content section, and links to the contact page.
"[redacted] Restaurants / Things to Do!"	Sends the prospect to [redacted].com in the same tab
Virtual tour buttons	Open standalone .mp4 files in a new tab, outside the site layout, with no property navigation or tour-request button
Homepage body	No in-content links to the four new neighborhood pages or the blog. They are reachable only from the menu.

Needs verification: each floor plan tab link points to an anchor that does not match its panel. The studio tab links to `#tab-one-bed-studio`, while the panel ID is `tab-one-bed-studio-368`, and all four tabs have the same mismatch. The theme's script may reconcile them when the page loads, so test every tab by mouse, touch, and keyboard.

19. Title tag and meta description are fine

The title is 44 characters and the description is about 155. Google sets no hard character limit and truncates by available space, but both are a sensible length and on target. No change required, though Part 2 offers a tighter description built on hard facts.

Technical and trust signal gaps

20. Apartment schema is thin and disconnected

The page has an ApartmentComplex and LocalBusiness block with name, address, phone, logo, and two social links. That is a start, but it sits outside the main Yoast schema graph and nothing connects the two. Missing fields:

- Geo coordinates and a map link
- Opening hours (they exist in the footer text only)
- Description and price range
- Amenity features (fitness center, clubhouse, arcade, in-unit laundry, parking)
- Each floor plan as its own unit with bedrooms, bathrooms, square footage, and starting rent
- Pet policy and tour booking link
- Ratings or reviews: leave these out. Google does not show review stars for a business's markup about itself.

Schema makes facts unambiguous for search engines and other systems that read it. It is optional: Google states that its AI search features need no special schema. The rent and square footage are already in the page's HTML as plain text, so the gain here is clarity, not visibility.

21. Yoast schema and social metadata errors

Field	Current value	Problem
Site name	[redacted] Apartments, [redacted], [redacted] / [redacted]'s Best Living Experience!	A tagline, not a brand, with a raw HTML entity inside the schema
Site description	(empty)	Blank field
Organization	(none)	Yoast site representation was never configured
Social share image	Studio floor plan PNG	Every share on Facebook, LinkedIn, or iMessage previews a floor plan
Schema image	/2020/12/01-hero.jpg	Not the current hero. Needs verification that the file still loads.
Social profiles	Facebook, Instagram	Omits the X/Twitter profile linked in the footer and the Google Business Profile

No FAQPage or VideoObject markup exists on the page. Both are optional. Google stopped showing FAQ rich results on May 7, 2026, so FAQ markup no longer changes how a result looks.

22. Old microdata conflicts with the schema

The theme marks the whole page as a WebPage in an older format and tags every button as the page's URL. That includes buttons to RealPage and [redacted].com. Search engines receive two conflicting descriptions of the same page. Ranking impact is likely small, but it is noise that should be removed.

23. robots.txt slows some crawlers and omits the sitemap

The entire file is two lines:

```
User-agent: *
Crawl-delay: 3
```

There is no `Sitemap:` line. It is optional, and Search Console submission is another route, but it is the simplest way for crawlers other than Google to find the sitemap. Googlebot ignores `Crawl-delay`, while Bing and others obey it, so the rule only slows the crawlers that follow it. AI crawlers are not blocked, which is correct.

24. XML sitemap is live but lists a redirecting page

The Yoast sitemap index at `/sitemap_index.xml` works and lists a page sitemap with 12 URLs and a post sitemap with 31. One entry is a problem: `/home-backup/`, last modified August 10, 2026, is listed in the page sitemap but lands on the homepage when opened. A sitemap should list only live, final pages, and Search Console can flag entries like this. That report was not inspected. The entry should be excluded from the sitemap, or the page restored if it is still needed. The dead `/amenities/` URL is not listed, which is correct. The sitemap should also be added to robots.txt and submitted in Search Console.

25. Code bloat

Item	Count or detail
Icon font stylesheets	8, including Font Awesome twice
Footer scripts	About 45, including Chart.js, a countdown timer, a pie chart library, and a typing animation that this page does not appear to use
Google Fonts requests	2. The first pulls seven weights each of two families with no `display=swap`
Render-blocking scripts in the head	jQuery and jQuery Migrate
Plugins loading assets with nothing to show	Contact Form 7, Image Map Pro, Global Gallery, Top Bar Pro

Item	Count or detail
Theme leftovers in the page	Empty "Find Property" filter panel, fullscreen search overlay

No page caching plugin is detected. Cloudflare is in front of the site and may offset part of that. Smooth-scroll hijacking is turned on, which many users find disorienting.

26. Floor plan images are unoptimized

The studio floor plan is a 1336 × 1233 PNG displayed at 500 pixels wide. Its sizes setting tells the browser the image may fill the full screen width, so browsers can download a larger file than needed. The other three floor plans have no width, height, responsive sizes, or lazy loading. All four reuse the same WordPress image ID despite showing different files. The image references should be corrected and the responsive markup regenerated.

27. Information leaks in the page source

- The server file path is printed in code comments: `/[redacted]/public_html/...`
- Generator tags announce WordPress, WPBakery, and Slider Revolution versions
- The XML-RPC endpoint is advertised

None of these is a breach. Each makes an attacker's job easier, especially alongside the old versions in item 12.

28. Tracking without a privacy policy or consent notice

Five tracking systems load: Google Analytics 4, Clicky, Cloudflare Insights, the Knock leasing widget, and a script labeled [redacted] Trk Stealth." The last one loads from disguised first-party paths and carries a `data-record="1"` setting, which suggests session recording. The page source contains no privacy policy link and no consent notice. Needs verification: what the [redacted] script records. Legal exposure depends on that answer and should go to counsel.

29. Footer is missing standard trust elements

The footer has no privacy policy link, no Equal Housing Opportunity logo or statement, and no accessibility statement. The Equal Housing Opportunity mark is standard on apartment marketing and its absence stands out.

30. Fair Housing wording risk

Two phrases describe preferred renter types:

> `Designed for young professionals, small families, and renters who want room to grow`

> `single parent 2 bed 2 bath apartments with workout gym`

Fair housing advertising guidance cautions against copy that signals a preference for or against any group, including by age or family status. This is not legal advice and the risk may be low. The property manager or counsel should review the wording. Part 2 describes the apartments, not the renters.

31. Accessibility defects

- Icon-only links have no accessible name: mobile menu, search close, back-to-top, and all three social icons
- Several controls use `javascript:void(0)` links
- The red pre-lease link on a light gray background likely fails WCAG AA contrast
- Images with empty or meaningless alt text (item 16)

Apartment websites are frequent targets of ADA demand letters. These are quick fixes.

32. Name and address are inconsistent

The brand appears four ways: "[redacted]," "[redacted] Apartments," "Downtown [redacted] Apartments | [redacted]," and the tagline version in item 21. The address appears as [redacted] Ave" in the footer and [redacted] Ave." with no ZIP in the header. The punctuation difference is trivial. What matters is one brand name, one correct phone number, and the full address with ZIP, consistent with the Google Business Profile.

The Google Business Profile, checked October 7, 2026, adds five problems. The first two belong with the priority fixes.

Profile element	What Google shows	Problem
Ownership	An "Own this business?" link appears on the profile	The profile may be unclaimed, or managed by an account the property has lost track of. Needs verification.
Phone	[redacted]	This is the number that rings directly to the property. It differs from the website's number. See item 3.
Located in	[redacted]	The profile places the property inside the university. If that is inaccurate, it misleads renters and Google about who the property serves.
Search result icon	Generic globe	The site has no favicon, so Google shows a default icon beside every result.
Photos	The profile's full photo viewer showed four images. One is Street View, and the lead photo was posted by a visitor 7 years ago.	No apartment interiors, floor plans, or current amenity photos. Renters comparing properties in Google Maps see almost nothing of the product. Current photos of the exterior, each unit type, and the amenities should be added once profile access is confirmed. The blog and gallery on the site already contain property photos that could be posted immediately.

Google also ignores the meta description for a brand search and builds its own snippet from the two-bedroom paragraph. That is common, and it means the body copy is the real search ad.

Content and strategy gaps

33. The page never answers the questions renters ask

The homepage has no content on pets, parking cost, utilities, lease terms, application fees, or deposits. These are the first questions on every tour call. A page that answers them filters out poor-fit leads and matches the long-tail searches renters type ("pet friendly apartments downtow[redacted]o").

34. No proof

There are no reviews, no testimonials, no star rating, and no resident quotes. The closing line claims "[redacted]'s best choice for apartment living" with nothing behind it. Renters check reviews before they tour, and the Google rating is [redacted] stars across [redacted] reviews. Reaching 4.0 takes roughly 60 new five-star reviews with no new low ones, and reaching 4.2 takes roughly 110. That number should not be displayed on the site or added to schema. It is a problem to fix at the source: reply to every negative review, and request honest reviews from residents at consistent milestones, such as lease renewal or a completed maintenance request, regardless of whether the feedback is expected to be positive. Asking only satisfied residents violates Google's policy. Until the rating recovers, the page should carry named resident quotes used with permission. A rating this low also suppresses clicks from the Google map results, so no on-site fix fully offsets it.

35. No map and no measurable location facts

Location is the main selling point, and the page supports it only with adjectives. The homepage has no embedded map (the Contact page has one), no walk times, and no distances. "A short walk" should be "a 6-minute walk to [redacted]," with the real number.

36. Pricing has no date and one gap looks wrong

Starting rents are listed with no "as of" date. The One Bed Deluxe [redacted] sq ft) starts at [redacted] and the Two Bed, Two Bath [redacted] sq ft) at [redacted] a $69 difference for 278 more square feet and a second bathroom. Needs verification: whether these prices are current. The RealPage application portal shows lower rents for comparable plans (item 1).

37. Tour booking paths are untested

The only conversion paths are a button to the contact page, a button to the RealPage application, and the Knock chat widget. On desktop the widget floats on the page with Schedule a Tour, View Photos, and Prices / Availability buttons. On mobile it appears as a chat button that opens the same options. The widget's options were seen, but its scheduler was not tested through to a booked appointment. A separate "Schedule Tour" button links to the contact page, which has an inquiry form (name, email, phone, message) and a map. That form sends an inquiry and does not book a time, and it was not test-submitted. So there are two tour paths, and neither has been confirmed end to end. The hero

offers "Apply Now" and "Resident Login," which serve people who have already decided and people who already live there.

38. New neighborhood pages are buried

Four audience pages were added to the menu: Near [redacted] Near [redacted], [redacted] Commuters, and Near [redacted]. The homepage body never links to them, and neither does the footer. Internal links from the strongest page on the site are the cheapest ranking lever available, and they are unused.

LLM and AI retrieval gaps (GEO/AEO)

Renters increasingly ask ChatGPT, Gemini, and Perplexity questions like "best apartments near [redacted] with in-unit laundry." Nobody can promise an AI citation, and Google says its AI features need no special markup or AI files. What helps is the same thing that helps renters: specific, verifiable facts stated plainly. The current page is short on them.

39. No question-and-answer content

There is no FAQ section and no question-shaped heading on the page. Clear question-and-answer content is easy for renters to scan and easy for search engines and AI assistants to quote. That is a reasonable bet, not a guarantee of citations.

40. Unit facts are present but unstructured

Bedrooms, bathrooms, square footage, and starting rent are in the page's HTML, so search engines and AI assistants can read them. They sit as loose text inside tab panels with no table and no structured data, and the studio is labeled "1 Bedroom." A plain comparison table would make the facts clearer to people and machines.

41. Adjectives where facts should be

The page relies on phrases that give a renter or an AI assistant nothing to quote: "most sought-after," "top-of-the-line," "state-of-the-art," "[redacted]'s best choice." It omits the facts an assistant can cite: number of units, year built or renovated, walk time to downtown, distance to the university, parking type, pet policy.

42. No natural-language query mirroring

Renters phrase searches by need: "apartments near [redacted]" "pet friendly apartments in [redacted]," "apartments with washer and dryer in unit." The homepage uses its own phrasing ("live-work-play lifestyle") and rarely the renter's.

43. No llms.txt file

The site has no `llms.txt` file at the site root. The address lands on the homepage like any other missing URL. This emerging standard gives AI assistants a plain summary of the site and its key pages. Adoption by the major assistants is still uneven, and Google says its AI features do not need AI text files, so treat it as a low-cost bet, not a guaranteed return.

Asymmetric opportunities (where [redacted] can win)

The national listing sites (Apartments.com, Zillow, Rent.com) usually dominate broad terms like "apartments in [redacted]," and outranking them there is unlikely. No ranking or Search Console data was reviewed, so the ideas below are hypotheses to test, with the caveat that search volume in a city this size is small and results will be measured in a handful of extra leases, not a traffic spike.

- **Audience pages already built.** The four neighborhood pages target students, hospital staff, and commuters. Linking them from the homepage and adding real distances turns them into ranking assets. The work is mostly done.
- **Unit-level structured data.** Few independent apartment sites mark up each floor plan with rent and square footage. Doing so makes the unit facts unambiguous for any system that reads them.
- **A renter FAQ with real answers.** Pets, parking, utilities, lease terms, and fees, answered plainly on the page. Listing sites bury this behind a contact form.
- **Event and festival content.** Downtown [redacted] runs festivals, markets, and ice skating at [redacted]. A page per recurring event, each noting the walk time from the property, captures local searches the listing sites ignore.
- **Hospital and employer relocation queries.** "Apartments near [redacted]" and similar employer-specific searches are low volume and high intent. They look lightly contested, though that was not measured.

PART 2

Homepage Rewrite (Drop-In Copy)

How to use Part 2

Each section gives the rationale, then drop-in copy in a code block. The copy uses only facts already published on the site. Anything in [brackets] is a fact the property must supply before publishing. The copy describes the apartments and the location, never the type of renter, which removes the Fair Housing wording risk in item 30.

One decision comes first: is the [redacted] sq ft unit a studio or a one-bedroom? The copy below calls it a studio. If it has a separate bedroom, change every instance to "one-bedroom."

Do not publish unit details yet. Item 1 found that unit names, sizes, rents, and the existence of a studio differ between the website and the application portal. Every unit figure in the copy below (hero subhead, Block 1, the two-bedroom section, FAQ Q1, floor plan alt text, and the schema) is carried over from the current website and is provisional. Publish none of it, including the schema, until management reconciles the plan list, bedroom counts, square footage, and pricing.

1. Title tag

The current title works. This optional version leads with the phrase renters type and adds the state. 51 characters.

```
Apartments in Downtown [redacted], [redacted] | [redacted]
```

2. Meta description

Replaces soft phrasing with three concrete features. About 147 characters.

```
Studio, 1, 2, and 3 bedroom apartments in downtown [redacted], [redacted] In-unit washer and dryer,
resident parking, 24-hour clubhouse. Tour [redacted].
```

3. H1 (primary headline)

Move the H1 into the hero so it is the first thing on the page, in real text, not a slider layer. The brand name sits above it as a small label.

```
Apartments in Downtown [redacted], [redacted]
```

4. Hero subhead

One dense sentence of facts. Google reads it as a keyword cluster. AI assistants read it as unit types, size range, and location.

```
Studio, one-, two-, and three-bedroom apartments from [redacted] to [redacted] square feet at [redacted]
[redacted] Ave, a short walk from [redacted]'s historic downtown. Every apartment has its own
washer and dryer, and resident parking is on site.
```

5. Hero calls to action

Replaces "Apply Now" and "Resident Login." Most first-time visitors are not ready to apply and do not live there yet. Resident Login moves to the header and footer. The Schedule a Tour button can open the scheduler in the existing chat widget.

```
Primary button:   Schedule a Tour
Secondary button: View Floor Plans
Below buttons:    Call or text [redacted]
```

6. Leasing status line

Replaces the stale 2026 pre-lease line. Use dark text, not red.

```
Now leasing for [2027 / immediate move-in]. Call or text [redacted] for current
availability.
```

7. Page sections (replaces the current body)

Five question-shaped blocks replace the current kicker-and-H2 pairs. Each heading is an H2 and mirrors a question a renter would type or ask an AI assistant. No H6 kickers.

BLOCK 1

```
What apartments are available at [redacted]?

[redacted] has four floor plans. Starting rents are current as of [month, year].

Studio, 1 bath: [redacted] sq ft, from [redacted] per month
One-bedroom deluxe, 1 bath: [redacted] sq ft, from [redacted] per month
Two-bedroom, 2 bath: [redacted] sq ft, from [redacted] per month
Three-bedroom, 3 bath: [redacted] sq ft, from [redacted] per month

[Button: View all floor plans and video tours]
```

Build Block 1 as a real HTML table, visible without clicking a tab. Confirm all four prices before publishing.

BLOCK 2

```
What comes with every apartment?

Every apartment at [redacted] has a modern kitchen, a private washer and dryer, and updated
air conditioning. Two- and three-bedroom apartments have a separate bathroom for each
bedroom and walk-in closets. Private balconies are available on select apartments.
```

Confirm the walk-in closet and bathroom claims apply to the three-bedroom plan. The current site states them for two-bedrooms only. Also confirm balconies: the homepage says optional, while the Floor Plans page says every floor plan includes a sunroom or balcony.

BLOCK 3

```
What amenities does [redacted] have?

Residents have access to a fitness center, a 24-hour clubhouse, a 24-hour arcade room, a
pool table, a lounge, and outdoor gathering areas. Resident parking is on site.

[Button: See all amenities]
```

Link the button to `/luxury-apartments-amenities/`, not `/amenities/`. Build the amenity list as a bulleted list, not H4 tags.

BLOCK 4

```
What is within walking distance?

[redacted] is on the east side of downtown [redacted] along the Lincoln Highway. Downtown
restaurants and shops are a [X]-minute walk. [redacted], home to festivals, live
music, and winter ice skating, is [X] minutes on foot. [redacted] is [X] minutes
by car or [X] minutes on foot.

[Button: Explore the downtown [redacted] neighborhood]
```

BLOCK 5

```
Looking for an apartment near campus, the hospital, or the commute?

Apartments near [redacted]
Apartments near [redacted] [redacted]
Apartments near [redacted]
[redacted] apartments for [redacted] commuters
```

Each line in Block 5 is a text link to the matching neighborhood page. The link text is the keyword. This fixes item 38.

8. Two-bedroom section

Replaces three overlapping paragraphs with one. The [redacted]" program is either explained or removed.

```
Two-bedroom, two-bath apartments in downtown [redacted]

The two-bedroom plan is [redacted] square feet with two full bathrooms, a walk-in closet, and a
full kitchen. Each bedroom has its own bathroom, with shared living space between them. [One
sentence explaining the [redacted] program and who qualifies, or delete this line.]
```

9. FAQ section (new addition)

Add as a homepage section. FAQPage schema is optional: Google stopped showing FAQ rich results on May 7, 2026. Each question matches how renters phrase it. Answers lead with the fact. Bracketed answers need the property's real policy. Do not publish a guess.

Q1

```
How much is rent at [redacted]?

As of [month, year], studios start at [redacted] per month, one-bedroom deluxe apartments at
[redacted] two-bedroom apartments at [redacted] and three-bedroom apartments at [redacted] Call or
text [redacted] for current availability.
```

Q2

```
Do the apartments have a washer and dryer?

Yes. Every apartment at [redacted] has its own washer and dryer inside the unit.
```

Q3

> Is parking available?
>
> Yes. [redacted] has private resident parking on site. [State whether parking is included in rent or the monthly cost, and whether guest parking is available.]

Q4

> Are pets allowed at [redacted]?
>
> [Yes or no. If yes: species, breed or weight limits, pet deposit, and monthly pet rent.]

Q5

> How far is [redacted] from [redacted]?
>
> [redacted] is [X] miles from the [redacted] campus, about [X] minutes by car or [X] minutes by bike.

Q6

> Can I commute to [redacted] from [redacted]?
>
> [State the real options with times: drive time to [redacted], the nearest [redacted] station and its distance, and any commuter bus service from [redacted].]

Q7

> How do I schedule a tour?
>
> Call or text [redacted] or use the Schedule a Tour button on this page. The leasing office at [redacted] [redacted] Ave is open Monday through Friday from 10 a.m. to 6 p.m. and Saturday from 10 a.m. to 5 p.m.

10. Image alt text

Describes what is in each photo. One natural mention of the property or city per image at most.

Image	Drop-in alt text
Hero photo	[Describe the actual scene], [redacted] apartments in [redacted], [redacted]
Building exterior	Exterior of [redacted] apartments at [redacted] [redacted] Ave
Interior, floor plans section	[Room shown] in an [redacted] apartment

Image	Drop-in alt text
Interior, amenities section (DSC07680)	[Amenity shown] at [redacted]
Gym photo	Fitness center at [redacted]
Laundry photo	In-unit washer and dryer in an [redacted] apartment
Studio floor plan	Floor plan of the [redacted] square foot studio at [redacted]
Deluxe floor plan	Floor plan of the [redacted] square foot one-bedroom deluxe at [redacted]
Two-bedroom floor plan	Floor plan of the [redacted] square foot two-bedroom, two-bath at [redacted]
Three-bedroom floor plan	Floor plan of the [redacted] square foot three-bedroom, three-bath at [redacted]
Logo	[redacted] Apartments

Replace both stock photos with real photos of downtown [redacted] or the property. If they stay, describe them plainly: "People dining at an outdoor restaurant."

11. Schema markup

Replaces the current ApartmentComplex block. Add one `makesOffer` entry per floor plan, following the studio example. Fill the bracketed values. Structured data makes the facts readable to search engines and AI assistants. It does not guarantee a rich result.

```
{
  "@context": "https://schema.org",
  "@type": ["ApartmentComplex", "LocalBusiness"],
  "@id": "https://[redacted].com/#apartmentcomplex",
  "name": "[redacted] Apartments",
  "description": "Studio, one-, two-, and three-bedroom apartments from [redacted] to [redacted] square
feet in downtown [redacted], [redacted], each with an in-unit washer and dryer.",
  "url": "https://[redacted].com/",
  "telephone": "+1-[redacted]",
  "priceRange": [redacted] to [redacted] per month",
  "image": "[URL of current hero photo]",
  "logo": "https://[redacted].com/wp-content/uploads/2021/01/ue-logo.png",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": [redacted] [redacted] Ave",
    "addressLocality": "[redacted]",
    "addressRegion": "IN",
    "postalCode": [redacted]
    "addressCountry": "US"
  },
```

```
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "[latitude]",
    "longitude": "[longitude]"
  },
  "hasMap": "[Google Maps URL from the Business Profile]",
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
      "opens": "10:00",
      "closes": "18:00"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": "Saturday",
      "opens": "10:00",
      "closes": "17:00"
    }
  ],
  "petsAllowed": "[true or false]",
  "tourBookingPage": "https://[redacted].com/contact/",
  "amenityFeature": [
    {"@type": "LocationFeatureSpecification", "name": "In-unit washer and dryer", "value":
true},
    {"@type": "LocationFeatureSpecification", "name": "Fitness center", "value": true},
    {"@type": "LocationFeatureSpecification", "name": "24-hour clubhouse", "value": true},
    {"@type": "LocationFeatureSpecification", "name": "24-hour arcade room", "value": true},
    {"@type": "LocationFeatureSpecification", "name": "Resident parking", "value": true}
  ],
  "makesOffer": [
    {
      "@type": "Offer",
      "name": "Studio, 1 bath",
      "priceSpecification": {
        "@type": "UnitPriceSpecification",
        "price": 1249,
        "priceCurrency": "USD",
        "unitText": "MONTH"
      },
      "itemOffered": {
        "@type": "Apartment",
        "name": "Studio",
        "numberOfBedrooms": 0,
        "numberOfBathroomsTotal": 1,
        "floorSize": {"@type": "QuantitativeValue", "value": [redacted] "unitCode": "FTK"}
      }
    }
  ],
  "sameAs": [
    "https://www.facebook.com/[redacted]",
    "https://www.instagram.com/the[redacted]",
    "[Google Business Profile URL]"
  ]
}
```

Also in Yoast: set the site name to "[redacted] Apartments," set site representation to Organization, fill the site description, and set a real property photo as the default social image. Then connect this block to the Yoast graph: the homepage WebPage entry should reference https://[redacted].com/#apartmentcomplex as its "about" or "mainEntity." Without that link, the new block is as disconnected as the old one.

12. Quick technical fixes

Footer phone link

```
<a href="tel:[redacted]">[redacted]</a>
```

robots.txt

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://[redacted].com/sitemap_index.xml
```

Redirect

```
301: /amenities/  ->  /luxury-apartments-amenities/
```

Then remove the fallback that sends unmatched URLs to the homepage, so dead URLs return a real 404.

Sitemap: exclude the `/home-backup/` page from the sitemap, or restore it if it is still needed.

Apply Now: confirm with management what is available and what the portal flow creates. If units can be leased, change the "Join Waitlist" label to an apply label. If they are only coming available, show the expected dates. Then reconcile plan names, bedroom counts, square footage, and rents between the website and the portal, add floor plan images, and replace the out-of-service phone number shown there.

Mobile header: add a tap-to-call phone link and a "Schedule a Tour" button to the mobile header, plus a visible Apply Now link.

One Bed Deluxe video: link the correct video file, or remove the button until one exists.

Google Business Profile: confirm who manages the profile, claim it if nobody does, confirm the primary phone number, review the "Located in: [redacted]" label, upload current photos of the exterior, each unit type, and the amenities. The site's blog and gallery already hold property

photos that can be reused right away. Post only real photos of the property, not stock images. Then start replying to reviews, newest first.

13. Footer

One name and one address format, plus the missing trust elements.

> [redacted] Apartments
> [redacted] Ave, [redacted], [redacted]
> Call or text: [redacted]
>
> Leasing office hours
> Monday to Friday: 10 a.m. to 6 p.m.
> Saturday: 10 a.m. to 5 p.m.
> Sunday: Closed
>
> Privacy Policy | Accessibility | Equal Housing Opportunity [logo]

Add the four neighborhood pages and the blog to the footer menu.

14. Final call to action

Replaces "[redacted]'s best choice for apartment living," which is unprovable, with an offer and two ways to act.

> See it in person. Tours run Monday through Saturday.
>
> [Button: Schedule a Tour] Call or text [redacted]

Confirm tour days and times before publishing this line and FAQ Q7. Office hours do not establish tour hours.

Open items to verify before publishing

- The complete plan list, and how the website's four categories map to the portal's six plans
- Bedroom counts, square footage, and rent for every plan, and whether a studio exists
- Pet policy, parking cost, utilities, and lease terms
- Walk and drive times to downtown, [redacted], and [redacted]
- [redacted] commute options and times
- Are there shops or cafes on site, as the current amenity list says?
- Bedroom and bathroom layout of the two- and three-bedroom plans, and whether balconies or sunrooms are standard or optional
- What the [redacted]" program is
- What the [redacted] tracking script records, and whether a privacy policy exists

- How dead URLs reach the homepage, and the HTTP status code returned
- Core Web Vitals scores in PageSpeed Insights, plus Search Console queries and tracking for calls, tour requests, and applications
- Whether the /home-backup/ page still exists in WordPress, and why it is in the sitemap
- Whether to add an `llms.txt` file (optional)
- Whether the X/Twitter profile is still active
- Confirm who manages the Google Business Profile, then resolve the phone number mismatch and the "Located in: [redacted]" label
- Fair Housing review of the current renter-type wording
- Current availability, and whether the portal flow ends in an application or a waitlist entry
- Which of the two working phone numbers is primary, and who answers the website line
- Whether the chat widget's tour scheduler and the contact form each work end to end
- Whether Apply Now is visible on the mobile homepage

Dual-optimization confirmed: every finding and every line of rewrite copy in this document is built for both Google search ranking and LLM/AI retrieval (GEO/AEO). Title and meta description follow Google's length conventions. Question-shaped headings, fact-first answers, structured unit data, and natural-language query mirroring make the page easier for AI assistants to read and quote. None of this guarantees rankings or citations.