

# The Heyward Apartments

## AI SEO CASE STUDY



### Community Overview



**The Heyward Apartments** offers modern 1- and 2-bedroom apartments in Corinth, Texas

### Client Goal

Increase **The Heyward's** visibility across **AI-powered discovery platforms**.

At the start of the engagement, The Heyward had:

- Little to no visibility across AI platforms such as ChatGPT, Perplexity, and AI Overviews
- Limited presence for branded and localized non-brand prompts
- Weak authority and inconsistent AI visibility signals



### AI Powered SEO Strategy

We implemented a focused **AI SEO strategy** aligned with how prospects discover and evaluate communities through **AI platforms**.

- ✓ Optimized **meta titles** and **content** for AI Platforms
- ✓ Enhanced **off-page consistency** & authority to boost rankings
- ✓ Google Business Profile strategy to improve brand & location recognition

**41%** AI Visibility



Sentiment Score: **68**



**#1** Branded Prompt Position

**+156%** AI Visibility across ChatGPT, Google AI Overviews & Perplexity



ChatGPT



AI Overview



perplexity

We ranked **The Heyward Apartments** over their competitors by leveraging **AI-powered SEO**.

#### ✓ AI Visibility Growth

Percentage of charts mentioning each brand



Brand	Visibility	Sentiment	Position
The Heyward Apartments	41%	68	# 2.4
Arden at Corinth	36%	68	# 2.7
Oxford at The Boulevard	35%	72	# 2.3
Oxford at Lake View	30%	72	# 2.9
Kensington Park	20%	68	# 3.8
Millennium Place Apartments	12%	71	# 2.9

- ✓ AI Visibility jumped by **156% in 6 months**
- ✓ Sentiment score increased to **68**
- ✓ Increased **AI position #2.4** across both brand & non-brand