

QUICK REFERENCE

APARTMENT WEBSITE CHECKLIST

BRAND & POSITIONING

- ☐ Homepage delivers instant value
- ☐ Unique amenities are highlighted
- ☐ Photos cohesive and on-brand

USER EXPERIENCE

- ☐ Navigation is intuitive
- ☐ Mobile experience tested
- ☐ Page speed validated

CTAS & LEAD FLOW

- ☐ CTA hierarchy confirmed
- ☐ Specials displayed prominently
- ☐ All CTAs functional + mobile-friendly

CONTENT & STRUCTURE

- ☐ Copy answers real renter questions
- ☐ SEO structure in place
- ☐ Neighborhood page accurate + helpful

FLOOR PLANS

- ☐ Pricing + availability integrated
- ☐ Comparison elements clear
- ☐ In-line CTAs in place

PRE-LAUNCH

- ☐ Redirects complete
- ☐ Forms routed properly
- ☐ GA4 + GSC active
- ☐ Noindex removed
- ☐ Social previews correct