Charter Global

CASE STUDY – Charter global Improves and Optimizes Rentals.Com Website

About the Client

The client is a leading digital marketing solutions company that empowers millions nationwide to find apartments and houses for rent. Through their brands, the client continues to simplify the apartment search experience while driving quality advertiser leads that result in occupancies and a high return on investment. With their powerful online and mobile solutions that provide prospective renters with the information and tools they need, the client connects consumers with a home that reflects their personal lifestyles. The client helps people navigate the rental journey by providing a delightful, stress-free experience so that all renters can find and enjoy their ideal home.

Key Challenges and Project Constraints

With a large network of sites, RentPath needed to simplify their search engine by migrating Rentals.com (part of their large network of sites) to a Single Page Application (SPA) within less than 5 months. This SPA was to include new designs, features, and SEO enhancements to support higher lead conversions and an optimal user interface. A new RentPay feature was to be installed so as to allow users to make their payments online

The Solution

Using new designs from RentPath, Charter Global updated their existing framework for all of the websites housed by rentals.com. By supplying prototypes along the process on a weekly basis, RentPath was able to track the progress. New display properties including Google Maps, filter and sort capabilities, and meta information enhanced the user interface and overall site performance. The RentPay feature proved hugely successful, allowing renters to make payments from the comfort of their own home.

Features

- **New Design**: By redesigning the site and migrating it to a more common technolo platform, more features were added to help renters find a place to live.
- **Integrating Map and Search Filters:** Modernized search functions for users to narrow their results with specific filters, such as radius, schools, and square footage.
- **Enhanced Advertising:** Leads have increased, with traffic more than doubling in size, from -30 to +40% Year Over Year (YOY) post production.
- **Improved User Experience:** Bounce rate decreased by 33%, with user engagment time 25% longer and users viewing 46% more pages.
- **Search Engine Optimized:** The site was optimized using best practices including the addition of meta tags, adding schema.xml, sitemap xml, and Google Tag Manager for analytics.
- **New RentPay Feature:** Implementing RentPay allows consumers to pay their rent online, and landlords to collect these payments.

Benefits

- Improved site performance
- Increased organic traffic
- Increased lead conversions
- User friendly designs increased user engagement time, reduced bounce rate
- Enables online rent payments and collection

Methods Employed

- GraphQL with Apollo client
- Redux and Reselect
- ES-Lint
- Git
- Google Maps API
- Google Tag Manager
- Meta tags
- Sitemap.xml
- Schema.xml

Why Charter Global

- Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
- Developed a portfolio of over 100 successful project implementations.
- Nearly 1000 full-time IT professionals support client projects.
- Established customer base of Fortune1000 industry leaders.
- Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
- Active database of nearly 2M consultants.
- Experienced Talent acquisition teams support client projects.

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.