# Driving Engagement and Leads with a Multi-Guide Content Strategy

A long-term seoplus+ client in the Ottawa rental housing market wanted to expand their digital reach. We identified that this would best be done through evergreen content that provides real value to renters while supporting long-term lead generation. Our objective was to build strategic, search-driven resource guides tailored to the unique needs of different renter audiences.

Content   SEO

Newcomer Guide: Renting in Canada

Young Professional's Guide: Renting in Ottawa

First-Time Renter's Guide: Renting in Ottawa

> "Search visibility today isn't about just publishing more content, it's about publishing strategic and original content that solves real user intent gaps. The best path for that to happen is to get SEOs, content writers, and clients work as a unified team."

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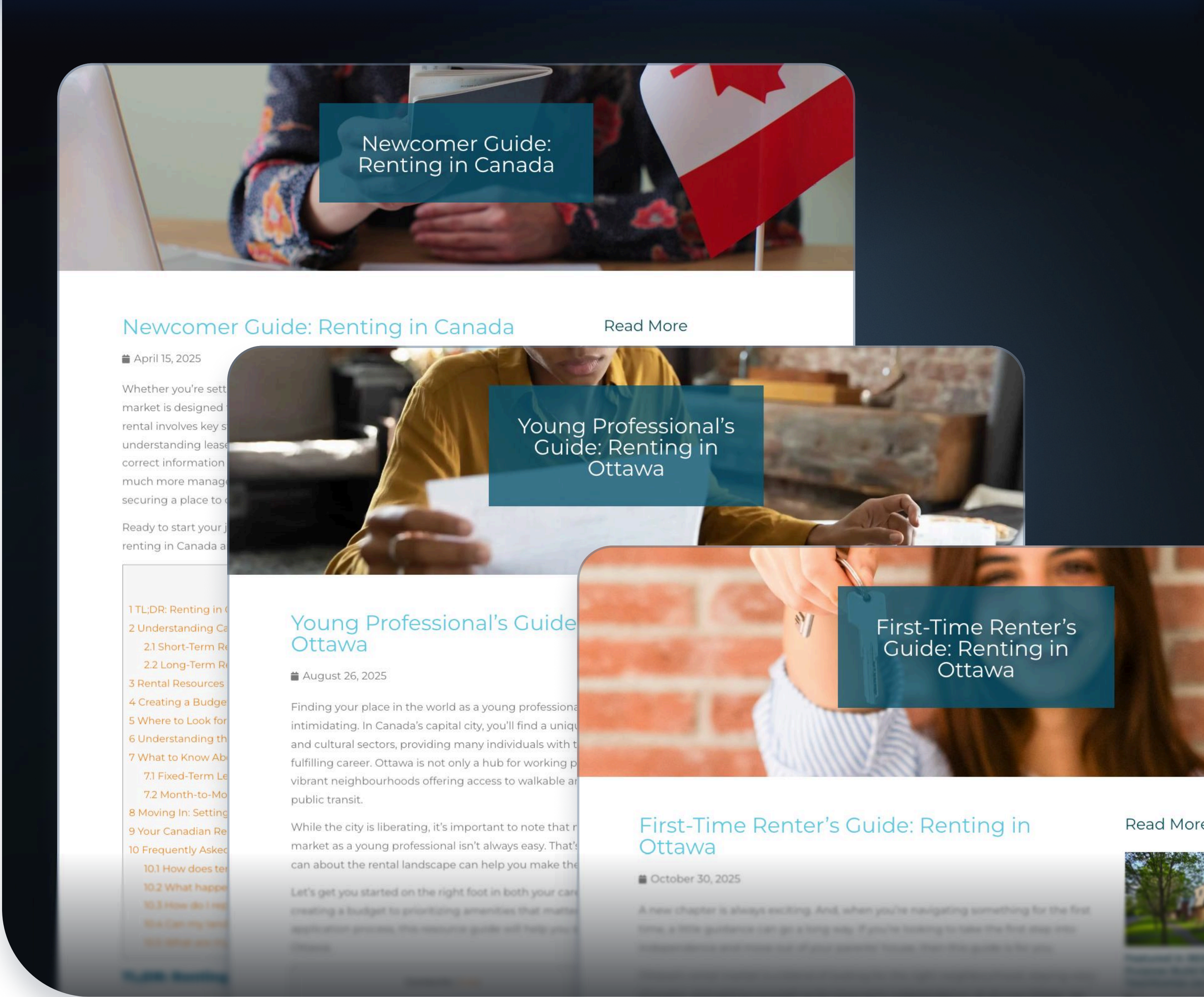
The Challenge

A local Ottawa rental housing provider needed a content strategy that could reach multiple renter personas: young professionals, newcomers, and first-time renters, without competing for the same keywords. Competitor resources were often generic, fragmented, or lacked Ottawa-specific insights. The challenge was to create high-value, evergreen content that aligned with SEO best practices, reflected real market expertise, and performed well in traditional and AI-driven search results.

The Approach

seoplus+ developed three long-form resource guides, each tailored to a distinct user segment. The strategy focused on:

- Persona-driven keyword segmentation to prevent cannibalization.
- Strong E-E-A-T foundations, including government, financial, and tenant-rights references.
- SurferSEO optimization, with the Newcomer Guide achieving a high score of 68.
- Scannable structure using clear headings, tables of contents, and long-form depth aligned to search intent.
- Integrated videos to improve engagement and AI search visibility.
- Internal and external linking to build topical authority and credibility.

This created a cohesive content ecosystem that balanced rankings and user experience.

The Results

Young Professionals Guide
- 209 engaged sessions
- 12.92% bounce rate
- 32 key events
- Featured in AI search results

Newcomer Guide
- 101 engaged sessions, 13.68% bounce rate
- 8 key events
- Featured in AI search results

First-Time Renters Guide
- 70 engaged sessions, 12.5% bounce rate
- 2 key events

Overall Impact

Two guides already appear in AI-driven search results, each ranks for unique non-overlapping keywords, and all three contribute to stronger topical authority and lead generation. Annual refreshes will maintain accuracy and long-term performance.