

# Enhancing the tenant experience with mobile

## Client

Sugarhouse Properties

## Industry

Housing

## Project

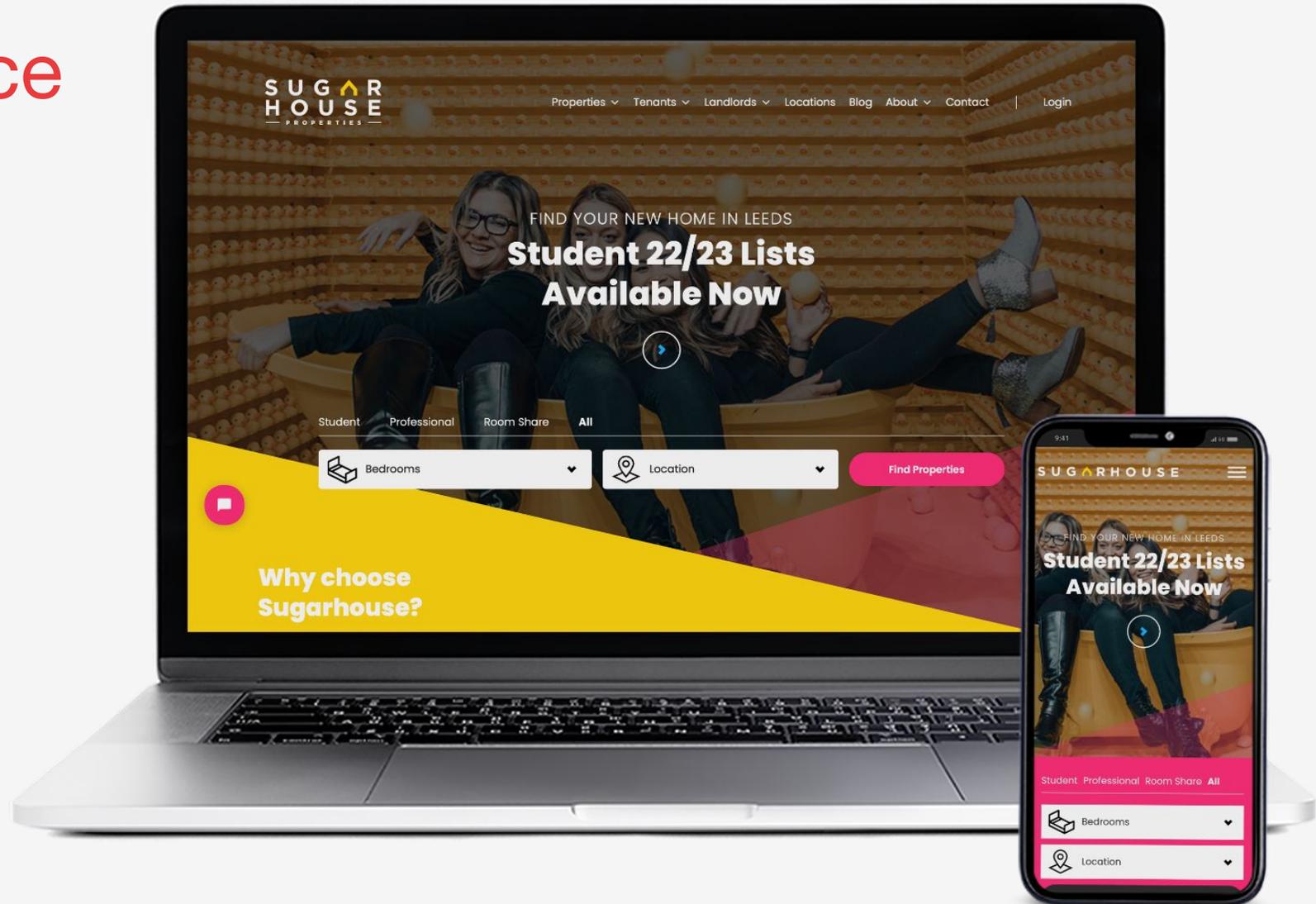
Platform design and integration

## Focus

SEO with a mobile-first approach

## Success

Greater audience reach



## A bit of **background**

Sugarhouse Properties is a **forward-thinking estate agent** based in Leeds, offering property management and lettings services to landlords, students and professionals.

While they say they provide tenants and landlords with an end-to-end service, **the lengths they go to extends well beyond** the remit of a traditional estate agent.

While they offer typical services like identifying suitable properties for tenants, carrying out regular maintenance repairs, and **guiding landlords through the entire buy-to-let process** – their additional services range from arranging personal cleaners, broadband and contents insurance, as well as partnering with various bars, restaurants and gyms in the city to give tenants a well-rounded experience of living in Leeds.

## The **opportunity**

Although Sugarhouse thought of their brand as forward-thinking, their website didn't reflect this. **It lagged far behind competitors** in the student and professional housing market.

Due to a lack of functionality and poor performance on Google Analytics, they weren't giving customers the service they needed and received little organic traffic.

**What the team wanted to give their customers was obvious:** increased convenience, up-to-date content, faster page speed, an intuitive and interactive website, and an app that made their lives as a tenant easier.

**6B were tasked with extending the reach and influence of Sugarhouse** within the rental market, rebuilding the website with SEO at the forefront of design, and creating an app that met the demands of modern customers.

To achieve this, the following features would be required:



**A website rebuild**  
with an advanced SEO  
strategy to match



**A mobile-centric**  
website, plus an  
engaging lifestyle app



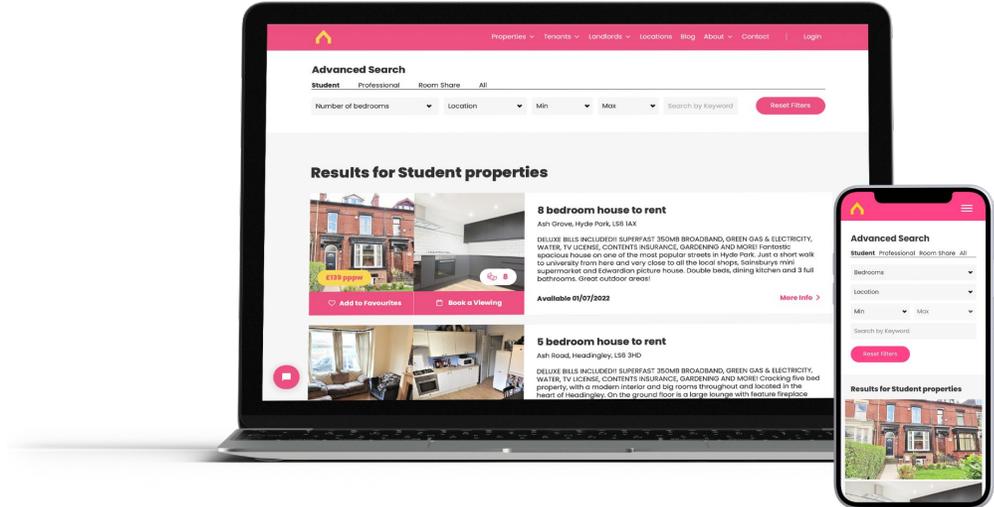
**Login pages for**  
tenants and landlords,  
with admin functionality



# What we did

Our research began with Sugarhouse’s competitors and their websites. We identified their best practice methods and key search terms to ensure the rebuilt website was optimised, ranking better than before.

We conducted pre-launch testing too, running checks to ensure domain authority was maintained. Plus, we knew they’d want to measure the improvement, so we established key success metrics to show just how much the new site was outperforming the legacy site.



# Key features



**Enhanced search filters and criteria** to aid house-hunting



**A mobile-first build** underpinned by intuitive, responsive content



**Chatbot integration** to offer users 24/7 customer support



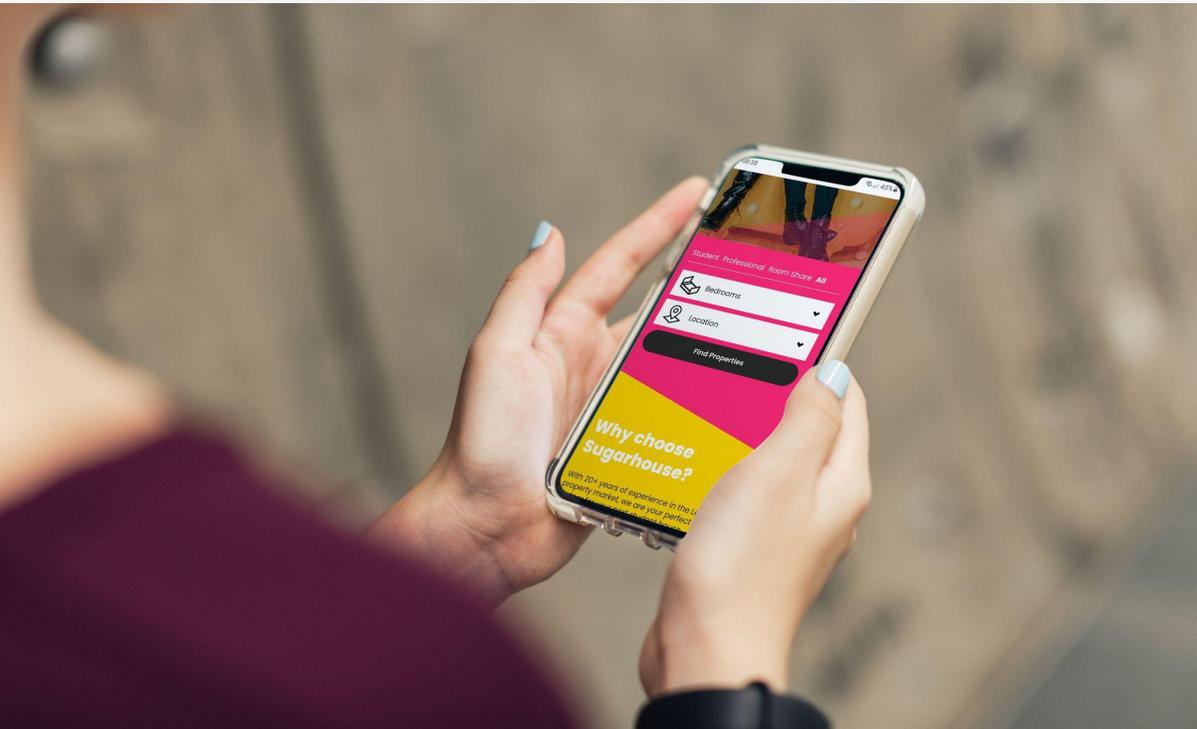
**A single platform** to control both the app and website, thanks to a headless CMS



**Admin functionality** so employees could add and customise content in real-time



**Voucher code fields** and pop-ups about special offers were added to drive sales

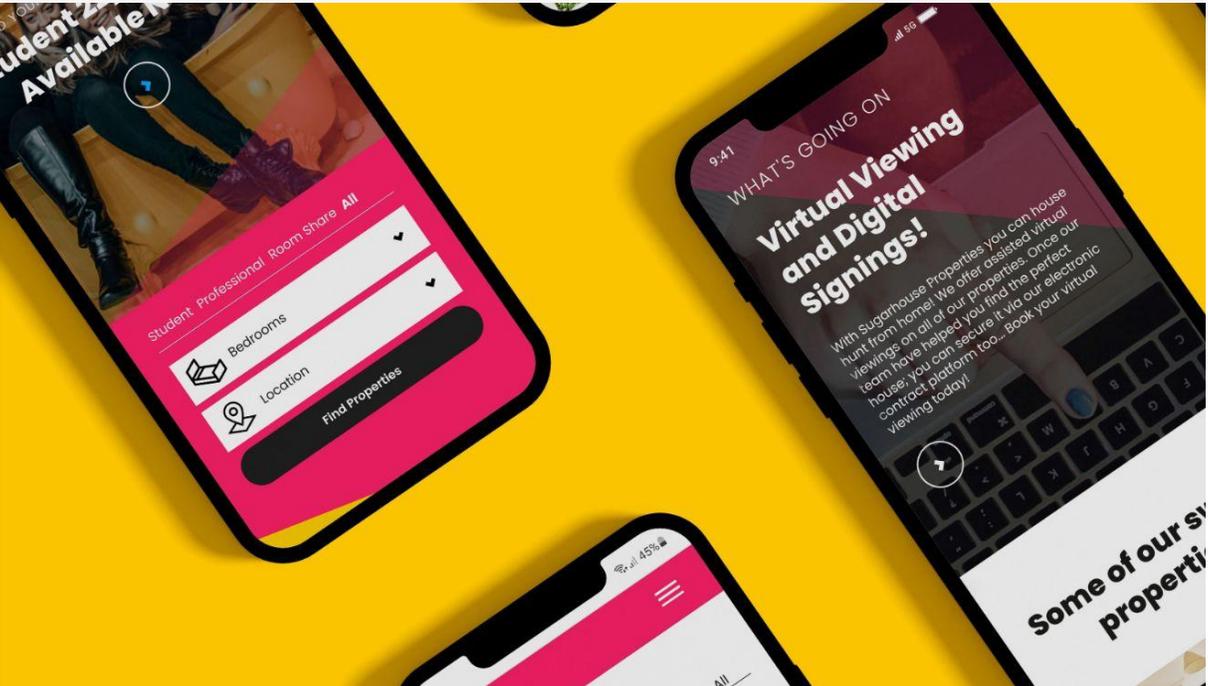
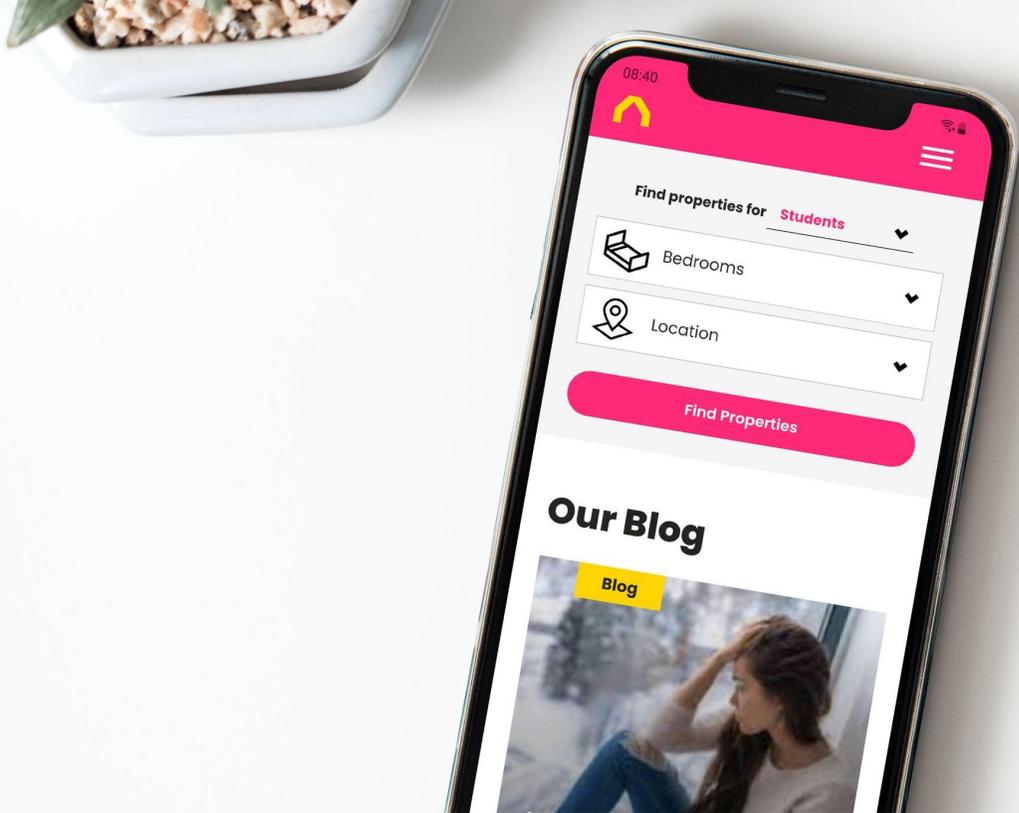


# Launching the app

After we'd taken care of the web experience, we worked with Sugarhouse to **take their mobile efforts to the next level**, building the lifestyle tenant app named **SugarHive**.

While tenants could use it for account management tasks like accessing rent agreements and making payments, it also **encouraged a community feel**, notifying tenants of events and offers in the local area.

These new digital solutions have only just launched, and we're looking forward to working with Sugarhouse more on taking their products far **beyond customer expectations**.



**Looking to accelerate your next digital project?**

**Let's talk today**



Chat to our **Business Development Manager** and let's get started.

matthew@6bdigital.com  
+44 (0)113 518 5335