

## SEO tips for Realtors

(or what the SEO experts want to keep to themselves)

**This special Web Real Estate Tools report** will arm you with knowledge so you will NEVER have to pay for Search Engine Optimization (SEO) or pay per click (PPC) ever again!

**Search Engine Optimization (SEO) is not rocket science!** Our message is simple:

***“Let us teach you how to fish so that you can feed yourself!”***

If you are reading this eBook we assume you already have a blog setup. If you don't, please visit [Web Real Estate Tools](#) and get your blog online right now otherwise will find this information of absolutely no value!

You can also [hire Drew & Peter](#) to help you set up your blog.

If you purchased this Ebook you have 3 months complimentary access as a Platinum member of WebRealEstateTools (a \$51 value) – your user name and password will be sent to you on confirmation of payment. You will need your login information to review some of the links incorporated in this report.

*WARNING – this book is not filled with a bunch of fluff to fill pages!*

Ok now that we are all on the same page – **let's get with it!**



## Contents

We hope that you appreciate that we value your time enough to give you just the information you need to understand & implement these SEO Tips.

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## What does Google want

Google's algorithm is top secret and they do change it frequently. But don't freak out, you can become skilled at SEO quicker than you could imagine.

Before you get started you need to understand the psychology behind why people search the internet. You also must understand what Google wants.

People search the internet for 3 basic reasons; here they are:

1. **To Buy Something** - they already know what they want and they aren't leaving their computer until they have purchased it.
2. **To Do Research** - they have a question, and they want it answered. What is the San Diego real estate market like? How does the weather affect my electric bill?
3. **They're Bored** - they should be working, but instead they decide to surf the internet and wait for the clock to strike 5:00 so they can go home.

### So what does Google want?

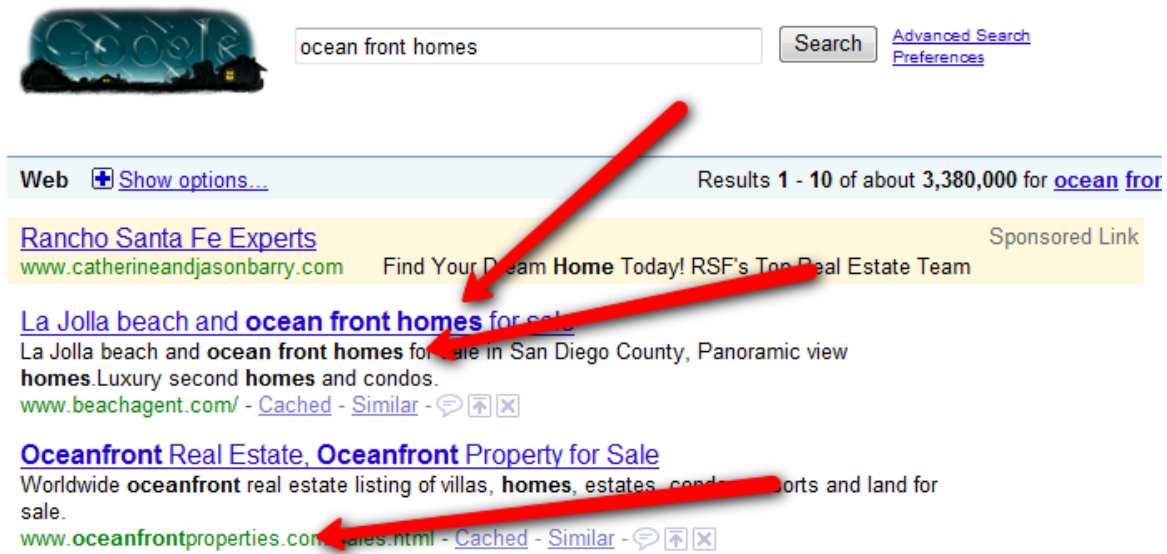
This is simple. Google wants the exact same thing you want when you search for something - **relevant content**

So what does this mean? Simply that Google wants to see content and keywords on your site that match your page title and Meta descriptions.

Nothing is more frustrating than to do your search, click on a site that promises to have what you are looking for and when you get there you quickly realize you were duped.

**Example:** if you type into Google "ocean front homes" you want to see ocean front homes on the website you click on, NOT homes in the valley. Right?





In the above example you will see that the top 2 results below the paid advert on Google are done very well. The exact keywords are in the first results title and in the Meta description.

What's interesting is the 2<sup>nd</sup> result shown has the better domain address because the keyword is also in their domain.

They are both right on target too - both sites show you ocean front homes.

## TIP #1

Overlook this tip and you will get absolutely nowhere in the SEO game.

**Construct your titles carefully.** Use the exact phrase in the page title that you think a searcher is looking for. Duplicate that phrase in the meta descriptions (see page 10 for more information) and in the text on the page too.

Targeted traffic is high quality – that is what you are looking for. In the example above a web surfer would only click on the first link if you were interested in **La Jolla** ocean front homes.

*BTW it's no accident we show this example – [Beachagent.com](http://Beachagent.com) is one of Peter's sites. Set up in 2001 it's not a blog but it follows similar SEO principals.*



## So what keywords do I use?

**So many people start writing and posting crap** to their blog and social media sites before they even have a plan.

*This is ridiculous, do NOT do this!*

If you want to build your brand equity successfully online you must do so strategically. So what does this mean?

## **It means that you have to plan what you want to Rank For!**

Ranking near the top of Google is really rather simple; however, it does require some strategic thought on your part. You must plan for “what you want to rank for” and write your content around your keywords.

When writing your pages & posts, you should start with your keywords in mind. Keywords should be used in your Headlines, Page Titles and Meta Description.

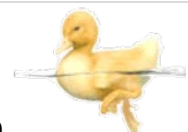
There are quite a few places to perform keyword research, the easiest ones in our opinion are:

- [Google](#)
- [Wordtracker](#)

Keyword research is tedious, confusing and can be a bit overwhelming. You just have to push through this! Once you begin to get a grasp on what works for your site you will become much more comfortable with selecting keywords.

Not every post or page will find its way to the top of the search engines, this isn't your goal. You just want the majority of them to be indexed and ranked near the top and since blogs almost require you to publish a great deal of content you shouldn't have any problems.

We don't want this to be a stumbling block for you, so you may want to use your Bonus gift “45 minute coaching call with Drew & Peter” to get up to speed with your keyword strategies. You can also chat with us in real-time right on our site at [Web Real Estate Tools](#).



## TIP #2

When you implement this one keyword technique you will be amazed with your results. It is so obvious it will hit you upside the head!

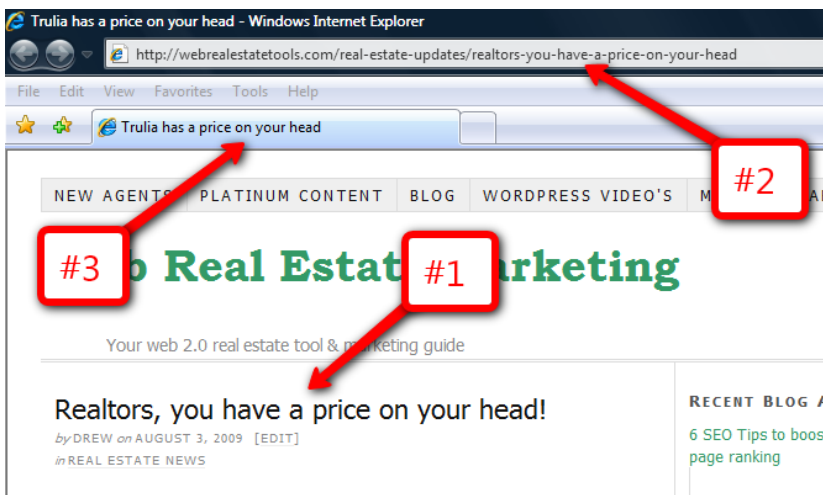
Every page or post in your blog is a landing page. Let me repeat that because the sooner you get it, the sooner your search rankings will improve:

*Every page or post in your blog is a landing page.*

In other words you will want to optimize the hell out of each and every page on your site. One of the most crucial ways to do this is to control the titles and description on each and every page.

If you set up WordPress properly, or use the right theme, you actually have 3 places with each blog post to describe your page to Google and the consumer:

1. Page Title
2. Page Slug
3. Title Tag and Meta Description



Here is an example:

All 3 places can be different giving you 3 unique ways to insert your keyword phrases in different combinations – this will increase your SEO

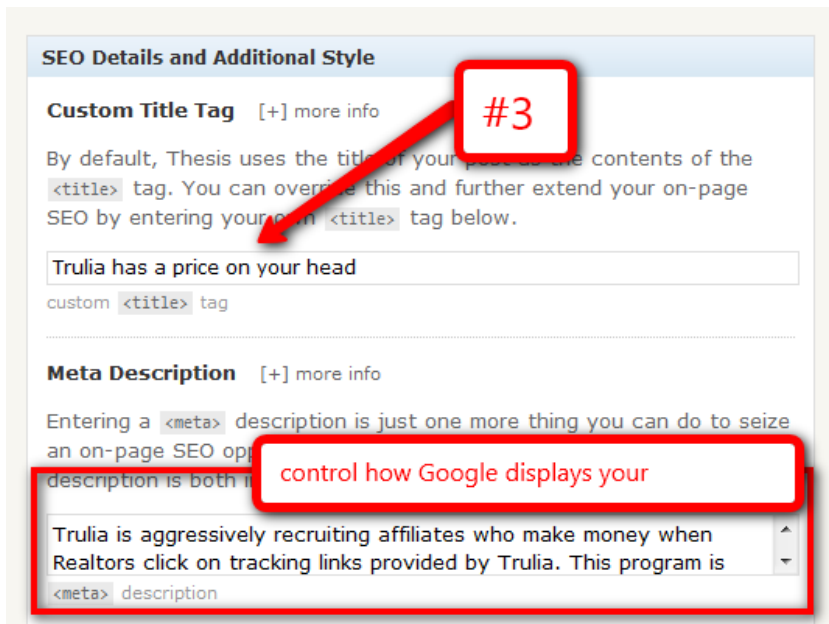
However, WordPress out of the box **does not have** the extra Title Tag and Meta Description built in.

We use the [Thesis theme](#) for WebRealEstateTools which does – otherwise you will want to add [HeadSpace2 WordPress plugin](#) which adds this essential functionality.



Adding a unique key rich description will have the added benefit of (usually, not always) controlling the text that Google uses when displaying your site in the search results, which adds to the likely hood of your link being selected by the searcher.

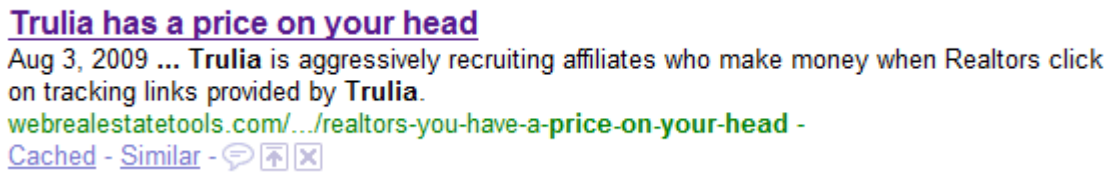
Here is how it looks in the WordPress dashboard:



Here are the fields added to the dashboard by Thesis – this is the theme we chose for WebRealEstateTools as it’s considered very clean code and exceptionally SEO friendly:

[Check out Thesis here](#)

So here is the result in Google, almost exactly as we coded it! How cool is that!



*Do this right* and you will get this sort of result from the search engines: click for an example of search results on Google: **“How to format a wordpress page”**

The last time we checked WebRealEstateTools was #1 ahead of the official Wordpress pages!



## All about long tail keywords

For a Realtor, there is one absolutely essential thing you must do with your SEO efforts if you want anyone to find you online.

Let's assume you want your blog to rank for something to do with "real estate", so you start doing some keyword research and quickly realize how competitive this is going to be unless you get more local.

Results 1 - 10 of about 482,000,000 for real estate

You will never be able to compete just on the term "real estate". More importantly you shouldn't want to compete for this keyword if you are a Realtor. The traffic will be massive **but the quality would be very poor** unless of course you have deep pockets and want to cover the Nation!

A home buyer or seller in Kansas doesn't help you if you live and work in California. Yes, I know you could always refer the deal, but for the purpose we are going to assume you a Realtor interested in dominating his/her local area.

Keyword research can be tedious and time consuming –but believe me, this is time well invested! You are looking for keywords in the sweet spot.

Keywords with lots of searches (not too many though) and enough advertising that you know the search traffic is there (1-3 pages of advertising is good, more than this and you may want to consider a different keyword).

To find these sweet spot keywords you need limit your focus to a predetermined [niche](#) - see below examples:

Results 1 - 10 of about 36,700,000 for [san diego real estate](#).

The two long tail keyword options below will provide much higher quality traffic for a Realtor working in the North Park area of San Diego, CA than the much broader keywords above.



Results 1 - 10 of about 1,220,000 for [north park san diego real estate](#).

Results 1 - 10 of about 1,490,000 for [homes for sale in north park san diego](#).

About this time, people start thinking things like “But isn’t this going to limit the number of web visitors I get?”

And the answer is ...

... YES, it will! Before you freak out and stop reading, take a moment to consider why you are doing this. *To attract motivated buyers and sellers to your blog site!*

## TIP #3

### Maximize Searches & Minimize Competition with long tail keywords

This strategy is only going to eliminate those consumers that would never do business with you anyway.

As a Realtor you are really only interested in those consumers who are looking to buy or sell a home in your target area; therefore, the more targeted of a keyword phrase someone types in the more likely they are a potential client.

You should check out our [keyword videos on WebRealEstateTools](#) which covers using [Wordtracker tools](#) and those provided to webmasters by Google.

You may also want to read

[SEO – Search Engine Optimization for your site.](#)



## Formatting your page/post

This is another simple step that should be obvious – but after looking at hundreds of Realtor websites & blogs I realize that none of the major website/blog providers are teaching you this critical step.

Buying a website/blog from a major company like: 1ParkPlace, Z57, Advanced Access, etc... is a lot like buying a puzzle that has one or two missing pieces ...

If you don't format your blog posts & pages properly your efforts might be just as useless, *so pay attention here*.

**This may be more important than everything else you've read in this ebook.**

Search engines scan a page from left to right and top to bottom. Make sure that your template has sidebars on the right hand side. This is so simple – don't mess it up. Using sidebars on the right side of your blog gives Google and the others the meat of your content first.

Since the search engines carry more weight to words nearer the top left of the page, you want to sprinkle your keywords from the top left down. Always try to get your keyword into your Title and Heading 2.

### **TIP #4**

Check out our tutorial with screen shots on [Web Real Estate Tools](#) to get a visual of what we are telling you. We will show you what we mean with screen shots from our very own site, we practice what we preach!

The main body of your posts and pages should always be “paragraph”. The title of each page & post should always be “H2 or Heading 2” as should the first paragraph of your post or page.

Do NOT make the mistake of using an “H1 or Heading 1” tag on the body of a page or post – this is another simple step that most get wrong.

Use **bold** to emphasize your keyword phrases for the viewer as well as search engines.



## Copywriting for consumers and the search engines

Now that you have learned how to properly format your blog pages & posts, it's time to master the skill of writing your content for the search engine spiders.

Most web pages are found via a search engine, so you need to understand how to write your content so that it appeals to both humans AND search engine spiders.

### Why is this important?

Because you only have about 3 seconds to convince the reader that they are in the right place. If you create any doubt in the consumers mind, they are out of there and will not return, *so pay close attention:*

Most humans have difficulty reading online, so you want to use a slightly larger font than you normally would and you want to keep your paragraphs to 3-4 sentences. In fact we have purposely written this ebook in a similar format to make it an easy read for you.

## TIP #5

Use a catchy headline for the first sentence of your blog post or page, and always use the "H2" Heading 2 tag. Give the headline some room to breathe ... white space is your friend.

Headlines should always be followed by meaningful sub-headings using the "H3" tag.

A well written headline will have your first time visitor saying to him/herself, "Perfect! It looks like this site will give me exactly what I am looking for!"

Your headline and sub-heading must assure the visitor they are in the right place.

Remember – it is critical to begin writing with your keyword(s) in mind! Now take a few minutes to read this page: "[How to write copy for the web](#)" on Web Real Estate Tools.



## Social networking, it's all about sharing

There are literally dozens if not more, ways to build links to/from your site. Some better than others ☺

The four (4) Link Building Strategies that we encourage you to begin with are listed below:

1. **Facebook** - The world's largest sphere! With more than 200 Million users at the time of this writing, and growing! The biggest question we get from Realtors is: "How do I get real clients from Facebook?" The other concern is: "How much time is this going to take me?"

Let me deal with the latter first: Social Media does require a time investment! Get over it; this is the "New Prospecting"! If you are an active Realtor and have no time blocked in your daily routine for prospecting, you can't really serious about being a Realtor.

Getting real clients from Facebook is very similar to getting results from the traditional methods like: cold/warm/follow up calls, door knocking and direct mail.

However, you are now working to "attract" new clients by posting relevant content vs. bombarding them with your personal advertisements. Do NOT use Facebook, or any social network site, for pushing your listings down your friends' throat.

### **We don't really care that you have a new listing. Sorry we don't!**

Focus on searching the internet for relevant news articles and helpful information and post the links to your Facebook profile for your friends' to review. This is how you build trust, loyalty and authority! Once you have achieved these three things with the consumer you will get business.

You will want to read these posts for more information on using Facebook to attract motivated buyers & sellers to your blog: [Facebook report for realtors](#), [About Facebook friends](#) and [How to create Facebook pages](#)



2. **Twitter** - Twitter is simply amazing for driving quality traffic to any site you want! Most likely you have no idea how powerful Twitter really is, there are hundreds of applications to enhance the program.

Yes! Twitter also requires a time investment. Get over it! You are still prospecting here!

Twitter is the hot new item, which means it is full of spam ☹ so it requires a little more attention from you. I could easily give you 30-50 pages of instruction on how to use Twitter, but I am not a fan of re-creating the wheel so I encourage you to check out this amazing system: [Twitter Rocket!](#)

At the time of this writing, [Twitter Rocket](#) was selling for \$97 but I promise you it is worth every penny if you want to learn how to drive hundreds or thousands of consumers to your blog site on a consistent basis.

3. **Craigslist** - Craigslist ranks very well in the search engines. A few years ago it was easy to do several deals a year from posting on craigslist; however, now I believe you get more link value than anything when you post on craigslist. Always leave a link back to your blog....obviously!
4. **Get Involved** - Once you have chosen your niche, search the internet for local blogs and forums and join the conversation. Monitor the conversation, read past conversations and then begin contributing to the discussion. Do NOT sell yourself or your services!!!!

## TIP #6

**Simply provide value!** The best way to do this is by answering questions, post comments to help people in the forum. Be sure to include your name & website link if the site allows you to. Potential clients will contact you when they need your professional assistance.

Link building takes time and effort, it is an ongoing process. Plan to spend 30-45 min per day every day rather than spending an entire day trying to get as many as you can, you will burn out quickly! You can do it!



## Bonus TIP

You want to use “internal linking” inside all of your blog posts & pages. This means that most of your blog posts should have a text link that links to another relevant page or post on your blog.

A good strategy is to create static pages for content that won’t change and then create timely posts with links to relevant pages to drive traffic to those pages.

Here is an example of a WordPress blog post linking to a page:

Want to see how, when, where your content is being duplicated, quoted or plagiarized. Powered by the feed spidering power of ://URLFAN.

See the little Gator logo at the bottom of this page? It turns red if we have been plagiarized – cool huh?

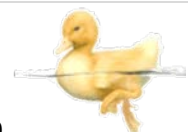


That’s it for now, we will keep our eyes peeled for more services you can use in your real estate marketing and blogging efforts. Don’t forget to look over the [free must have tools](#) we have already identified for you.

*That’s it for now!*

After you have setup your blog and implemented these simple SEO tips, post a comment on [Web Real Estate Tools](#) with your testimonial and or results.

Be sure to leave a link to your blog in your comment 😊



## Both Peter and Drew are active real estate agents ...

... who have tried everything and narrowed down what works on social media – and just as importantly what is a waste of time or money.

### Peter Toner

Peter is a self acknowledged "techie" agent who uses the web to find buyers and sellers for his team.

Since discovering WordPress, blogging and the proper use of SEO he has evolved into quite the expert.

### Drew Burks

Drew is an innovative real estate broker who has built a successful real estate brokerage in San Diego by providing his agents the newest resources & systems to increase their business.

His passion for helping others led him to build a Web 2.0 site for his agents. The site provides his agents an online control panel for easy access to all the tools & resources they need to efficiently manage their business.

After only 3 years as a Broker, Drew was awarded the prestigious Broker of the Year Award by San Diego Association of Realtors.

### [WebRealEstateTools.com](http://WebRealEstateTools.com)

Peter and Drew are now able to make all of our expertise available to fellow real estate agents.

If you have questions or need help you can contact us at

[drewandpeter@webrealestatetools.com](mailto:drewandpeter@webrealestatetools.com)

Or you can use Instant Messaging tools on our site to communicate in real time ...

