

Real Estate SEO Checklist

47 Proven Strategies to Rank Higher & Get More Leads

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█ High Priority █ Medium Priority █ Nice to Have

On-Page SEO (12 Items)

- 1. Optimize title tags for each page**
Include keyword + city. Keep under 60 characters.
- 2. Write compelling meta descriptions**
150-160 characters with keyword and call-to-action.
- 3. Use unique titles for every page**
No duplicate titles across your site.
- 4. Use proper H1-H6 heading hierarchy**
One H1 per page with primary keyword.
- 5. Include keywords in headings naturally**
Use variations and synonyms, don't stuff.
- 6. Write 300+ words per page minimum**
Blog posts: 1,000-2,000 words. Listings: 300-500 words.
- 7. Use keywords naturally (2-3% density)**
Primary keyword in first 100 words.
- 8. Optimize images with alt text**
Describe image accurately with keywords.

9. Use internal linking

Link to related properties, neighborhoods, blog posts.

10. Create clean, readable URLs

Use hyphens, include keyword, keep short.

11. Avoid URL parameters when possible

Use clean URLs instead of ?id=123.

12. Use HTTPS across entire site

Secure certificate on all pages.

Technical SEO (10 Items)

13. Page load time under 3 seconds

Test with Google PageSpeed Insights.

14. Mobile-friendly design

Test with Google Mobile-Friendly Test.

15. Optimize images for web

Compress, use WebP, lazy load.

16. Submit XML sitemap to Google

Via Google Search Console.

17. Check robots.txt file

Not blocking important pages.

18. Fix broken links (404 errors)

Audit monthly, set up redirects.

19. Implement structured data (Schema)

LocalBusiness, RealEstateListing schemas.

20. Largest Contentful Paint < 2.5s

Core Web Vital - optimize hero images.

21. First Input Delay < 100ms

Minimize JavaScript.

22. Cumulative Layout Shift < 0.1

Set image dimensions, reserve ad space.

Content SEO (8 Items)

23. Publish blog content regularly

Minimum 2-4 posts per month.

24. Target long-tail keywords

"Best neighborhoods in [City] for families"

25. Create neighborhood guides

One comprehensive page per neighborhood.

26. Answer buyer/seller questions

Create FAQ pages and "How to" guides.

27. Write for humans first

Natural language, genuine value.

28. Include original photos and videos

Professional property photos, walkthroughs.

29. Update old content regularly

Refresh statistics annually.

30. Create content for each buyer stage

Awareness, consideration, decision.

Local SEO (9 Items)

31. Claim Google Business Profile

Complete all information, add photos.

32. Collect and respond to reviews

Aim for 50+ reviews, 4.5+ stars.

33. Post updates to Google Business

Share new listings weekly.

34. Consistent NAP everywhere

Name, Address, Phone exactly the same.

35. Create citations in directories

Zillow, Realtor.com, Yelp, BBB.

36. Embed Google Map on contact page

Show your service area.

37. Create city-specific pages

One page per city/area served.

38. Get local backlinks

Sponsor events, partner with local businesses.

39. Use local schema markup

LocalBusiness with service areas.

Link Building (8 Items)

40. Guest post on real estate blogs

Write for industry publications.

41. Create linkable content assets

Market reports, infographics, tools.

42. Leverage vendor relationships

Request links from lenders, title companies.

43. Join professional associations

NAR, local REALTOR association.

44. Issue press releases for news

Awards, milestones, community involvement.

45. Offer expert quotes to journalists

Sign up for HARO.

46. Speak at local events

First-time buyer workshops, seminars.

47. Monitor and disavow toxic links

Check backlink profile monthly.

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