

Real Estate SEO Checklist

47 Proven Strategies to Rank Higher & Get More Leads

AI Property Writer | www.aipropertywriter.com

■ 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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