

# ROCKIN' WEBSITE SEO

**93%  
OF BUYERS**

LOOKING FOR A HOME  
USE ONLINE SEARCHES  
FOR LISTINGS AND  
INFORMATION DURING  
THEIR HOME-BUYING  
JOURNEY.

WHAT DOES IT TAKE  
TO BE SEEN ON THE FIRST  
PAGE OF GOOGLE,  
AND WHAT CAN YOU  
DO TO GET THERE?

**elevate**  
tryelevate.com



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# START WITH THIS EXPERIMENT...

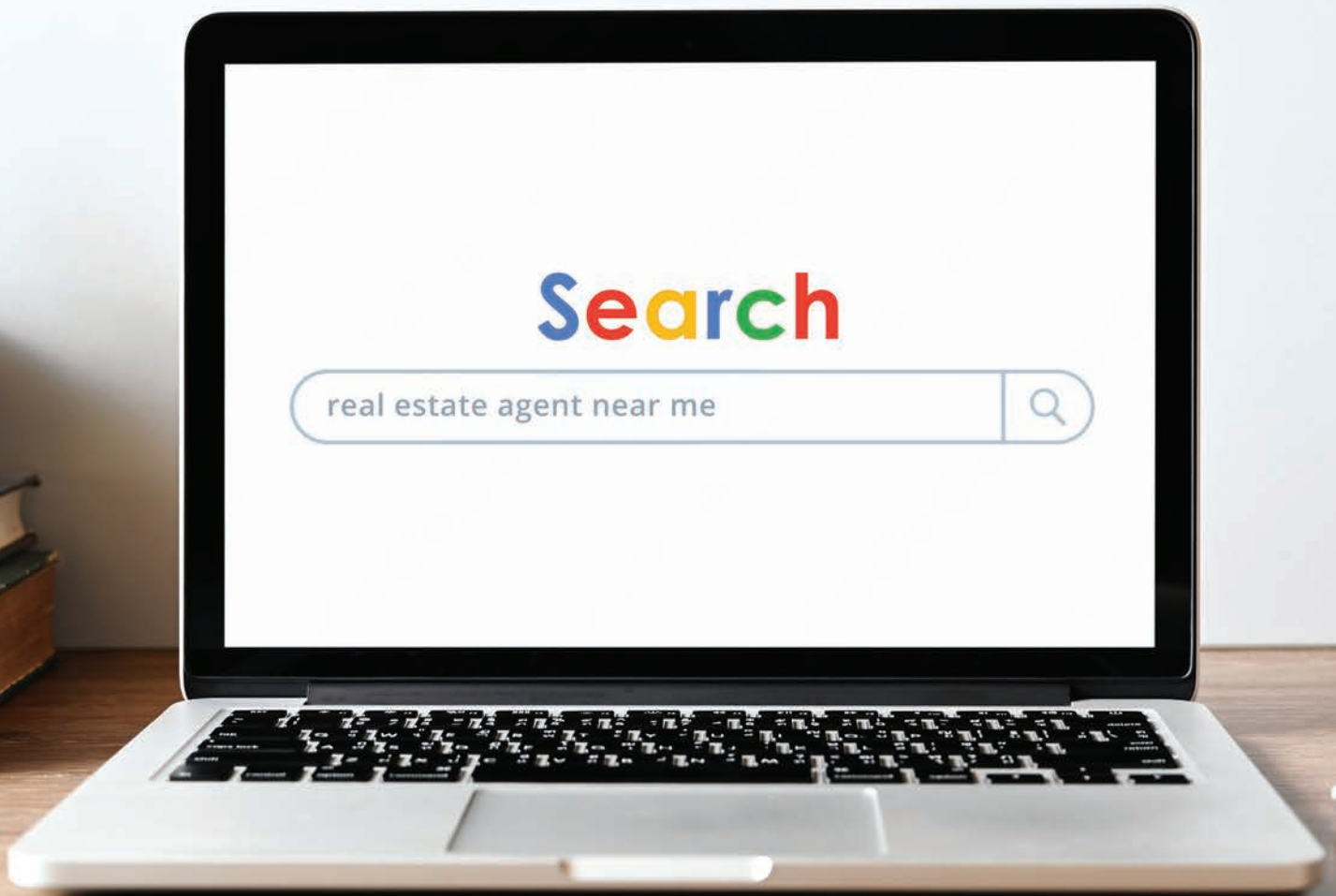
## SEARCH FOR “REAL ESTATE AGENT NEAR ME” ON GOOGLE RIGHT NOW, WHAT COMES UP?

Probably some paid ads, the local 3-pack of Google Business profiles,  
and the national players (Zillow, Realtor, Redfin, etc)...

## WHERE IS YOUR WEBSITE?

Are you featured in the “3-pack” (the top 3 search results)?  
Are you even on the first page?

If your answers are “No” or “I don’t know”, read on...





93%

OF HOME BUYERS

use websites for  
information sources during  
their home search.



91%

of people read  
reviews online,

84%

trust them as much  
as their friends.



44%

OF HOME BUYERS

START THEIR SEARCH  
looking online.

## SEO IS NOT LIKE IT WAS 10 YEARS AGO...

national companies own **80% of the front page**.  
Outside of the "Local 3-Pack", you are now fighting  
for the **remaining 2-3 available spots**.

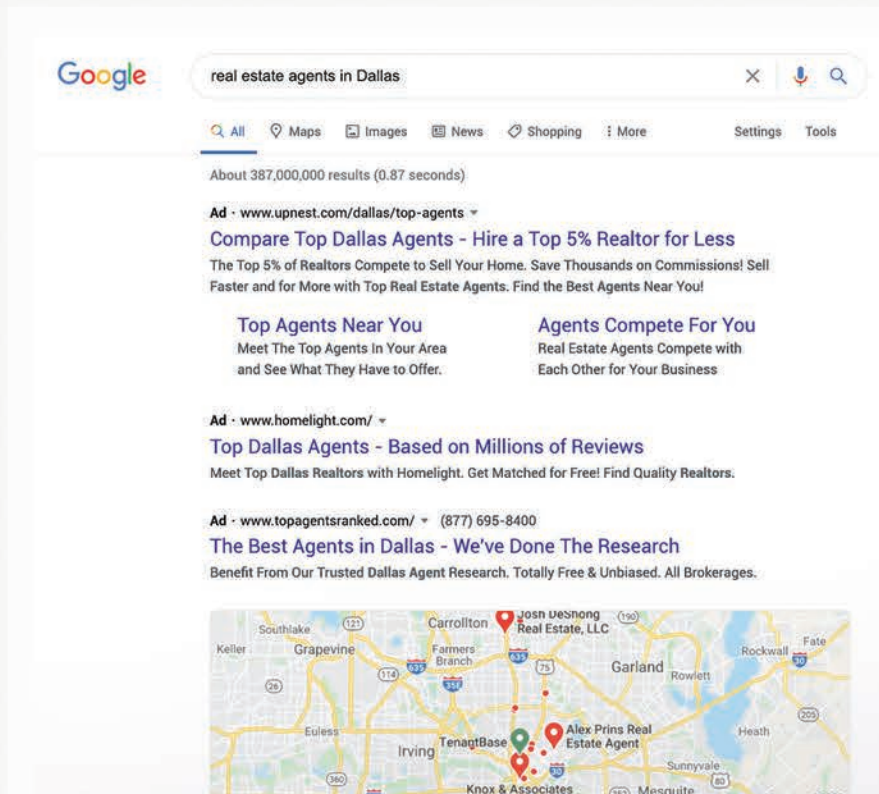
## LET THAT SINK IN...





## YOU ARE COMPETING AGAINST NATIONAL COMPANIES, NOT LOCAL AGENTS.

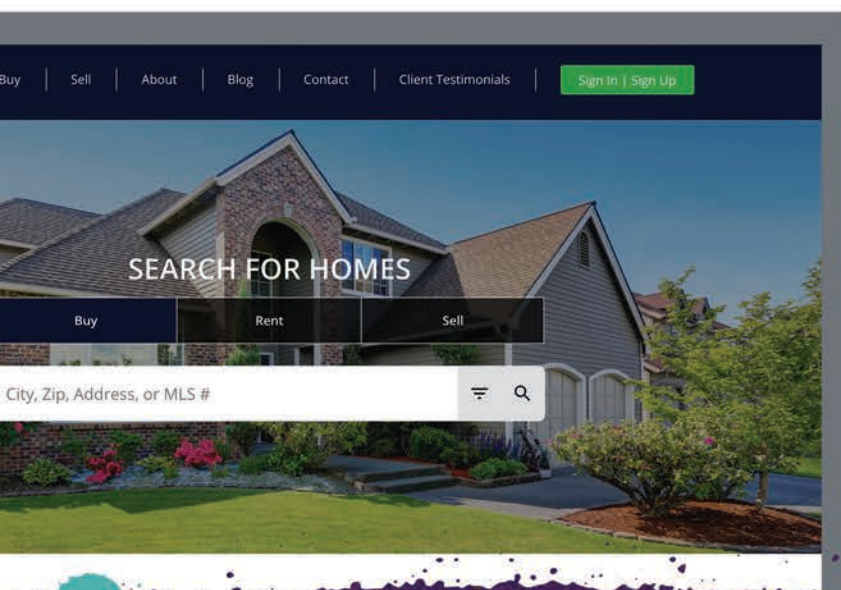
Run a google search for a listing in your area, how many agent websites are on the front page? Probably a couple outside of the business "3-pack". Those are the spots you are having to compete for with other local agents.



## NEW DOMAINS ≠ BETTER.

Older domains (10+ years) that have had content on them are valued more by search engine algorithms. If you have had your website & domain for a while you are starting off in better shape, but if you are a newer agent, don't worry, you still have plenty of opportunity to catch up.

**WARNING:** Putting your website on a new domain and pointing your old domain to it will kill any SEO value you had built up on that older domain.





## NOT ALL CONTENT IS KING

Blog content is the great equalizer, but it needs to meet several requirements to be effective in increasing your SEO.

- 1. Should be Tactical** - Not all real estate content, not always for the reader.
- 2. Should be Hyper-Local** - Content can be down to the neighborhood or individual listing-level of local.
- 3. Should be posted at least 2x a Week** - Frequency is key. Search engines value sites with consistent, fresh content.
- 4. Should be at least 300 Words** - Keep blogs shorter so it's easier for your audience to consume, and for you to create.
- 5. Should include Links that open in new tabs** - Linking out to external sources is good, but you want readers to remain on your site too.
- 6. Does not HAVE to be Real Estate Related** - Your audience is interested in other things too. Local events, new businesses arriving, DIY projects, lawn maintenance tips, showcases of other small businesses in your area, etc.

NEW CONSTRUCTION



BELLEAIR COUNTRY CLUB



EVENTS



CONCERT



FARMER'S MARKET



NEW LISTING



3 BEDROOMS



## NOT ALL KEYWORDS NEED TO BE REAL ESTATE

Like your blog articles, non-real estate keywords can bring in as much traffic, if not more. Use real estate keywords when appropriate, and use non-real estate keywords when appropriate.

An article that is about local events or news should not contain keywords text that is filled with real estate. People will see this in a google search & create a cognitive dissonance that can prevent them from clicking.

### What Does It Take to Engage a Buyer?

by John Smith 6/29/20



#### 3 Common Homebuying Fears

by Eric Pointer 03/17/2020

by John Smith 6/29/20



Purchasing a home should be fun, memorable process. However, many homebuyers struggle with fears as they embark on the process of acquiring their dream homes.

Some of the most common homebuying fears include:

1. I will pay too much for a house.

Overspending on a house is a common fear among homebuyers nationwide.

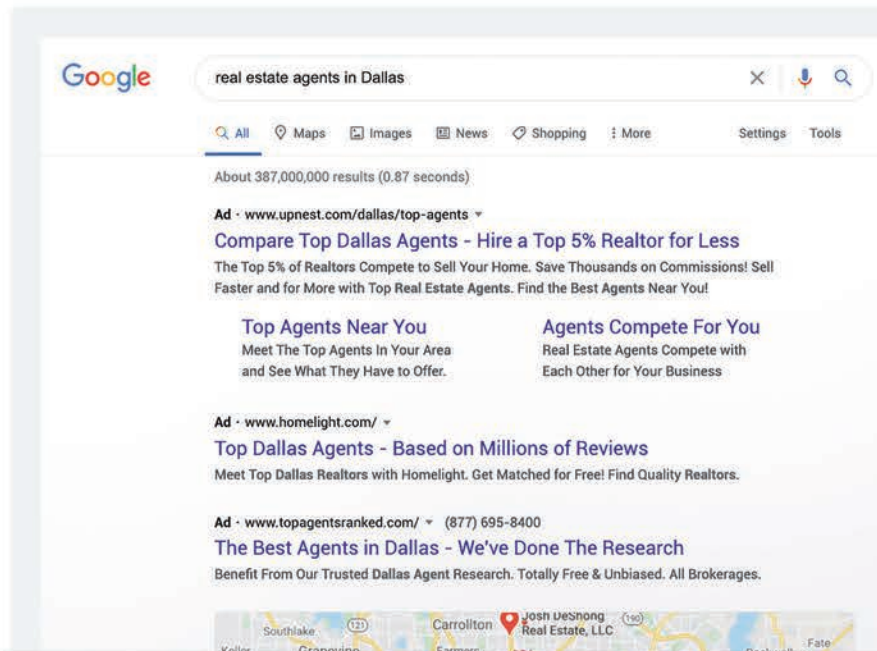
If you pay too much for a house, you may struggle to afford the monthly payments for the duration of your mortgage. Perhaps even worse, your house may lose value over time. And if you eventually decide to sell your home, you may be forced to accept less than what





## GOOGLE BUSINESS REVIEWS ARE YOUR BEST FRIEND

If a search engine has a review feature, you HAVE to use it! If you want to appear in the “3-Pack” of feature businesses on Google’s front page, you need to be on Google Business getting 5-star reviews.



## BEING FOUND FOR CONTENT UNRELATED TO REAL ESTATE IS OK!

If you get 100 people to find your blog post about summertime grilling, statistically 8 of them are, or about to begin, searching for a home.

Limiting yourself to only real estate topics only makes blogging more difficult and time-consuming.

## SUMMERTIME GRILLING



**Tactical blogging is your best friend (Blog for Google, not for readers)**



## BREAKING NEWS VS. TRENDING NEWS

Real-Time blogging, sharing content as it happens. This kind of content will most likely not be real estate-related, and that's OK! You are looking for something that isn't known yet, and you don't need to be a journalist to use your local network (or, your eyes) to get the scoop. Post news that isn't news yet, like a new restaurant opening up, a development being added to a community, an event coming to town, etc.

If the news is a day old (trending), posting about it will not help your SEO. But if you can get ahead of the other news outlets, your blog article will ride the wave on page 1.



## BE HYPER-LOCAL

If you are getting generic content posted for you, localize it. Add your city or community's name into the article (where it makes sense) at least 3 times. Include links to local businesses (that open on a new tab), and include references to local points of interest that your audience will care about. Stay informed by signing up for Google Alerts, keeping your ear to the ground, and leveraging your local network.



## BLOG ABOUT PROPERTIES (NOT JUST YOURS)

Sounds counter-intuitive? It can be quite a strategy when done correctly (and legally). To begin with, you should be posting your listings on your blog with images, description, etc. If able, do it before sending the listing to the MLS and ride that first page wave. But what about listings that aren't yours? Can you do that? Yes, and for properties of notoriety you should! However, to do this the right way you need to follow some guidelines. First, write about it in your own words, then have a clear statement that the listing is not yours, say who it does belong to, then provide the link to the IDX landing page on your website for the property. Let folks know if they are interested in this home that you would be happy to represent them as the buying agent.





If the biggest search engine in the world has a rating system in place, you better be on it. A Google Business profile is a great way to get on the front page inside of the local business "3-pack" that gets featured whenever someone searches "(business professional) near me".

Make sure your profile is completely filled out and up-to-date, ask friends and clients to rate you with 5 stars + a couple sentences to go along with the 5/5. Google looks at the number and quality of ratings, and those with the best score are featured at the top.

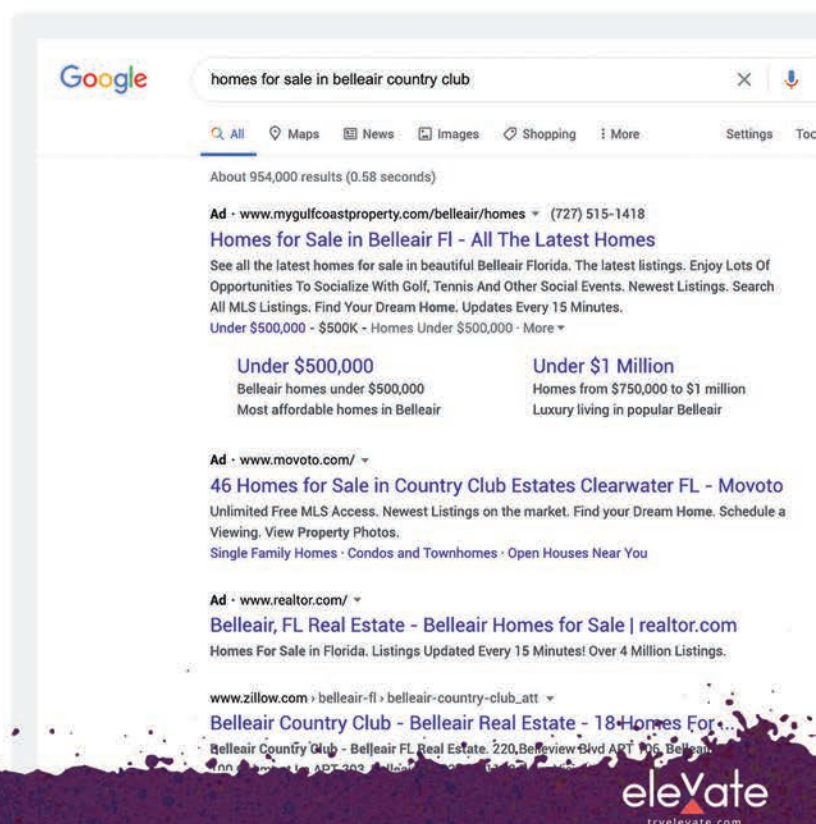
## LONG-TAIL COMMUNITIES ON YOUR WEBSITE

These are landing pages on your website that showcase a specific town, community, neighborhood, or subdivision (yes, it can get that granular). It doesn't take a lot, a couple of images, description of school district, local attractions / businesses, overall warmth of the people living there, etc. The key is that in the URL and text on the page you want to include the full (long-tail) set of keywords.

(i.e. Homes in Belleair Country Club -

URL [www.yourwebsite.com/communities/homes-around-bellair-country-club-florida](http://www.yourwebsite.com/communities/homes-around-bellair-country-club-florida))

Long tail keywords have a higher conversion rate, so you want to make sure your site is showing up on page one. It is time-consuming, so don't feel like you have to do it all at once, but it is 100% worth it.







## HOW FAST DO VISITORS SEE YOUR WEBSITE?

Website load time is very important, in fact according to Google, any page that takes over 3 seconds to load loses 53% of it's visitors before it is fully loaded. But this is where real estate sites differ from other industries. You can use Google's PageSpeed insights and other free tools online to measure your load time & get recommendations, but beware, load time review sites are not entirely accurate for real estate websites because IDX feeds load more slowly, but are unnoticed because it is all in the background.

The main focus should be on how long does it take for images to load, menu tab to drop down, and videos to play. Don't bog down your website with unnecessary animations and large file videos. Keep it clean & easy to navigate.

## KEYWORDS STILL MATTER... APPROPRIATE KEYWORDS MATTER MORE

**OF GOOGLE SEARCHES  
ARE FOR LONG-TAIL  
KEYWORDS**

Keywords are still an important component in SEO, so getting the Google Ads account to unlock it's keyword search tool will be a huge help. You can also use programs like Ahref to identify keywords your competitors are using to drive traffic.

Like we mentioned above, your keywords do not have to all be real estate related, especially when it comes to your blog content. Use keywords appropriate to the content of the page.

Long-tail keywords are also important here, search terms like "4 bedroom homes in los angeles" are going to provide you with prospects looking for very specific results...which you can provide!





### FOR MOBILE

89% of new home shoppers use mobile devices for searching, and now Google has shifted toward mobile-first indexing, so if your website is not mobile-friendly it's ranking is going to suffer. If you are unsure, **use this handy tool** from Google to find out.



### FOR SPEED

Slow pages lose visitors, and also lose position in rankings. Google can identify slow-loading pages and that combined with little-to-no mobile friendliness can work against you.



### FOR IMAGES

78% of websites' on-page issues come from images. Using inappropriately-sized images, files that are too big, etc. will slow down your website or mess up the layout on different sized screens and devices. Always include alt text, description, and title when inserting images into your website or blog posts.



### TRACK IT ALL GOOGLE ANALYTICS

Putting all this work into your website, marketing, and lead sources requires knowing what works and what doesn't, which keywords are hottest and how prospects are finding you online. Google Analytics has a great suite that allows you to see where your visitors are coming from, how long they stick around, and what search terms they are using to find you.





## REMOVE ANYTHING THAT SLOWS DOWN YOUR SITE

Many times, people want a website with lots of “bells & whistles” like animations, embedded video, etc...All of these can slow down the load time on your page, not only frustrating your site visitors, but leading to decreased SEO rankings. Keep your page design simple and focus on speed of load and accessibility of key information.

### **BONDILYN JOLLY**

VP Marketing, Elevate | Managing Partner, 3sixtyfive.agency



## USE MEANINGFUL & RELEVANT URLS

If users can't read or understand your URL, then search engines may be confused as well. Stay away from naming your website pages along the lines of [www.tryelevate.com/blog/article/123543/](http://www.tryelevate.com/blog/article/123543/) and instead go with [www.tryelevate.com/blog/article/website-seo-guide/](http://www.tryelevate.com/blog/article/website-seo-guide/). It's ok if the URL extension is long because the URL is memorable to the user, SEO-friendly, and easy to type.

### **AARON GUTEKUNST**

Content Developer, Elevate



## MAKE SURE TO CLAIM YOUR GOOGLE BUSINESS LISTING

It's an important first step in improving your SEO, it's easy to do, and it's free. If you work out of your home, no worries, you can suppress your address and still show up in the organic map section on searches for your area.

### **MISTY JACKSON**

Director of Digital Marketing, Elevate

**A SPECIAL THANKS  
TO THE FOLLOWING  
INFORMATION SOURCES:**







Elevate is here to help with everything from SEO-optimized IDX websites and blogs, to full-service, high-end solutions through 3sixtyfive.agency, our full service creative and digital marketing agency.

## CONNECT WITH US TODAY...



### FREE WEBSITE AUDIT FOR AGENTS

Schedule your 15-minute, one-on-one audit with an Elevate Success Coach. We'll look at your current website, blog and social platforms, and offer tips, tricks and suggestions for SEO improvement.

**[TRYELEVATE.COM/SOCIALMEDIAREVIEW](https://tryelevate.com/socialmediareview)**



### FREE GAP ANALYSIS FOR BROKERS

Request your FREE Gap Analysis with the Elevate Brokerage Development Team to see how you can provide comprehensive, competitive marketing tools and technology for your agents.

**[BOSS.TRYELEVATE.COM](https://boss.tryelevate.com)**



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**[3SIXTYFIVE.AGENCY](https://3sixtyfive.agency)**

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