

## How REALTORS® Can Rank in Google with Basic SEO Techniques



*Wade Vander Molen*  
Director, Sales & Marketing



**DAAR** Dulles Area  
Association of REALTORS®  
The Association of Choice for Real Estate Professionals™



REALTOR®  
**Recharge!**  
Conference & EXPO  
October 19, 2017

fppt.com

## Good Website Platforms

1. **Leverage** your company given website...but in the end you want to OWN your website. Why??

You OWN the website and have full control. You run a “business inside of a business.” Control your online storefront.

1. 1 time fee to have the site built. No contracts or monthly fees(hosting)...answering to a higher power.
2. Easy to use and manage. Don't need a technical background
3. Plugins and Widgets to enhance your site. Many are free (think apps on your smartphone).
4. Themes! Many theme/designs to have various website layouts.
5. Website has endless abilities. Can dominate anything online...if used correctly!

**Website Platforms**

1. WordPress
2. Wix
3. Weebly
4. Drupal
5. Placeter





**DAAR** Dulles Area  
Association of REALTORS®  
The Association of Choice for Real Estate Professionals™

fppt.com

## Creating Effective Online Content

**Good Content!** Yes...content is King! Blogging, Videos, Listings, Testimonials, IDX. Content is the entire foundation. By not adding content to your website, it will go stale and fall down the index (SERP). Making it very hard to be "found" by your target audience.

1. Begin with the "end in mind." WHO is your target audience? Select a **Keyword or Key-Phrase**. This word(s) will be what you want to rank for online in a Google search. Example: **South Riding Subdivision**
2. Build content around WHO you are trying to be found by. Subdivision Farm? Sellers? 1<sup>st</sup> time homebuyers? Short Sale? Think "hyper-local" vs General.
3. Blogging and Video is the medicine inside the needle! When you receive a need with medicine, you don't care about the needle, but instead, you care about *what is inside of the needle*.
4. Tell a story...be engaging. If you aren't people will leave your website.
5. Use pictures and name them with your Keyword or Phrase.
6. Using Video is helpful. Keeps people on your website longer, and shortens your sales cycle.



## Keywords-Long tail vs Short tail

When creating blog content is important to create Keywords. Yoast SEO Plugin (if you have WordPress) can help optimize your keywords.

1. **Long Tail Keywords**-more narrow audience but super effective. Example. "1<sup>st</sup> Time Homebuyer Pit falls." or "Homes for Sale in XYZ Subdivision." This entire phrase can be a optimized for page rank. Makes it easy to get found by people looking specifically.
2. **Short Sale Keywords**-Broad audience but easy to use in content. "Fairfax Real Estate" or "South Riding Subdivision." Can be even smaller..."luxury homes." Very broad.
3. **Alt-Tags**-Alternative Tags to your content that can be used to be discovered. It also creates another "index-able page" on your website. Use the tag words in your blog content. 5-8 is good.
4. **Use H2 Headers in Blogs**-An H2 Header is your Keyword (Long or Short) in a secondary header on your website. When you name a new paragraph in a blog, use the Keyword(s). Establish Authority.



## Blogging Steps

- Establish your Keyword or Key-Phrase
- Use the Keyword or Phrase multiple times in your blog. 4-7 times is good.
- Check out “Google Trends” to find recent search phrases around your keyword: [www.google.com/trends](http://www.google.com/trends)
- Have your Keyword/Key-Phrase in the first paragraph. You are now telling Google what you are writing about.
- “Why you Should Live in **South Riding Subdivision!**”
- Finalize your “perma-link.” [www.dctitleguy.com/why-you-should-live-in-south-riding-subdivision](http://www.dctitleguy.com/why-you-should-live-in-south-riding-subdivision)
- IF you change your blog title...the perma-link won't automatically change. You have to do it manually.

THE **Keyword Tool**



## Tags/Meta-description/Preview

- *Google can't see your website...the aesthetics of it anyway.*
- Google sees keywords, tag words, meta-descriptions, and perma-link.
- MUST have your keyword/key-phrase in the meta-description. If it is not, your content can still be ranked but less likely.
- **Tags**...are other words that are relevant to your blog that can help you be discovered. They are also ways to create additional link pages on your site. The more *index-able links* you have, more content, that faster your online ranking and Google sees your site as an authority.
- **Preview:** Spell check your blog and preview it. Read it back to yourself for any other errors. Make sure your Tag words are in the blog, keyword is in there 4-7 times.
- **Calls to Action!** Add several calls to action.



## Pictures and Videos!

- Use pictures in your blogs and name them accordingly. Your website can be found through “Google Images.”
- Name your images with your Keywords/Phrases. WordPress gives the option to alter the image, add alt tags and more. Important to do this.
- Add and use Video when you can. **YouTube is owned by Google** so it makes sense to have a video presence there. Create “cross-platform marketing opportunities.
- Link your Website and YouTube channel together. Post your site on your channel-video uploads and post your videos back on your site. The more page clicks and views helps your search ranking.
- Video is the fastest and most effective way to convey a message to your target audience!



## Embed Video into your Website

1. Upload video to YouTube. When done...Publish.
2. Hit “Share” which appears below your video.
3. Hit “Embed” which brings up the video “code.”
4. Copy the video code.
5. Go to your WordPress blog post.
6. Create a “Break” for your video where you wish to have it inserted.

<br/>

<br/>

7. Paste your video code in the middle and adjust the video size to what you want.

8. Hit “View Post” and see if it looks ok. Save your work.

VIDEO  
MARKETING



## Don't Forget to be Social!

Don't forget to take your ***blog and video content and "Syndicate" it out on Social.*** Facebook, Twitter, Instagram, YouTube, Pinterest, etc. All Roads Should Lead Back To Rome!

**Example: Susie Smith has:**

500 Facebook Friends  
250 Instagram followers  
300 Twitter followers  
200 Pinterest Followers  
500 LinkedIn Connections  
1000 views a month to her website  
100 YouTube Subscribers



IF Susie Smith take her blog/videos and posts them to each place and creates a **link back to her website**...there is a huge opportunity to get a lot of views and page clicks. What if you could tell a Seller this when you go on a listing appointment? More eyes to the property means more showings, more contracts...more business!



## SEO-Beginner Steps

**1. Linking**-Having "outbound" and "inbound" links to your website is important. Either you link your content to websites that have good traffic or get high traffic websites to link back (backlinks) to you. You will be inheriting their traffic. What are good "high traffic" websites that can link to you?

"Interlink content" for more internal traffic. While writing a blog post, reference a previous blog topic or webpage within your site. By linking to the other webpage, people can stay on your site longer and discover your older, but relevant content.

**2. Connect your website to EVERYTHING!** Big part of SEO is creating "arrows." Connect your YouTube Channel (Google owns YouTube) to your website and vice versa. Having multiple ways to be discovered is important AND having your target audience bounce from one to the other. Longer they are reading and watching the better. Also, means a low "bounce rate."

**3. Site Speed/Time Spent/Page Clicks**-There are several "other" factors when getting your content moved up the SERP (search engine results page). The speed of your website is important. Faster load speeds are rewarded. Search engines don't want their users to experience slow loading website. Those are pushed down the index. Time spent on your website. Good content and video usually means people will read or watch longer. Easy to navigate websites keep consumers to your site longer as well. Page clicks are important because these, along with "time spent" means your site must have valuable information. More page clicks and extended site navigation can mean higher rankings.



## Effective SEO Steps!

1. Create effective content your target audience wants to read/see. Be consistent!
2. Post consistent content on your real estate website/blog.
3. Link content—internally, outbound, and inbound.
4. Connect your website to everything—create the arrows. Page clicks are an SEO dream
5. Use effective “Long-tail and Short-tail” keywords. H2 Headers
6. Use your keywords in your blog “meta-description.”
7. Use property “Alt-Tags” in blog and videos.
8. Make sure your website is optimized for mobile devices
9. Check your website speed. Slow sights are penalized.  
<https://developers.google.com/speed/pagespeed/insights/>
10. Share and Syndicate your content to Social Media to increase views and clicks to your website.
11. Think “hyper-local” when creating content. Broad sounds good but hard to rank.



## Questions?

Wade Vander Molen  
Stewart Title  
PH: 480-203-6452

Visit <https://www.dctitleguy.com/how-i-can-help-you/> for access of our marketing services that help our Realtors!



## Connect with Wade!

For more real estate marketing information please visit and subscribe!

Website: <https://www.dctitleguy.com>

YouTube: <https://www.youtube.com/wadevandermolten>

Instagram: <https://www.instagram.com/dctitleguy>

Twitter: <https://www.twitter.com/dctitleguy>

