

CLASS NOTES: SEO Fundamentals

Thank you for attending our webinar “SEO Fundamentals!” Here are some notes to help you build your business with Search Engine Optimization.

SEO PYRAMID: The Core Components of Search Engine Optimization

- **Quality Content:** Ensure the content on your websites is valuable to your target audience
 - Customize the content on all your websites including your ML site
 - Write unique content that is worth reading and sharing
 - Update the content periodically
 - *Remember: Content is king! Creating unique, quality content is your most important step*
- **Keywords:** Make your website easy for your ideal clients to find by using their preferred words
 - Identify the keywords your target audience will type into Google
 - Focus on keywords that will get you a better rank
 - Focus on hyperlocal keywords not broad keywords
 - E.g., “Kirkland waterfront condos” (not “Seattle real estate”)
 - Put your keywords in your writing, on page titles, images, etc.
- **Links:** Help buyers and sellers find your website by linking to it from other sites
 - Link to your site from multiple topic-relevant sites
 - Link from both social and informational sites (blogs, hyper-local sites)
 - Whenever possible, link to pages within your site instead of to the main page. The faster you can get your visitors to the exact information they’re looking for, the more registrants you’ll get.
- **Social:** Get your site to show in your friends’ search results
 - Build your online connections/friends
 - Link to your website regularly (updates, new blog posts, cool information, etc.)

SEO MYTH BUSTERS

- **Incorporate keywords periodically so the content looks natural**
 - Do not flood your site with keywords
- **Link from external sites to your Market Leader site**
 - It’s okay to link from one page to another within your site, *as long as those links help your website visitors* (e.g., a link on your main page to local foreclosure search results)
 - Do not link from one page of your site to a different page on your site just to create links
- **Use only legitimate links from relevant, high-quality websites**
 - Do not buy links from websites claiming to assist your SEO rank

CUSTOMIZE YOUR SITES WITH UNIQUE QUALITY CONTENT

Focus on the quality of the content on your site

- **Google’s Panda team rewards web pages and articles:**
 - Written by an expert
 - Created with original content, research or analysis
 - Providing substantial value compared to other pages
 - Giving enough value you’d want to bookmark, share with a friend, or recommend it
 - Shared on sites that are the recognized authority on the topic
 - Providing a comprehensive description of the topic
 - Containing insightful analysis that is beyond obvious

- **Google’s Panda team penalizes sites with:**
 - Articles shallow in nature
 - Spelling, stylistic, or factual errors
 - Duplicate content of any kind
 - Sloppy and hastily produced content

Update your site content regularly

- Google rewards “fresh” content
- How often should you post new content?
 - Find a good balance. Google’s preference is daily updates, but that might not be reasonable for your situation. So, add it into your routine as possible.

PAGES TO CUSTOMIZE ON YOUR MARKET LEADER WEBSITE

Add unique, high quality content to your Market Leader website

- Home page
- Broker/agent bio
- Sell a home page
- Featured partners page
- Career page (Broker only)
- Communities served (Coming soon!)
- Titles and descriptions (Learn more about this in the next Power Hour webinar)

LEARN MORE

Get information about pay-per-click advertising through Market Leader: 1-888-820-4778.

Learn more about SEO:

- Join us for future SEO webinars
- Visit www.seomoz.com