

CLASS NOTES: SEO Fundamentals 2: Leveraging Keywords

Thank you for attending our webinar “SEO Fundamentals 2: Leveraging Keywords!” Here are some notes to help you build your business with Search Engine Optimization.

TARGET HYPER-LOCAL KEYWORD PHRASES

Big websites target broad search terms like, “Seattle Real Estate.” To increase your SEO rank, leverage keywords that are less likely to be targeted by the big websites.

- Hyper-local keyword phrases include keywords that are very specific to your area.
 - E.g., neighborhoods, subdivisions, local names for areas
 - E.g., Condos, townhouses, lot and land properties
- “Long-tails” are hyper-local keyword phrases that are long and specific. For example:
 - “Carillon Point Condos for sale under \$400,000”
 - “Lake Washington waterfront homes with a dock”
 - “Kirkland foreclosure condos under \$200,000”
- Benefits of targeting hyper-local/long-tail phrases:
 - There’s less competition with other websites, so you’ll have more opportunity to rank higher on search engine results pages
 - You can build your brand as an expert in certain niches
- There are different levels of competition for keyword phrases in each region, so research keywords to find the best for your area.

STEPS TO SELECT KEYWORDS

Primary steps to follow:

- Choose your topic for your page
 - What question will you answer? Who’s your target audience?
- Research keywords for all the local areas you cover
- Find the areas with “low” keyword competition
- Choose keyword phrases for your website page
- Create a keyword list for your reference
- Incorporate keywords into your website content

Using Google’s Keyword Tool

Note: Google may direct you to create a Google Adwords account. If so, it’s perfectly fine to do so. It’s free and you can use the tool as frequently as you’d like.

- Go to Google and type in, “Google Adwords Keyword Tool”
 - Or go directly to the site: <https://adwords.google.com/select/KeywordToolExternal>
- Type in a variety of keyword phrases for your area
 - Experiment with neighborhood names, real estate phrases, etc.
- Click **Search**
- View the results for the keywords you selected
 - You can return to the top of the page, delete phrases, enter new phrases, etc.
- Scroll to the bottom of the page to see additional phrases Google has suggested for you
- Continue testing phrases until you find a few you like with “low competition.”

SEO WRITING TIPS

Content pages: (home page, sell page, etc.)

- Target 3-5 keyword phrases per page
- Put your keywords at the beginning, middle and end of the page
- Incorporate keywords periodically so the content looks natural
- Take advantage of punctuation
 - End a sentence, paragraph or list with the beginning of a keyword phrase
 - “Buyers today have many questions when looking for *homes. In Kirkland...*”
- Test the results for a month or longer
 - Don’t change keywords too frequently. It takes time to get results.

Meta Titles/Page Titles:

- Create a unique meta title for each page of your site
- Include location in your keywords
 - “Kirkland foreclosure condos”
- Put location keyword phrases first and branding second
 - “Lake Washington waterfront homes by Lake Shore Realty Group”
- Use less targeted phrases
 - “Home for Sale in San Antonio TX”
 - “Houses for Sale in San Antonio Texas”
- Use 65 characters or less
- Be creative. Tell how your page is different.

Meta Descriptions:

- Write a unique description for each page
- 155 characters or less (including spaces)
- No “salesy” messages
- Describe what they can do or learn on your site
- Be creative. Set yourself apart.
- Remember: Your titles and descriptions will show when someone posts your page on social media sites. Write for clickability.

CUSTOMIZE YOUR MARKET LEADER WEBSITE

Add unique content with targeted keywords on your Market Leader pages:

- Home page
- Broker/agent bio
- Sell a home page
- Featured partners page
- Communities served (Coming soon!)
- Career page (Broker only)
- Finance page (Broker only)
- Titles and descriptions

Home Page: Sample topics

- What can they do on your site?
- What neighborhood is becoming popular? Why?
- What's changing in the area?
- What local real estate news is relevant to buyers and sellers?

Sample keywords

- Kirkland home for sale
- Houses for sale in Totem Lake
- Totem Lake listings

Bio: Sample topics

- What can they get from working with you?
- How does your experience make a difference to your clients?
- What do you do for people?

Sample keywords

- Realtor
- Kirkland real estate agent
- Distressed property specialist
- Foreclosure agent in Kirkland
- Kirkland short sale specialist

Sell tab: Sample topics

- How do you sell homes better than your competitors?
- What do sellers get by working with you?
- What makes you unique?

Sample keywords

- Areas you're targeting
- Real estate listing agent
- Sell homes in Kirkland
- Kirkland listing agent

Featured Partners: Sample topics

- What do clients get by working with each company?
- What makes each company unique?

Sample keywords

- Areas you're targeting
- Home staging tips
- Home staging resource
- Home staging Kirkland
- Stage my home to sell

Communities Served: Sample topics (customization coming this spring!)

- What's happening in this area?
- Why is this area special?
- What is changing in this area?
- What's the market like?

Sample keywords

- Kirkland homes for sale
- Houses for sale in Kirkland
- Kirkland condos for sale
- Kirkland real estate trends
- Kirkland foreclosures

Careers text: Sample topics (Brokers only)

- Why your team is the best
- What you do for agents
- What agents get by working with you

Sample keywords

- How to become a realtor
- Best real estate training
- Realtor job training
- Best realtor to work for in Kirkland

Finance page: Sample topics (Brokers only)

- What buyers get by working with the lender
- How the lender makes sure buyers get the best loan

Sample keywords

- Mortgage interest rates
- Mortgage lending rates
- Mortgage calculator
- Find a home loan

LEARN MORE

Watch tutorials on how to customize your website

- Growth Leader, go to: www.marketleader.com/agent-steps-to-success
- RealtyGenerator, go to: www.marketleader.com/broker-steps-to-success

Visit www.facebook.com/marketleader

- Ask your questions and share what's working in your area!

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

THANK YOU FOR JOINING US

We look forward to helping you take your business to the next level!

-The Market Leader Team