

Real Estate SEO Secrets



The age of technology has made highly competitive industries like real estate even more fierce than they were just a decade ago. Since [97% of homebuyers](#) begin their property searches online, it is more important than ever for real estate agents to maintain a strong internet presence.

Enter, search engine optimization ([SEO](#))!

SEO in Real Estate

SEO refers to the practice of optimizing keywords and phrases within a niche, helping your web content rank higher on search engine results pages (SERPS). By optimizing your keywords, you can attract more organic traffic to your website from search engines like Bing and Google, keeping your name visible and advertising your extraordinary real estate skills.

With real estate SEO, it is especially important to [optimize local keywords](#) specific to your targeted zip codes. Include keywords in the titles and headers of property listings, blog articles, and other web content to catch those online searches.

Digital Marketing Strategy: SEO for REALTORS®

SEO is a core element of a successful real estate marketing strategy, including the proper use of backlinks, long-tail keywords, and meta descriptions.

Backlinks

[Backlinks](#) are hyperlinks included in your copy that link to well-respected websites within your niche. It can show your readers that you have done the proper research and helps your content rank higher in a search engine's index.

When reputable third-party sites backlink to your website, it can also boost your search engine ranking. As you create relevant content specific to your location, other local businesses may include hyperlinks to your site, enhancing your credibility.

Long-tail Keywords

[Long-tail keywords](#) are specific phrases related to your content. For instance, instead of searching for "houses for sale near me," potential homebuyers may instead type "three-bedroom houses in Phoenix." Long-tail keywords provide unique opportunities to match your dream client with their dream home.

Meta Description

A [meta description](#) is an HTML tag that summarizes your copy in one or two sentences. While it does not guarantee a higher ranking, it does help search engines—and readers—understand your topic at a glance. Aim to keep meta descriptions concise at around 150 characters.

In conclusion, SEO is crucial to an effective digital marketing strategy. Effectively use keywords to drive visitors to your website and online listings. Invest time and effort into building quality backlinks, incorporating long-tail keywords into your headers, and writing accurate meta descriptions—it's the secret to your SEO success!