

The Art of SEO

Real Estate Edition - VOLUME 1

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A Brief Intro to the Very Basics

You have seen it time and time again, “SEO.”
But what does it mean?

Dictionary of Terms:

- **SEO:** (noun) Search Engine Optimization. This describes to what point a website is ranked on search engines. The criteria for SEO rankings vary and change from time to time.
- **SEF:** (adjective) Search Engine Friendly. This describes whether a website, website content and domains/URL are acceptable for search engines.
- **Metadata:** (noun) Data that describes data. In regards to SEO purposes, this is just descriptive information, summarizing the content (or data) on a website page.

What Is SEO?

As mentioned above, SEO is what is responsible for ranking websites on search engines. When you google a phrase or a question, you might see some ads that match your search criteria, but then you will find the sites with the highest SEO.

What Is the SEO Ranking Criteria?

SEO is more than popularity or company giants. There is actually a lot of strategy and invested time that goes into ranking on Google. Thankfully for “little guys” like most agents, that means with the right tools and knowledge, you too, can rank on Google. Here are a few of the most important SEO factors to think about.

Keywords/Metadata

You should assign a keyword to anything you publish on your site. Your content should also be saturated (in a natural way) with this word. Along with keywords, you should edit your metadata to include the most important content that Google will show in their search results.



SEF Domains and URLs

Simply, a domain is what comes before “.com” and your URL is what comes after. A good domain will be relevant and might include your niche market or geographic location. Good URLs should include keywords/titles and exclude articles and prepositions. The idea is for the reader (and Google algorithms) to know what your content will be about in the fewest amount of words.

Original Content

New SEO Criteria put a huge emphasis on quality, original content. Websites that have original content will always rank better than those that do not. Avoid copy-pasting too often, and always make sure your content is relevant and useful to consumers.

Internet Presence

Your presence (or the presence of your domain/URLs) on the internet from both past and present are taken into account. You want to spread your website's link around, but only in relevant places, with real content. You never want to “spam,” people with your link or pay people to include your link on a non-related post.

*If you have participated in this unethical practice in the past, don't worry. You can rectify it by using 3rd party applications that help you get rid of those spammy comments.

Indexable Pages

Every page of your website should be able to be found through **Google**. The problem comes when the data you are downloading, such as your property listings, is hosted on another server. This causes you to sacrifice any SEO value on each and every listing page. Avoid using an IDX provider that uses the iframing method. Instead, invest in Organic RETS integration.

Ethical Practices

Maybe you are thinking of ways to get around some of the work it takes to build a great SEO score. You can probably imagine easy ways to jump to the top. Spoiler alert: don't. Always practice ethical SEO strategies, like the ones listed above. If you get caught “cheating,” search engines can punish you by moving you down in the ranks. No one is above this. Even Google once punished themselves for unethical practices.



Why Is It Important?

We probably do not have to tell you this, but, the internet is huge. You can find an answer to almost any question. The problem is, your answer might be 1,000 search result pages deep! As a business owner and someone who provides a service, it is important that people can find your solutions quickly! A good SEO score is the key to:

- Keeping you in front of all your competitors.
- Generating more traffic to your site and your listings.
- Capturing all those precious leads and referrals you need.

SEO for Beginners: An Introduction to SEO Basics

Nowadays many businesses, including the real estate field rely on online presence, something that seems inseparable from so many success stories. And what is the most important part of the online presence? SEO, of course. It's a constant question for real estate agents, how to keep up with Google and optimize their SEO.

Because, we all know good SEO equals good ranking on Google. Good ranking on Google means more leads and more leads means more sales. We see how everything within this chain is interconnected, pull one element from it and the whole process will fall apart.

So, now you see how important it is to keep optimizing your SEO. Back in the day, all you needed was to have keyword rich content and you would have been guaranteed to score high on Google. But today the process is becoming more and more complicated.

Here we compiled tips that will help you to rank top on Google and optimize your SEO in 2020.

Optimize Your Content

It might seem like very generic and overused advice but the truth is improving your content is still a big part of SEO. Here is the truth about Google, for websites that have content touching various topics, it is way harder to perform well on Google, compared to websites that focus the content on one topic.

We always advise real estate agents to narrow down their skills and choice in a real estate niche. The same applies to real estate websites. If you are a real estate agent and you have a real estate website and at the same time you manage your blog, focus on your expertise which is: real estate.

Don't post the content which is not related to your niche. Otherwise, Google will assume that your target audience is not only homebuyers, sellers or other real estate agents but generally people who are not in any way related to the real estate field. That way you will lose valuable leads.

Aside from the need to narrow down your content, it's also important to deepen your content. What I mean is that you need to create content that is thorough and leaves a sense of completeness. This is the content, after reading which your readers will think:

”

Yes... That's definitely a full guide,
I don't need to check out other resources

”

So, our advice will be -
be as detailed as possible!

Title Tag and Meta Description

While optimizing your content might seem like a long term project, improving title tag and meta description can be done right away.

What is the title tag and meta description?

It's the first thing you see on Google when you search something. The relevant titles to your search and a short description of what can you expect to read in articles.

So, imagine that the title doesn't have the keyword, the topic you're searching for, or meta description is too long that it doesn't show you the keyword.

What Will Happen?

You as a user won't click on such websites. But is it that simple? No, unfortunately, not. Here is where it becomes more complicated and where psychology is making its big entrance. If your title or meta description is not eye-catching, easy to read and simply interesting, leads still won't come despite the fact that you put the right keywords in it.

So, what's the solution?

Combine your technical knowledge about SEO with your creative strike. Put yourself in your leads' shoes and think about what will make them want to click on the link? What kind of text will look eye-catching to them? What kind of meta description will make them want to continue reading?

Google Analytics and Google Search Console

Google Analytics and Google Search Console are your two best friends in the long road of pursuing a good SEO.

Google Analytics will give you data about the performance of your website. What kind of information does Google Analytics provide exactly?

- The number of visitors
- Where are they coming from
- The time they spend on your website
- Landing Page performance
- Acquisition
- Audience demographics

And many more.

Google Analytics is the best tool for understanding what kind of content is rocking, and what needs to be improved.



Google Search Console, on the other hand, provides data on:

- **Position:** The average position of the topmost result from your site.
- **Queries:** The specific keywords that users searched for in Google Search.
- **Clicks:** The amount of clicks from a Google search results page that landed the user on your property.
- **Impressions:** The number of links to your site a user saw on Google search results.
- **Click-through-rate (CTR):** Click-through rate is the ratio of users who click on a specific link to the number of total users who view your website page.

Google Search Console is helping you to improve and optimize your website.

Yoast SEO Plugin

We already talked about the most important tools for your real estate website: Google Search Console and Google Analytics.

Well, the Yoast SEO Plugin is another great tool to optimize your SEO. Remember we talked about the title tag and the meta description.

It's just the surface of the information that Yoast Plugin provides you with. It's one of the most popular tools for creating search engine friendly content.

How to Improve My Local SEO?

Real estate agent near me



Real estate agency near me



Houses for sale in [city name]



These kind of searches are basically local searches and for your business to show up on this kind of search would be the result of local search optimization.



Next question- why is it important? Because this kind of searches are very popular, 50 percent of people who did a local search on their phone went to a physical store within one day and 78 percent of local-based searches on a mobile device end in purchases being made offline.

In general, local SEO practices is not that different from usual SEO practices, it just has major local focus on it.

Local SEO Keyword Research

Other than usual keyword research, that you do for SEO and optimizing it for your own location - city, state, neighborhood depending on what ground you want to cover, there is the new trend that emerged recently with masses adopting the new technologies.

Turns out Voice Search is often used for local searches - like 'near me' or in [city name] and since this is the case, Search Engine Journal says it's best to base your keyword research around a conversational tone.

For instance, make it question-oriented.
You can use popular keyword research tools like:
SEMrush or *Keywordrsearch.io*

Google My Business Page

Having a Google My Business page is the fundamental step in local SEO. If you don't already have it, claim it ASAP.

For best results, here are a few things to remember:
Choose as few categories as you can for your business and make them as accurate and true to actual reality as it gets.

Visuals are also a factor in ranking. Take good quality photos of your office, staff and clients(if they want to) to help you build credibility

Visit [Google My Business](#) to learn more how to create your own page, it's free

Bing Business Page

Google dominates the market, of course, but Bing also has its share (about 30%, according to some sources)

So, it's definitely not a bad idea to create a Bing business page too.

Visit [Bing Places for Business](#), where you can find out more and also add your business to Bing

Reviews ★★★★★

Positive reviews of your business will win you place on review listing sites and also help your local SEO ranking.

Google pays attention to the number of reviews that go unresponded, so keep in mind to respond to reviews - to the positive ones and definitely to the negative. Unresponded negative reviews on your page will play a role in your bad Local SEO ranking.

Facebook Page

Make sure you have a Facebook business page. A lot of people use Facebook as a search engine. Update it with your website, working hours, location, description and photos.

Google says Social signals do have some impact on ranking. It may appear when people search for your business depending on consistency and authenticity.

Make sure you have the same name on social media platforms as you do in your listing.

NAP- Name, Address, Phone number

You can really optimize this part, since you can change the location, but what you can do is provide accurate NAP information on your Google Business page.

Google ranks you depending on proximity to the searcher, so it's very important that you keep your NAP updated.

Make sure your name, address, and phone number are consistent across all the listings above including review sites, maps, and social media.

Localized Content

This is also one of the important steps in local SEO. It is integral for your ranking that you consistently publish content that has a local focus to it.

Make sure to include local real estate keywords organically in your content. Write about local events, conferences, market overviews, anything that can be localized and concerns real estate.

Creating and publishing localized content will make you stand out among the competition, because it takes time and creativity, but it's also definitely worth it.

Titles and Meta Description

This is mentioned in the list above, but because of importance, we took the time to highlight it more.

Use your industry key term and location in your title and meta descriptions and URLs.

According to <https://moz.com/local-search-ranking-factors> it could be of value to have some geographic keywords in your URLs along with the onpage content.

Inbound Links

In the end, what will help your local ranking enormously is inbound links from local relevant sites that use your city and key terms.

This will prove you're trusted by locals and increase your local SEO. So, definitely partner with local and high authority real estate sites be it blogs, podcasts, vlogs etc...



SEO in Action: Mastering SEO's Top Strategies

SEO is such a broad subject to cover since there are so many aspects of it. Most 'Real Estate SEO' content is oversaturated with information that sometimes can be difficult to comprehend. So, here we come with 3 simple, already established and new SEO practices for real estate agents you can adopt to improve your ranking in google and get exposure to new quality leads:

Target Locals in Your Keywords

Make it **rule N1** for your keyword strategy to go as local as possible, even if your agency covers the whole region. When searching for 'for sale' houses most people use their location in their search and they are specific about it.

Let's say your agency covers whole Mecklenburg County in North Carolina, but you're based in Huntersville. Instead of targeting North Carolina keywords, it's better to start with Targeting Huntersville.

This strategy will get you to a less competitive field to establish yourself and will give you an opportunity to generate quality leads. While you're there, don't make the same mistake a lot of other real estate agents or agencies do.

Do not overuse your keywords to the point that it sounds unnatural and spammy.

Backlinks

The best SEO practices are the ones that are organic and genuine. That's because Google is getting better at finding out what inorganic schemes and strategies people use to increase their traffic.

Publish Content

This sounds so easy, but so many real estate professionals fail to do it. If you aim to get backlinks, as in other webpages to link your page, then you need content.



This is especially true for real estate agencies and independent agents because you sell something and that kind of websites don't get a lot of backlinks because there is nothing other websites can refer to other than your listings - which can be done, but it's rare to happen organically.

So, in order to get linked, you need valuable content. Something other content creators could use and in exchange, refer to your website. You can start writing [blogs](#), articles, any type of valuable information in any form- written, video, audio.

Just start producing content relating to your niche in real estate to give your website a boost.

Become a Source

One other way for other websites to link your business is to become a source for other real estate bloggers, journalists that work on subjects close to your niche. If you manage to do this, you may even find yourself in very respectable media publications as an expert in real estate field.

How can you, an average real estate agent do this? Present yourself as an expert in social media, be active and vocal, give updates about current market situation in your local city or even state.

There is also a platform you can use for this purpose, you can register as a source on [HARO](#) and try to get featured in major publications, which will get you an amazing boost via backlinks in SEO.

Guest Posts and Podcasts

Yes, this is a time-consuming task, but if you manage to squeeze some amount of guest posts in your schedule, you won't regret it. When you guest post on other platforms or feature in podcasts as an expert in your field, you get an amazing exposure to a whole new audience.

This technique can become a gold mine if you can do this right. As for backlinks, most probably wherever you manage to feature as an expert they will refer to your site or specific page. If not, keep track of all your guest appearances and ask for links.

Optimize Titles to Increase CTR

According to the new research conducted by Backlincko in collaboration with ClickFlow, some of the moves people used back in the day don't really work anymore. Here are some tips you can implement when searching for a possible title for your ads or any other purpose as a real estate agent:

Forget Power Words

Research has found that Power Words actually decreased CTR by 13.9%. If you're not familiar with the term, power words usually mean adjectives like: Perfect, Best, Insane, Amazing etc..

These terms can be perfect to catch your leads' attention on social media, but Backlincko states it looks spammy in Google search results.

Target Emotion

It turns out emotional titles can increase organic click through rate. As a real estate agent, you may ask yourself how you can use this tip in your field.

No, you're not required to make your leads cry by your titles you can be subtle about it.

You can use this tip when you create real estate content.

See, the study finds that being Emotional is not about power words rather than negative or positive sentiment. When you try to think of a title for your real estate blog try to go in a positive or negative direction, as they both have the same impact.

The thing is, you shouldn't be neutral.

Try to focus on a either positive or negative to awaken a sentiment in your leads. an emotion is a very powerful tool to make people click on you article, blog, whatever content you produce as a real estate professional.

Bonus Tip:

Make sure every page on your site has a meta description, google recommends it. They suggest that having unique meta descriptions for every page can improve the number of clicks you get from Google search.



How to Increase Your SEO on Your WordPress IDX Website

Do you have a WordPress IDX website?
Follow these steps and your page will have more chances to get into top search results.
Improve your SEO for your IDX site with these simple examples.

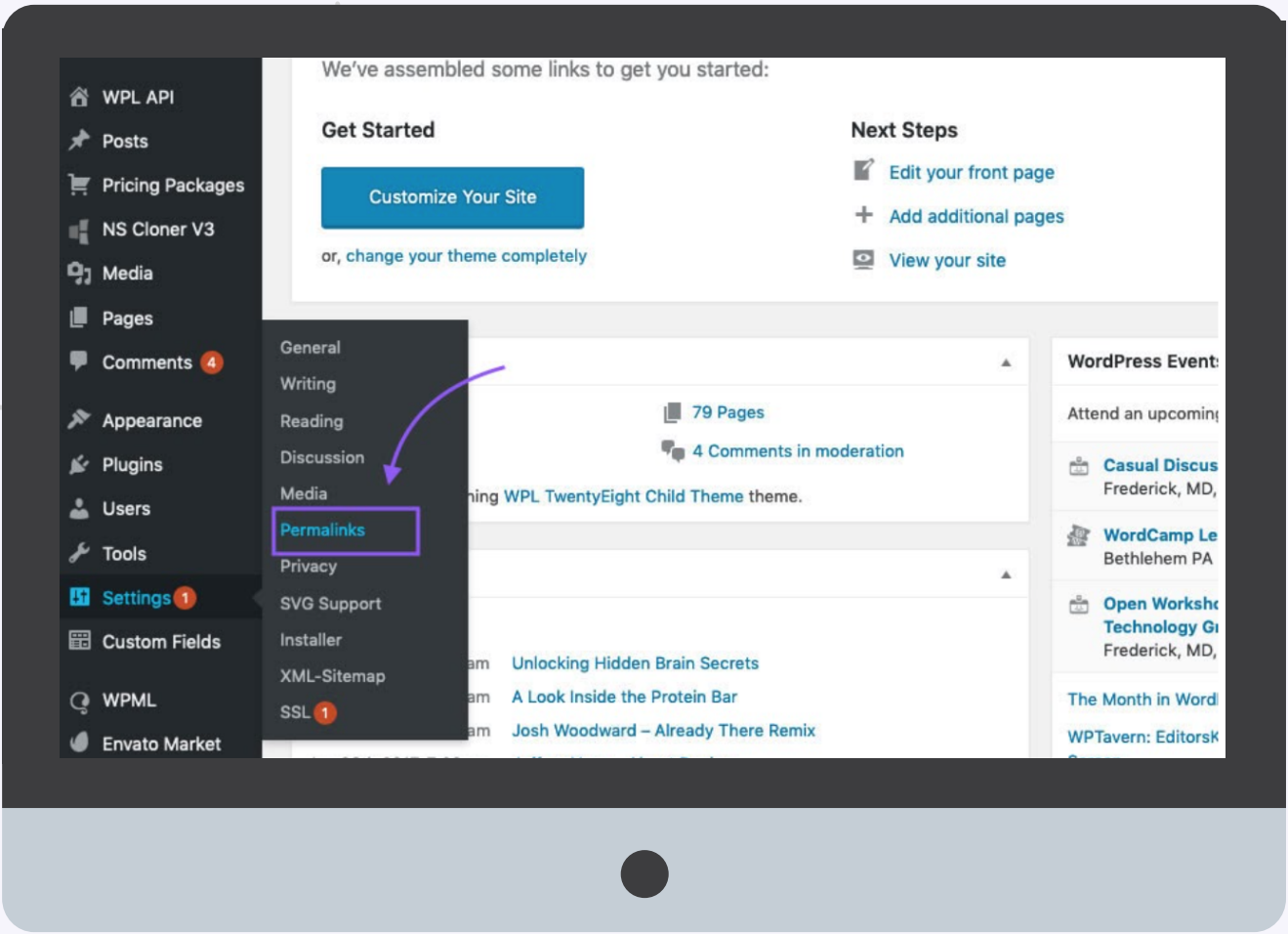
Optimizing URL

You have probably heard that links for your pages should be easier to read for users and also for Google.

This means that a URL should contain words of a post title, keywords and refrain from using some unknown symbols or irrelevant words. Now we will show how to put SEO in action for your WordPress IDX site.

Step 1
Go to your admin panel.

Step 2
Go to Settings>Permalinks



Step 3
Select “Post Name”

☐ Day and name

https://demo9.realtyna.info/MikeDemo/2019/08/08/sample-post/

☐ Month and name

https://demo9.realtyna.info/MikeDemo/2019/08/sample-post/

☐ Numeric

https://demo9.realtyna.info/MikeDemo/archives/123

☐ Post name

https://demo9.realtyna.info/MikeDemo/sample-post/

☒ Custom Structure

https://demo9.realtyna.info/MikeDemo

Available tags:

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make `https://demo9.realtyna.info/MikeDemo/topics/uncategorized/`. If you leave these blank the defaults will be used.

Category base

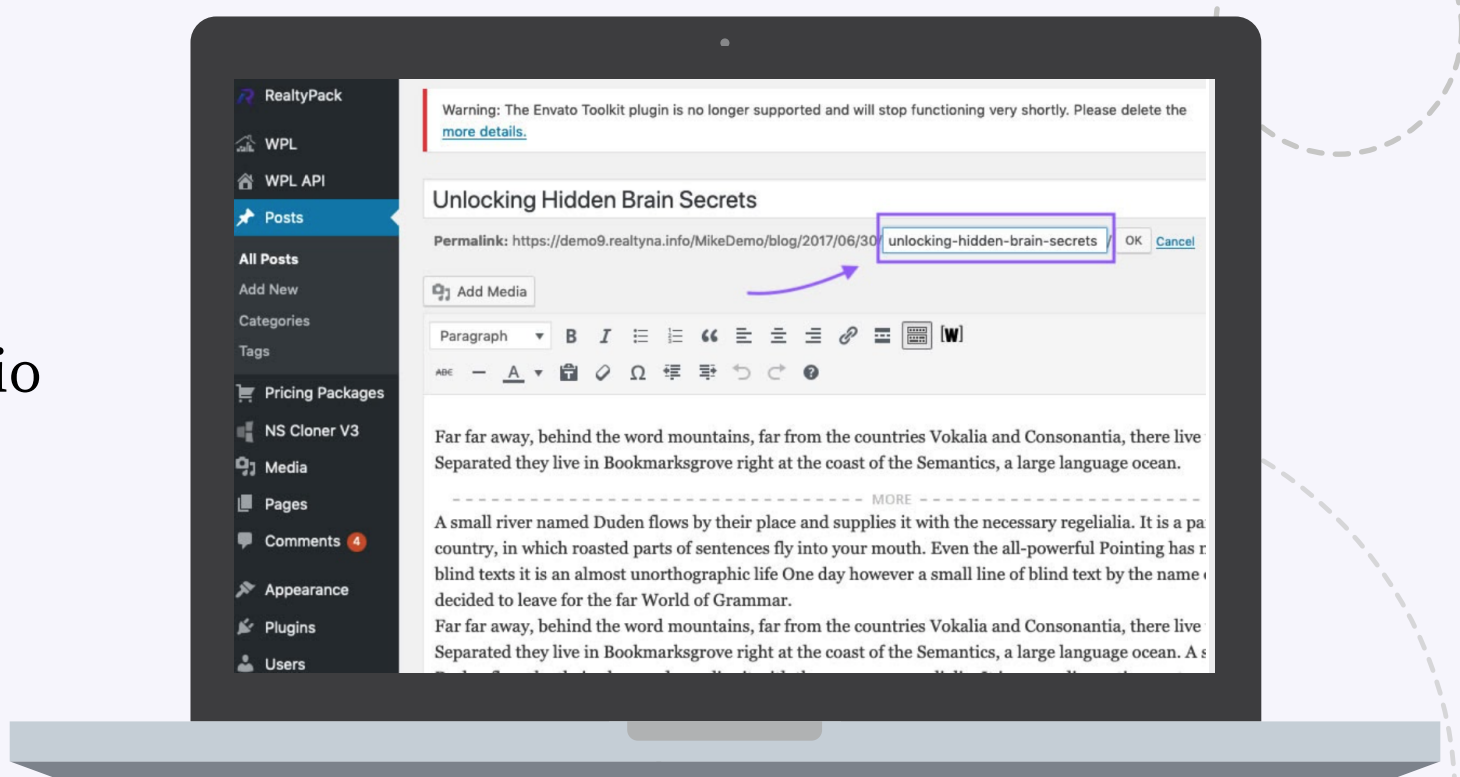
Category slug

This process will automatically change future permalinks to match the title of the page. To further optimize your URLs, so that they are as optimized as possible, you can also manually edit them.

Just click Permalink which is on the right side of “Edit Post” page and enter or edit the URL. It is good to keep URLs short, to the point, and with all the keywords. Filter words, or words that don’t offer value should be omitted.

For example,
if you have a house to sell in Ohio
your Permalink should be

“house-for-sell-Ohio”.



Creating SEO IDX Pages in WPL

The previously mentioned technique is great for general website pages and blog posts, but managing the thousands upon thousands of IDX pages is too much to be done by hand.

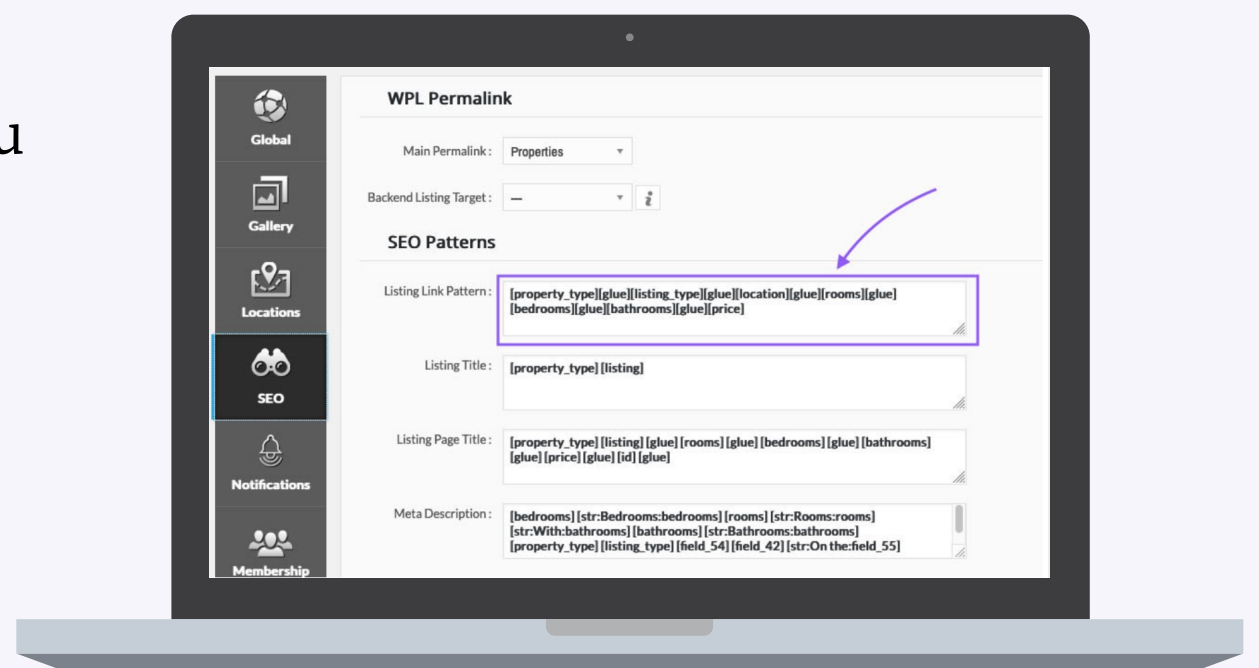
In this case, [WPL](#) has a handful of SEO settings that can be manipulated for your listings.

Navigate to WPL > Setting > SEO and you will be able to customize the URL pattern of all your [listing](#) pages.

Redirect Links You Have Already Shared

When you finish optimizing Permalinks, you should redirect any links or posts you have already shared, to their new URLs.

If you forget to redirect new URLs, any previously published links will result in a 404 Not Found error.



Capitalize Your Titles

Google likes capitalized titles. This is very simple to do. Just make sure, every word in your post title starts with a capitalized letter.

Title case is also a popular option. In this case, the first letter of every word in the title or heading is capitalized.

Incorrect: House for sale in Arizona

Correct: House For Sale In Arizona

Optimize Image Loading Speed

If images on your website need more than 3 seconds to load, count on losing the user. This could have multiple reasons such as several requests from the database as a result of too many items on the home page.

The most important factor is images. Designers usually choose large images for their site. This is because large images usually have a better display quality.

But these high resolution images are often large in space size. This will cause a delay in loading time. Optimizing these images and making sure they are not very big in size can help.

Create A Blog

Having a blog on your IDX website is really good for SEO. This means, you can provide answers for searched questions about Real Estate in Google and other platforms.

If you use the backlinks in your articles correctly, you may end up closing a deal.

This happens like this:

For example, the user searches for Real Estate news and finds your website in search results. He reads what he wanted to read and finds how interestingly you mention another topic. He redirects to that page and stays on your website longer.

If you provide good content, he may conclude that your website is cool and start interacting with it regularly.

All this keeps your brand name in the back of his or her mind when they need to buy or sell a house. This may take a while but it's worth the try.

What's Next?

Search Engine Optimization is like taking care of a newborn. It is not the first few days and months that count. It's a lifetime process.

Your SEO manager for your IDX Site must keep an eye on how links pan out, what is the feedback from the blog and work on ways to develop it. You cannot keep working on the same topic and expect people to stay on your site.

You should learn the latest standards of search engines such as Google. A ranking technique that is working now might turn into a spamming technique next year. Keywords must constantly change according to what is being searched by users all over your market.

You should use your keywords at the beginning of a title and several times in the body. But naturally. Remind yourself that titles should be capitalized and your images should not take too long to load. And don't forget about blogging on a regular basis.

How SEO Can Help You Generate Long-Term Real Estate Leads and Achieve High ROI

Real estate agents cannot sell homes if they do not have anyone to sell to. Therefore, lead generation is an essential activity.

But how to go about it?

There are hundreds of lead generation strategies. Some are short-term, such as buying ads and going door to door.

Others are long-term such as building a brand and cultivating client testimonials. In this blog, we will analyze SEO as a lead generation strategy. SEO is a long-term, low-cost strategy that, if implemented correctly, can help real estate agents achieve a high return on investment.



How Does SEO Help Generate Leads?

Search engines evaluate content in predictable ways. They use algorithms to analyze the keywords, images, links and formatting used to generate a webpage.

Then they give the page a score based on the strength of its content. Real estate agents that understand search engines can produce content specifically designed to rank highly.

This can make their site more visible in the search engine results and help them attract more leads.

What Are the Advantages of SEO as a Lead Generation Strategy?

All lead generation strategies have advantages and disadvantages. It is up to you to find the best fit based on your website needs and plans. In the section below, we will outline some of the most important characteristics of SEO as a lead generation strategy.

Others are long-term such as building a brand and cultivating client testimonials. In this blog, we will analyze SEO as a lead generation strategy.



What Are the Advantages of SEO as a Lead Generation Strategy?

In the section below, we will outline some of the most important characteristics of SEO as a lead generation strategy.

Low Cost

SEO is extremely low cost. If you already have a website, adding content to it is essentially free (except in time and opportunity). SEO can help you get on search engines without paying for ads. As a lead generation strategy, SEO is sustainable.

Permanent

Unlike a web ad, SEO does not expire. As long as your content remains online and no one else has designed better content, yours will continue to rank highly and generate leads.

Targeted

Because you are generating your own content, you are able to make it super targeted. You can write SEO content based on industry, location, age, referral and other lead categories. This makes it easier for leads to find information that addresses their specific needs.

Higher Conversion Rates

SEO can also lead the higher conversion rates. Under SEO, agents “pull” leads to their site rather than “push” advertisements out. This has a positive psychological effect. Leads that research and discover content independently are more likely to value it more than content forced on them without warning.

Trust

The permanence and “pull” nature of SEO content makes leads more willing to trust it, which can have a positive impact on your business and brand.

What Are the Disadvantages of SEO as a Lead Generation Strategy?

As a lead generation strategy, SEO is not perfect. It cannot fix all your business woes, and it takes effort and planning to be implemented.

Time

The largest drawback of SEO is time. It takes hours and hours to produce the content necessary to generate content that ranks highly. And it includes many failures along the way. This is why SEO is considered a long-term lead generation strategy, or one to build up over several years.

Competition

Competition for keywords is fierce. You may find that you produce high quality content but cannot rank on the first page because of the plethora of other sites producing similar content for the same search term.

Alternatively you may succeed in achieving a high-ranking page only to have it knocked down later by a new entrant in the market with equally high SEO skills.

With high lead generating capacity and high conversion rates, SEO provides some of the highest returns of all lead generation strategies.

Now you just need to implement an SEO strategy on your real estate site and watch the leads come in.



The Art of SEO: IDX Website SEO for Pros

Real estate websites are empowered by [IDX integration](#) nowadays. This technology helps them get the MLS data flowing through their veins. Unless you are using iFrames, which is a basic way of integrating MLS data in your website and brings no SEO value, your IDX website can rank high on Google in so many ways. If you have worked on your website's SEO, you are already familiar with creating quality content and keyword targeting. Here, we are going to take a more professional stance in the world of search engine optimization and offer some advanced tips.

First up, let's review basic SEO action points:

- Create quality content
- Optimize your content
- Target keywords
- Use organic [IDX integration](#) (not iFrame)

Now, let's get into more technical stuff:

Check Loading Speed

The first thing that keeps or repels viewers to your website is the speed of your loading time. If your website is slow, people are more likely to move on to another site. This affects mobile users the most.

There are dozens of free tools and websites who run diagnostics and offer details about your website performance. Although We usually don't recommend free SEO tools in general, the following website can give you a good vision of how your website is performing:

[Pingdom](#)
[Ubersuggest](#)
[GTmetrix](#)



Optimize Your Tags

(Heading tag, title tag, meta tag, meta description, Alt tag for img, canonical tag, open graf tag and schema markup)

Tags, especially the meta tag, are an important element of your Google presence. While writing this, Google accepts a 600 Pixel title so if your tag is less than 60 words, you are most probably good to go. Viewers can see your title completely in Google results.

Avoid writing with ALL CAPS because it takes up a lot of space and is hard to read.

Google is smart, so don't overdo keywords. Try to give your pages a unique name. Here is an example of an optimized tag:

Code sample

```
<head>
  <title>Example Title</title>
</head>
```

Optimal format

Primary Keyword - Secondary Keyword | Brand Name
8-foot Green Widgets - Widgets & Tools | Widget World

Try CDN

CDN stands for Content Delivery Network. These are networks of servers sharing content through one another for a faster delivery of the data.

Using a CDN also protects you from some malicious attacks such as DDOS attacks. Using a CDN specifically improves your website loading time by helping users get the data from a server closer to their geographical proximity.

To Connect to a CDN, you should find a CDN provider and register your website there. After that, All you need is creating a CDN URL and reassigning your pages. For a step-by-step guide on how to do this, check out [Adding and Leveraging a CDN](#).



Optimize Anchor Texts

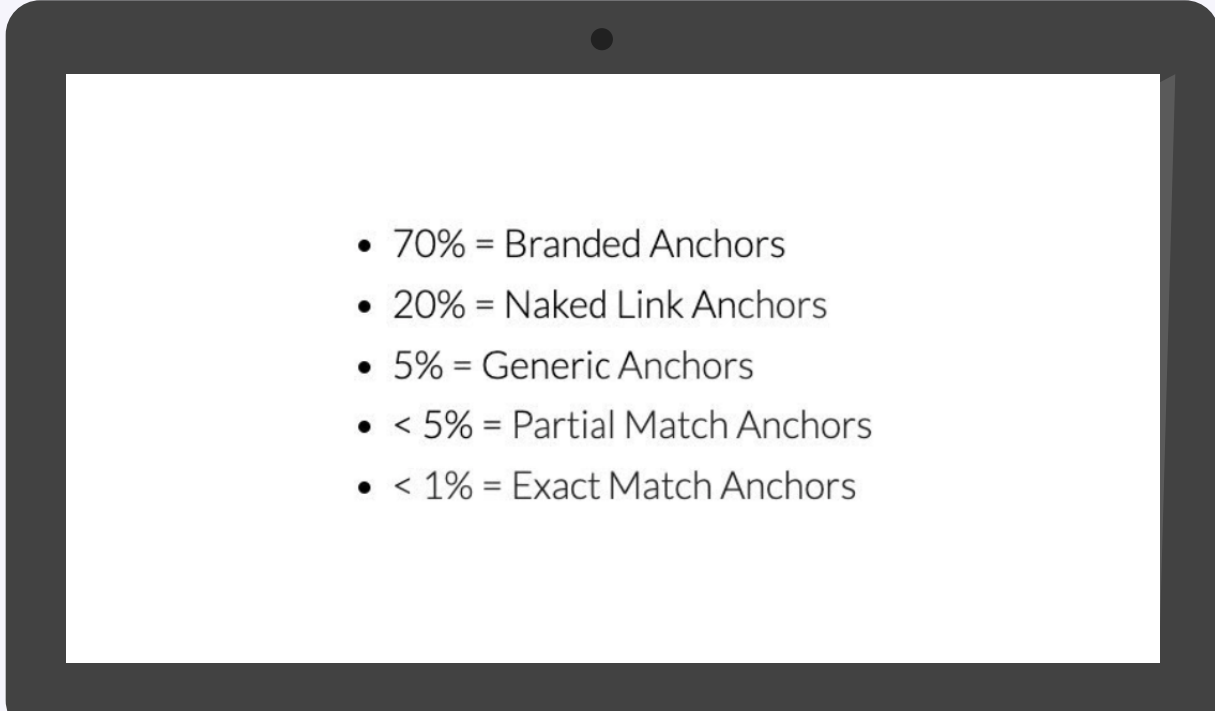
We all know anchor texts but we don't exactly know how to manage them. Too many anchor texts can be penalized by Google especially if they are naked anchor texts. A naked anchor text looks like this:

<https://realtyna.com/blog/>

A lot of people use branded anchor texts which are links inserted under a title. For instance:

[Realtyna's Blog](#)

You can also play with keywords in your anchor text but never overdo it. Depending on the length and nature of your article, you may use different types of anchor texts but here is a rough percentage that works best for so many people:

- 
- 70% = Branded Anchors
 - 20% = Naked Link Anchors
 - 5% = Generic Anchors
 - < 5% = Partial Match Anchors
 - < 1% = Exact Match Anchors

One more thing, instead of stuffing key phrases in your anchor text, try using a neutral title for your anchor text but keep your keyword or LSI close to the anchor text. Check an example:

...For more information about how to choose the best hosting services for your IDX website, check out [Hosting Guide](#)...



Apply Schema Markup

Schema.org or schema is a collection of tags you can add to your HTML to help search engines read your website more easily. It looks like this:

Code Sample

```
<div itemscope itemtype="https://schema.org/Book">  
  <span itemprop="name"> Inbound Marketing and SEO: Insights from the Moz Blog</span>  
  <span itemprop="author">Rand Fishkin</span>  
</div>
```

The main thing that Schema markup does is making search engines produce rich snippets for your result. You can include ratings, names of people, places and other similar information in your search result.

To generate your personal markup, you can use [Google's tool](#).

Add Breadcrumb

We all remember Hansel and Gretel. They used breadcrumbs effectively to be able to navigate the house. We can use the same strategy for our own website.

User experience is the key to success of an IDX website.

Using Breadcrumbs can help them explore the site conveniently.

You can add breadcrumbs manually or use
SEO management plugin [Yoast](#).

Optimize URL Structure

We all remember the time when computers communicated with servers through numbers. Those numbers are now replaced by words which can be read and we call them URLs.

URLs play an important role in SEO management.

These are a few ways you can optimize them for more SEO value:

- The limit for a URL is 2,083 characters or else they won't be read clearly by browsers.
- The best URL in terms of Keywords looks like this:

`http://www.example.com/category-keyword/subcategory-keyword/primary-keyword.html`

- The length of URL defines the effectiveness of keywords. The longer, the less effective.
- Clear URLs help engines know your web page structure better.
- Also, they are more likely to be clicked on if used as an anchor text
- Use lowercase letters. Uppercase may cause duplicate issues in the future. To help readability, use hyphens between the words to separate them.

Robot.txt

Let's talk a bit about what a Robot.txt file is?

This file is used to direct Google Crawlers on what page or file should or should not be requested. This will manage requests and avoid overloads.

To create a robot.txt file, read [Google's guide](#).

Before using Robot.txt file, you should know that:

- It is not used to hide your web page from Google. For that, you should use **no-index** features.
- Different search engines may not understand Robot.txt
- If you are using a site hosting service like **Wix**, **Drupal** or **blogger**, you cannot use robot.txt

Optimize for Mobile Users

Given the fact that over 60 percent of online users are accessing your website through their mobile devices, you cannot take mobile responsiveness for granted.

If Your page is not easily accessible on a mobile device, you will lose a lot of traffic. To know more about this, please check out [Mobile Friendly Vs Mobile Responsive!](#)



Canonical Tags

Canonical tags are the ones that show the desired URL on search results. To optimize these tags for SEO's sake, you need to make sure they exist in your source code and that they point to the right page. To monitor your canonical tags, you can [MOZ free toolbar](#).

Optimize Sitemap

If a website is linked properly, then Google crawlers are most likely to discover it and its content. Nevertheless, having a Sitemap.org can ease this process. This is important especially if your website is really large.

It can also help new websites with fewer backlinks to give clear guidance to Google about its content. To know more about how to build and submit a Sitemap file, read Google's Guide.

How to Improve Your Real Estate Website Performance

Creating a converting IDX website for your real estate business is probably the most important stage in your online marketing campaign. Having said that, a lot of effort and investment is usually dedicated to a good IDX website.

Considering the fact that a website requires so many features on the front-end, that is the client-side and what the users actually see and interact with, and Back-end(server-side), it will be challenging for maintenance.

Proper coding and development considerations can save you from a lot of Run-time complications. Also, you can deal with future issues with a few changes.

Here, we will discuss a few ways you can improve your IDX website with coding:

1.Reduce Image Sizes

Images are important [design features](#) of your website, especially the homepage. Designers often try to create high-quality images to impress visitors. Honestly speaking, there is nothing to argue there but the size of these images is usually overlooked. High-resolution images are often large and this can seriously affect the loading speed of your website. Make sure your images are of good quality and a reasonable size. Alternatively, you can use newer image formats such as Jpeg XR or WebP to save the quality at lower sizes.

2. CDN

A CDN or Content Delivery Network is a system that provides website and content data from a server near the user. This way, the loading speed of your website considerably increases. WPL CDN, for instance, brings this unique feature to the next level. Plus, WPL CDN is compatible with almost every MLS in the US and Canada.

3. Reduce HTTP Request On Homepage

An IDX website loading time is important for two basic reasons: User experience and the reputation of your brand.

Recent studies strongly suggest that almost half of mobile users and a third of PC users will leave your page if loading time exceeds 5 seconds. The main culprit here is often the number of requests to the database. Here is how you can fix this:

- Delete unnecessary files, images, and objects especially from your homepage.
- Consider Lazy loading in which some plugins will help you load data only when the user scrolls down to them.
- Merge your CSS and JS codes. For this, you need some help from a developer. This will reduce the number of unnecessary calls to the database.
- Use Filtering options to limit repeated calls to the server.

4. Caching

Basically, caching in the browser could be mentioned in section 3 above but to us it merits its own. Caching or precisely browser caching comes in handy when you have visitors coming back to your website.

Enabling browser caching will help automatic caching of data by a browser.

There are plugins out there for this feature but a natively optimized website is more recommended since too many plugins can adversely affect your website performance.

Realtyna's WPL is optimized for caching and you can use enhanced cache features like cache clearing in your recent update.

5. Code for Mobile Friendly Website

Given the fact that more users are going online through their mobile devices, you need to make sure your website is mobile-friendly. In other words, your images, pages, search boxes and IDX showing features are all optimized for mobile users.

You can use [Google's tool](#) to see if your IDX website is mobile-friendly or not. Some experts also suggest that you design your IDX website for mobile first, that is, all your features are designed primarily for mobile configurations.

6. Loading Asynchronous JS Codes

With the rise of third-party features such as [social media](#) and commenting services on your website, you may face speed or response issues down the road.

If the third website doesn't respond for some reason, you are to blame because the user is on your website. To avoid this mess, we can use asynchronous Javascript codes.

Read [Load A Script File With Async](#) or Contact us for the support!

7. Check Your Hosting Plan

Given the size of your online presence and growth, you need to revise your hosting plans. A shared hosting plan which works just fine in the beginning may not be practical anymore once your business grows. Especially with an IDX website where there might be more than one server involved (some MLS host data on their own servers), you need to choose a responsive host.

SEO Optimized Content Marketing for Real Estate

If you are casually browsing, considering if it's a good idea to get into the content marketing as a real estate agent for your real estate websites SEO, let me say in the beginning: There is a very slim chance to get high organic ranking without great content and content marketing. Since we established the necessity of content marketing, the next big question is how to create awesome content that is search engine optimized.

Start With Your Website

This is the most important step of reaching your SEO goals through content and it has nothing to do with content. It's your real estate website. If your website is not optimized for SEO, all of your efforts will be in vain.

Best option for this is Organic MLS Integration.

What does that mean? Each listing creates a separate indexable page. Consequently, people who search for listings will find you easier because search engines will recognize keywords from every listing page. So, here you go, better SEO already.

Create a Plan

Okay, content marketing is still marketing. You need a target audience and a plan. Social media, blog and video content which, on the other hand, can be integrated in social media.

Scheduling will help you immensely. It's important not to be flaky and set goals. Whether it's 5 blogs a week or 1, having a plan is an integral part of the process.



Blog Content

This is the core of your content marketing. If the quality of this part is poor, nothing else will work properly.

One important thing to remember:
there is no shortcut in this part of content marketing. Google and other search engines are oriented on users and users are oriented on value.

There is one simple statement about SEO:
Google loves you when everyone else loves you.

Also, one important measure to take, to be able to compete with your competitors, which might be established and popular real estate blogs, is to cover new topics that they are not covering. You'll get your share of the attention from real estate public if you find something that might be interesting and new

Newsletters/Emails

Hubspot research says people prefer to get marketing messages on email than any other platform and Mckinsey says email converts 40x more leads into customers than Facebook and Twitter combined.

So, if you had any doubts about the relevance of email marketing there is that. Let's say you have your blog, where you post regularly. You can't be depended on organic SEO solely. Your blog content could easily become your newsletter content and bring traffic to your website.

You could also create some kind of real estate monthly or weekly issues with your blogs and send it to your email list.

If you do not have graphic designers on your team, you could easily create them on your own on free platforms like [Canva](#), where you can also have access to free templates for featured images for your blog posts.



Video Content

Very soon most of the content on the internet will be video. Real estate will be no exception. If you have a budget for marketing, it would be a good idea to have a place for professional video production in your budget, at least for special and/or exclusive listings.

If you're not there yet, maybe you have a camera or a budget for buying a new one. Here you can find the list of best cameras to capture real estate. You can also take some video production courses.

At the end of the day, all you need is vision, other than that, technical stuff can be mastered fairly easy for a beginner level. Of course, no one can really predict the future and anything can happen. But for now, we can say with as much certainty as possible, that real estate industry will be unimaginable without video soon.

Visual Content

Video is definitely the future, but other visual content is not totally out of trend yet and some of them are still coming.

360° photos are one of the trends that is still fresh, infographics and any type of data visualisation could be also very eye-catching and interesting, especially in real estate, since it's a data-driven industry. And if we could name one next big thing in real estate marketing it would be VR(Virtual Reality). With a little research, you can find platforms which can help you advertise with 360° photos and VR.

Keyword Research

If you already have content, you need to present it to your audience right way, otherwise what's the point?

There are some paid keyword research tools that could be a great help to your business like [Semrush](#), however there are some free tools like [ubersuggest](#) that could be put to use.

During your keyword research you should remember what is your strategy. Going without one would be a huge mistake.



One common mistake that a lot of new businesses make is that they do not concentrate on their target group and are trying to reach as many people as possible. This does not always mean more business, often competition is too big to get noticed and you stay buried deep in search results.

For instance, if you are a real estate agent that knows one specific neighborhood or community very well, you should use that in your keywords and target your local audience first, since that's where your strength lies.

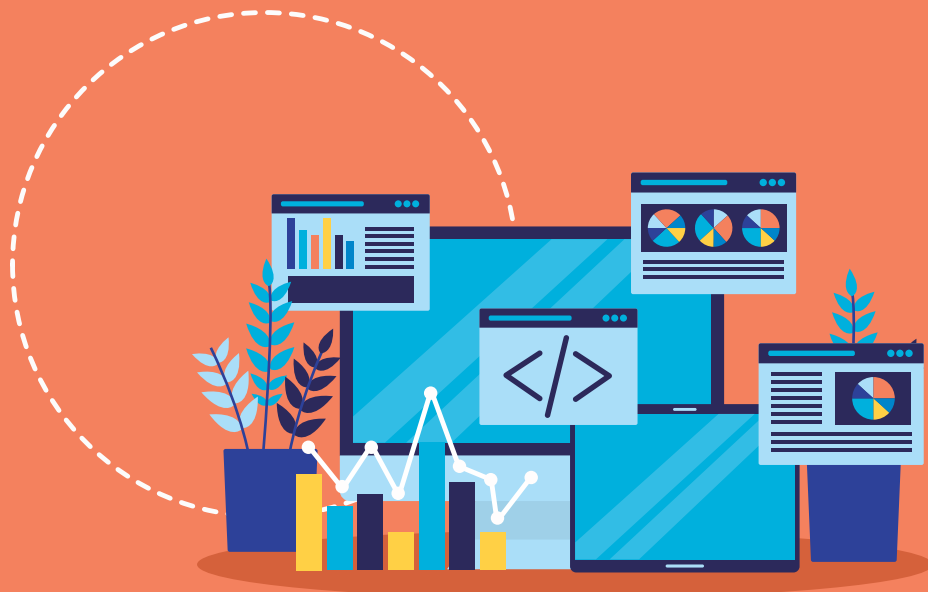
One other small, but important detail to remember about how search engines work: It starts to think like a human and guess what might users mean behind their keywords, so when you make your research about popular keywords within your industry, search behind them.

What does this mean? When you see a keyword, that doesn't say much, guess what would be the user intention and write content about that and then use related keywords in your title.

Final Thoughts

Content marketing is a complex process and it is as much about the content as it is about marketing. The common approach of creating good content and just posting it often don't work, because the internet is so cluttered with information.

The first step in content marketing is having a decent, optimized platform for SEO, then making the high quality content and then marketing it in the right places.



Thanks for Reading

Thank you for taking the time to read this book.

We hope that it will help you harness the power of SEO.

As a thank you, we are happy to provide you with our [Market Report Add-on](#) as a free upgrade with any [SEO package](#) purchase.

As we all know, monitoring the SEO features of an IDX website can be time consuming, and it may require expertise from varying branches of web development and mastering. Realtyna offers a range of SEO packages from a one-time set up to monthly plans that include:

- Content Development
- Google Adwords
- Facebook Dynamic Ads
- Social Media Management

To learn more about it,
please visit [SEO package](#).



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