

Get it SEEN, & Get it SOLD!



Real Estate SEO Tips

Create Exponential Growth in your Real Estate Sales with Online Listings, SEO, & Highly Targeted Marketing.

- Real estate sales is about building relationships. Today, these relationships start online. The need to embrace the Internet is evident in most industries, but for Real Estate Agents the internet is an ever growing piece of the overall marketing landscape.
- Real Estate website SEO Optimization and the Internet is paramount, and a core factor for success. Having an online presence is crucial to developing and sustaining an ongoing lead source.
- In Real Estate you must be visible and have a prominent voice. Websites and effective SEO enables agents to showcase your listings and make your services known to both buyers & sellers.
- Get it Seen & Get it Sold!!!



Online Vs Traditional Media

- In today's challenging real estate market and economic downturn, every dollar spent needs to show a return.
- Advertising costs are on the rise and what used to work no longer does.
- Gone are the days when companies launched a marketing campaign and reached masses of consumers. Traditional media such as newspapers, magazines and TV, simply do not make the phone ring like they used to.
- This is because consumers today are bombarded with thousands of marketing messages every day and they have almost become immune to traditional media.
- Studies indicate that the Internet has become the go-to source for home buyers and sellers. The Internet provides a 24/7 source of information and buyers and sellers can browse and look for WHAT they need, WHEN they need it.

Why advertise online?

- New Zealand's online practices are exactly mimicking those trends, already exhibited in the US, UK, and Australia.
- In the US close to 90% of ALL real estate buyers, initiate their searches online.*
- On average US real estate purchasers visit 5 websites in their efforts to find the ideal home. **Source: Randi Thornton, Real Estate Website SEO Optimization Study 2009 for PCMS Consulting US.*
- US property buyers spend an average of 2.75 hours a week searching online for property. *Source: 4th annual Nielsen Real Estate Market Report.*
- In New Zealand 78% of respondents to an online survey by Nielsen Online , conducted property searches on a specialist property website, focussing on a particular market sector. *Source: 4th annual Nielsen Real Estate Market Report.*
- New Zealand is catching on!

Why not advertise online?

- The average regional newspaper charges \$300 per quarter page for one day.
- For the same money you can list a property online for 6 months or more.
- The Average regional newspaper finds its way to the garbage within 2 days.
- Online real estate platforms remain in the home indefinitely.
- Radio advertising is costly, difficult to track, and is ineffective as a lead generation tool.
- Online advertising has the best ROI of any advertising medium, is easy to track, and will become the primary source for generating leads in the future.

What is Search Engine Optimisation (SEO)?

- What is Search Engine Optimisation (SEO)?
- SEO (Search Engine Optimization) is the process of making a website and its content highly relevant for both search engines and searchers. SEO includes technical tasks that make it easier for search engines to find and index a website for the appropriate keywords. Web SEO helps a Real Estate website gain top positioning for relevant words and phrases.
- If a website is not found on the first or second page of a search engine, then that website will not enjoy website traffic, online exposure, and online profitability.
- If you optimise your pages well, you will leap frog the competition and achieve great page rankings.

Keywords, Kiwis & Google

- A keyword is a word or phrase entered into a search engine in an effort to get the search engine to return matching and relevant results. Just how important are the keywords you use in your listings or on your site? How big an impact can they have on the success or failure of your site? Actually keywords can make or break your site.
- You must write your listing content from the perspective of a potential buyer or seller. What are they going to be searching for? You will be surprised what they are and aren't typing!
- Keyword Density & Relevance; Regular use of keywords throughout your listing content, will help search engines identify your listings as being relevant and will promote your listings up the search rankings.

What are Meta Tags?

- **What are META Tags?**
- Information placed in the HTML header of a Web page, providing information that is not visible to browsers, but can be used in varying degrees by search engines to index a page. Common META tags used in search engine marketing are title, description, and keyword tags.
- Think of your META tags and page titles as valuable real estate!

Description META tags are 150 character, Adverts.

- Accurately summarize the page's content.
- Write a description META tag that would both inform and compel users. Put just enough detail to arouse their curiosity and interest to click for more.
- Use unique descriptions Meta tags for each page.
- [Rural Real Estate | Digital Harvest](#)
- Buying or selling your unique rural real estate, Farm, Lifestyle Block, or Orchard? Then contact Digital Harvest & get results Fast.
www.digitalharvest.co.nz/rural-real-estate - [Cached](#)

Things to avoid

- Writing a description META tag that has no relation to the content on the page.
- Using generic descriptions •
- Filling the description with only keywords.
- Copying and pasting the entire content of the document into the description META tag.

Title META tags

- An HTML META tag with text describing a specific Web page. The title tag should contain strategic keywords for the page, since many search engines pay special attention to the title text when indexing pages. The title tag should also make sense to humans, since it is usually the text link to the page displayed in search engine results.
- **Stories Sell: Think of your Website's Title and Descriptions as Valuable Real Estate!**
- The one thing that you need to ask yourself when writing content for your real estate website TITLES and META DESCRIPTIONS is whether you are answering the one question your potential customers would have on their minds and that is: “What is in it for me?”
- Now imagine if it said:
- “Gorgeous 3 bedroom lifestyle block, with lots of room to roam & income” — Wouldn't you be intrigued to click?

Niche or Highly Targeted Marketing

- 75% of online searches are conducted through specialist Real Estate websites.
- Highly targeted marketing gets seen by your ideal demographic.
- Highly targeted marketing, results in dramatically higher conversion results.
- Highly targeted traffic results in more contacts.
- Highly targeted traffic are more motivated to achieve a result and less likely to be just window shopping.
- Highly targeted traffic are genuine buyers & sellers.
- Highly targeted marketing, saves you time , energy & money.

OUR TRAFFIC IS YOUR DEMOGRAPHIC!!!

Online = More \$ales

- Is it therefore any surprise that the top producing Real Estate Companies are also the ones that utilize the Internet and experience high traffic, top Google Rankings, a massive number of keywords terms directed to their website, and make correct use of META descriptions and page titles?
- Searchers WILL always find someone. Will it be you or your competitor?
- Beat the recession by using Digital Harvests specialised Rural Real Estate platform to obtain high search engine rankings, generate listings and sell more property.



286 Youngson Road
Rd6 Tauranga 3176
New Zealand.

Ph. 0800 476 472

Fax. 07 548 0303

info@digitalharvest.co.nz

www.digitalharvest.co.nz

