



Essential *SEO Checklist* for Realtors[®]

QUICK TIPS

1. Optimize Your Website's Homepage

- Include your target location(s) in the page title (e.g., "Top Realtor® in [City]").
- Add a compelling meta description with your unique value proposition (e.g., "Helping clients buy and sell homes in [City/Neighborhood] with ease!").
- Use high-quality, compressed images and include alt text with relevant keywords.

2. Create a Dedicated Page for Each Neighborhood

- Highlight key features like schools, parks, and local attractions.
- Use location-specific keywords (e.g., "homes for sale in [Neighborhood]").
- Include a call-to-action like, "Contact us to learn more about homes in this area!"

3. Optimize Your Property Listings

- Use descriptive, keyword-rich titles for each property (e.g., "Luxury 4-Bedroom Home in [City]").
- Write detailed descriptions emphasizing unique features and benefits.
- Add high-quality photos, videos, and virtual tours to increase engagement.

4. Leverage Local Keywords

- Research terms buyers and sellers search for, like "affordable homes in [City]" or "best Realtors® in [Neighborhood]."
- Naturally integrate these keywords throughout your website and blog posts.

5. Claim and Optimize Your Google Business Profile

- Ensure your business name, address, and phone number (NAP) are consistent across all platforms.
- Add high-quality photos, respond to reviews, and keep your profile up to date.
- Use posts to share updates, new listings, or market insights.

6. Use Internal and External Links

- Link to relevant pages on your website (e.g., from your blog to property listings).
- Include credible external links to resources like local market reports or community guides.

7. Create a Blog with Value-Driven Content

- Write about topics like "5 Tips for Selling Your Home in [City]" or "Why [Neighborhood] Is Perfect for Families."
- Post consistently and share the content on social media to drive traffic.

8. Ensure Your Website Is Mobile-Friendly

- Test your site's mobile performance using Google's Mobile-Friendly Test.
- Make navigation simple and ensure forms work seamlessly on smaller screens.

9. Improve Website Speed

- Compress images and remove unnecessary plugins.
- Use tools like Google PageSpeed Insights to identify areas for improvement.

10. Track and Adjust Your SEO Performance

- Use tools like Google Analytics to monitor website traffic and user behavior.
- Regularly review your keyword rankings and make adjustments as needed.

Ready to take your
SEO game to the next level?

Contact Ollin Reach today for expert
help in optimizing your online presence!

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