Search Engine Optimization Syllabus

Version 3.1

Created By: Trevour Cordero

WELCOME

The Search Engine Optimization Syllabus is a unique document given to iHOUSEweb clientswho wish to learn about SEO and how it applies to their website. This document will explain how to properly structure the design and flow of your website so your clients will see it as the best Real Estate Resource and promotetraffic and lead conversion.

IMPORTANT

This document is full of tips and tricks to improve your website. Please note that these are only suggestions. We cannot guarantee traffic or leads to your website. Your website is a powerfultool and like most tools it is important that you take the time to educate yourself on the various uses of that tool.

Please also remember that our iHOUSEweb Elite Service™ Team is available to assist with ANYTHING you may need Monday-Friday from 7am-5pm PST. Please do not hesitate to reach out to them if you have any questions or need items taken care of for you.

Just Getting Started?
Getting Started Training Video
SEO 2014 Where to Start
iHOUSE Web Help Center

YouTube Training Videos
Click Here

Elite Support Team
866-645-7700
support@ihouseweb.com
Schedule a 1-on-1 appointment!
https://calendly.com/elite-service/csr/

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Meta Tags

What is a Meta Tag?
A meta tag is a special tag that provides information about a web page. Unlike normal tags, meta tags do not affect how the page is displayed. Instead, they provide information such as who created the page, how often it is updated, what the page is about, and which keywords represent the page's content. Search engines use this information when building their reports. Think of meta tags asphrases or keywords that your clients would typeinto the search engines in the hopes of reaching yourwebsite.

What Has Changed?
In 2010, Google's search results became inefficient because people were no longer receiving quality results on the items they were searching for. This was due to Google using Meta Tags/Keywords to determine your website's value online. As a result, Google altered their algorithm, putting less emphasis on Meta keywords.. **Meta Titles** and **Meta Descriptions**are stillimportant and do have beneficial value if setup correctly. Google has been quoted in saying:

"Titles are critical.... it's important to use high-quality titles on your web pages...high-quality descriptions can go a long way to improving the quality and quantity of your search traffic"

Read more on what Google has to say about these topics
Click Here –OR-**Click Here**

Training

How to implement meta tags into your iHOUSE Website:
- To access your Meta Tags, make sure that you are logged into your iHOUSE ELITE admin menu
- Click the 'Settings' button on the left hand side of your screen
- Select "Meta Tags"
- Here you will see three boxes: Meta Title, Meta Description, and Meta Keywords
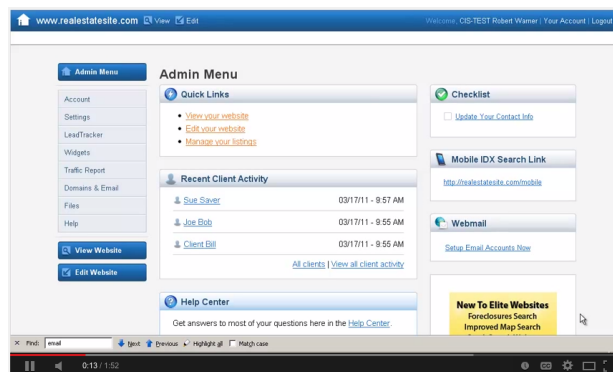
Click Video to Watch

Examples

Meta Title

The Meta title will appear at the top of your website as well as on linked information that appears in search results. You want to use this information to draw people's attention to your site, as this is the first thing they will see.

Example of Meta Title:
"Sacramento Success Home Realty | 916-123-4567"
"John Doe | Real Estate Experts | Sacramento, CA | 916-123-4567"
"Real Estate Experts | John Doe | 916-123-4567"

Meta Description

The Meta description section is used as a summary of your website. Here you will want to go over services you provide, where you sell homes and what kind of homes you sell. While Meta description doesn't affect search rankings, they do affect Click Through Rates (CTR).

Example of Meta Description:
"Sacramento Success Home Realty specializing in residential and condo/town-home properties in the Sacramento, Carmichael, Elk Grove, Davis, and Rocklin Communities. With the combined experience of over 20 years, we pride ourselves on providing the best possible real estate services in the area."

Meta Keywords:

Try and fill the Meta keywords section up as much as possible. When using meta keywords, you should also consider common misspellings, long tail keywords, and out of the box phrases like airports, schools, and parks.

Long Tail Keyword Examples (Type as a paragraph separated by commas)
Washington condo for sale, WA condo for sale, Spokane Lakefront properties for sale under $500,000, Condos for sale near the lake in Spokane Washington, Spokane Waterfront Properties, Washington Spokane Homes for sale, Spokane WA Homes for Sale, Real Estate agent in Spokane, 2 Bedroom 2 Bath Under $500,000 near Jefferson High school, Retirement homes in the Washington Area near Park Plaza

Direct Examples from Clients' Websites

Meta Tags

ⓘ Your Title, Description and Keywords Meta Tags are used by search engines to help rank your web pages. Please do not attempt to format the text or insert html coding. Get help writing meta tags ⓘ.

Title

This title will be appended to the page name for each of your pages, unless you override it by providing a page specific meta title in its Advanced Page Settings.

Bill Smith Realty Group | Southern Pines NC Real Estate | 910-528-4090

185 characters remaining

Meta Description

This is the meta description that will be used on your homepage.

A Southern Pines Realty Group that specializes in residential homes, luxury homes, land, and commercial real estate properties in the Moore County Area; Southern Pines, Carthage, Whispering Pines, Pinehurst, Seven Lakes,Cameron, and Vass, NC. We pride ourselves on providing the best possible real estate services in the Sandhills area.

63 characters remaining

Meta Keywords

Southern Pines Real Estate, Southern Pines Homes for Sale, Southern Pines Homes, Southern Pines Houses, Southern Pines REAL ESTATE Listings, Southern Pines Foreclosures, Southern Pines Commercial Properties, Southern Pines Lots & Land, Southern Pines Real Estate Broker, Homes for sale in Southern Pines, Homes for sale in Moore County, Homes for sale in Pinehurst, Pinehurst houses for sale, Whispering Pines houses for sale, Houses for sale that are lake front on Lake Auman. Lake front properties in Moore County. Lake front properties in

3 characters remaining

Meta Tags

Your Title, Description and Keywords Meta Tags are used by search engines to help rank your web pages. Please do not attempt to format the text or insert html coding. Get help writing meta tags ❓.

Title

This title will be appended to the page name for each of your pages, unless you override it by providing a page specific meta title in its Advanced Page Settings.

> Boise Idaho Area Homes for Sale - Des Hughes - Silvercreek Realty Group- (208) 724-6257

168 characters remaining

Meta Description

This is the meta description that will be used on your homepage.

> Des Hughes & Silvercreek Realty Group Specializing in the Boise Idaho area. Please visit our site today to have full free access to search the MLS and save your favorite listings so you will be notified with free listing updates and price changes. Allow us the opportunity to find your dream home!

103 characters remaining

Meta Keywords

> Boise Idaho Area Real Estate,Boise Idaho Area Homes for Sale,Boise Idaho Area Homes,Boise Idaho Area Houses,Boise Idaho Area Listings,Boise Idaho Area Condos,Boise Idaho Area Foreclosures,Boise Idaho Area Rentals,Boise Idaho Area Commercial Properties,Boise Idaho Area Lots & Land,Boise Idaho Area Real Estate Agent,Boise Idaho Area Real Estate Broker

Google Analytics
Know Your Business

The most valuable tool you should be using to analyze how your website is performing is Google Analytics. With this tool, you can easily answer many questions you may have about your website regarding, where traffic is coming from, what pages are they leaving on, and comparing data from different time periods. This is a tool you will want to check weekly to ensure that your website is on the right track to getting more traffic.

Google Analytics generates detailed statistics about a website's traffic and traffic sources, and measures conversions and sales. Google Analytics can track visitors from all referrers including search engines, social networks, direct visits, and referring sites. It also displays advertising, pay-per-click networks, email marketing and digital collateral such as links within PDF documents.

Training

How to implement the analytics to your iHOUSEWebsite:
- Go to your Admin Menu
- Go to Traffic Report
- Go to Google Analytics
- Copy the code given to you and paste it into this section
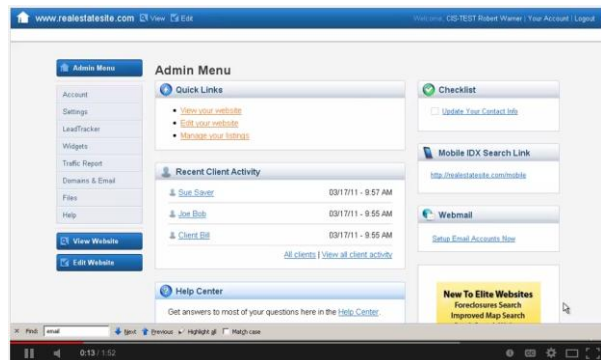
Click Video to Watch

Examples

Consumers have found success using ["A Guide to Google Analytics"](#) from Simply Business, which addressesthe main issues that you will want to focus on:

What Data Does Google Give Me?

- Where your visitors are coming from?Very important if you're targeting a specific audience.
- How your visitors found your website?This shows if visitors found your site directly, through a referral from another website (ex: Twitter, Facebook), or from search engines.
- What keywords were used by visitors in the search engines to get to your website? his is crucial for SEO. Knowing which keywords people are searching for to get to your site determines if you are on the right track.

What Do All These Terms Mean and Where Do I Start?

1. **Demographics** - Google actually reports to you demographic information including age, gender, and interest categories. They allow you to better understand your clients and segment your analytics data.
2. **GEO** – Google can report to you the location in which your clients are searching your site to determine local interest vs. outside interest.
3. **Bounce Rate** - This is when a user of the website visits only one page on your site before heading to another site altogether. Although the bounce might mean that a user isn't finding the information he or she has hoped for, it is often an indication of a poorly optimized page that is lacking the content the visitor desires.
4. **Acquisition** – This refers to where site visitors are coming from whether it's social media, directly entering in your URL or links from another website.Let's say your site is receiving a slew of visitors from Facebook, but next to nothing from LinkedIn. This indicates that a higher percentage of your audience is coming from Facebook and you may need to work on your LinkedIn social media or to advertise more on Facebook.Traffic sources can even be a key indicator for physical activities. For example, if yoursite received a number of hits from a profile on a website for a recently attended conference, it indicates the event was a success.Though this helps you determine the effectiveness of immediate campaigns, it can also give you a sense of fuzzier factors, such as the kind of impression you are creating on Twitter when a visitor returns to you several weeks after the initial referral to convert. This tool can provide in-depth metrics and can fuel powerful experiments.
5. **Behavior** – This will tell you how your visitors are navigating your website, what page they leave on and what pages they stay on the longest giving you a

better sense of what your readers like on your website. It also reports to you items such as Site speed, Site Search patterns, and specific on page analytics.

Resources

MOZ SEO Knowledgebase
[Click Here](#)

Wikipedia Article
[Click Here](#)

50 Tips for Beginners
[Click Here](#)

Google Analytics Blog
[Click Here](#)

Google Analytics YouTube
[Click Here](#)

Using Analytics & Conversion Tracking
[Click Here](#)

Social Media

It's No Longer An Option...

Social networks are becoming increasingly important to build a client base for all 21st-century businesses. Adding a "like us on Facebook" or "find us on Twitter" link brings in fresh traffic and keeps your clients updated on new and upcoming events/news.By creating quality content and allowing it to be shared using optimized social media outlets, businesses have the ability to increase rankings naturally.

Training

Sign Up For ALL These Sites:
Facebook: https://www.facebook.com/business
Twitter: https://business.twitter.com/
Google: http://www.google.com/business/
Pinterest:http://business.pinterest.com/en
Linkdin: http://business.linkedin.com/

Click Video to Watch

Branding/Badging
Most of these platforms offer HTML or Java Code to place pre-made widgets or "Badges". For example, if you do a Google Search for "Facebook Badges" you come across the following page:
https://www.facebook.com/badges/

Image Links
Use the training video above to learn how to use our prebuilt social icons widget.

By getting the badging code from Facebook you can place the comments badge directly into your website like below

Saved Searches – Integrated IDX

Please visit www.BensonTeamSellsHomes.com. They are using multiple saved searches on their website targeting specific areas in which they do business. This is something that every iHOUSEweb customer should be doing when they get a website from us.These pages update automatically with new listings from your MLS. Search engines see that your site is updating with fresh content and your website will receive a better search engine ranking. Visitors will love how easy it is to use your site to find their dream home! **THIS** is what Google expects to see nowadays and is what pushes your website ahead of the pack. We are only one of three real estate website providers in the United States that offers Integrated IDX.

Building Saved Searches

How to createSaved Searches onyour iHOUSEWebsite:

Click Video to Watch

- Log into your account as the website administrator. You will know that you are logged in as an administrator if at the top of your page it says "Welcome {Your Name}" and there is also a link to "Admin Menu". Click the Edit button in the top left corner of the page.
- Now, go to one of your IDX search pages (Quick Search, Map Search or Advanced Search).
- Enter the desired criteria for your search and then hit "Search".
- In the top right corner of the search results page you will see a "Save Search" link. Click this link, enter a name for your search, select whether or not to receive House-Track emails for the search, and then click the "Save Search" button. You will see a confirmation message.
- Now we need to place this Search on a Saved Search Landing page, so go to your Pages tab in Edit Mode.
- Click "Add a new saved search page" under the "Saved Search Pages" section. Enter a name for the new page and select your search from the drop-down menu of saved searches. Select the location the page link will show (main navigation menu and/or footer) and then click the "Save this page" button.
- You will be taken to your new Saved Search page. In edit mode, you will have to click the "view the search results" links to see your search results. Other visitors will be taken directly to the search results.
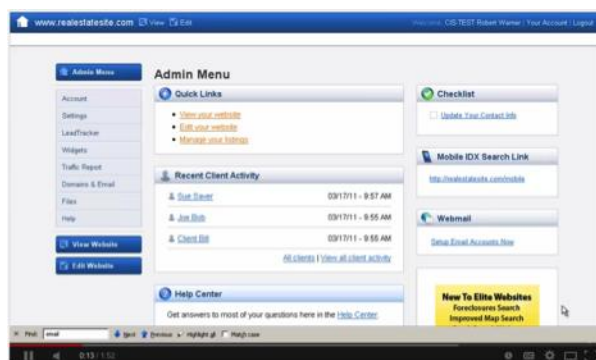
Example Websites with Homepages that Focus on Saved Searches

Please keep in mind these are customer designed tables and gallery widgets, however, our Elite Service Department can assist with creating these tables.

www.bobmccormick.com

Roswell Properties	Johns Creek Properties	Search For Homes	Alpharetta Properties	Cumming Properties
All Properties	All Properties	Quick Search	All Properties	All Properties
Up To $200,000	Up To $200,000	Advanced Search	Up To $200,000	Up To $200,000
$200,000-$300,000	$200,000-$300,000	Map Search	$200,000-$300,000	$200,000-$300,000
$300,000-$500,000	$300,000-$500,000	Foreclosure Search	$300,000-$500,000	$300,000-$500,000
$500,000 & Above	$500,000 & Above	Register - Free Updates	$500,000 & Above	$500,000 & Above
		Login - Returning Clients		

www.yourlakehavasuhome.com

Location:	Bedrooms:	Bathrooms:	Min Price:	Max Price:	
Type a city, zip, address, or MLS#	Any	Any	No Min.	No Max.	SEARCH

Search by Price	Search by Property Type	Search Homes	Search by Sub-Division	Special Request Properties
All Properties	Single Family Home	Quick Search	Canterbury Estates	Golf Properties
$200,000 & Under	Condo/Townhouse	Advanced Search	Havasu Foothills Estates	New Construction
$200,000 - $300,000	Manufactured Home	Map Search	Mesquite Bay - Sailing Hawks	With Pool/Spa
$300,000 - $400,000	Lots & Land	Foreclosure Search	Refuge at Lake Havasu	With a View
$400,000 & Above	Commercial Properties	Our Active Listings	Sun Lake Village	Lake View
Luxury Properties	Multi Family Home	Register - Free Updates	Search ALL Subdivisons	RV Garage/Parking
		Login - Returning Clients		

Welcome & Thank You For Visiting   Dont Miss a New Listing Again!

www.samelam.com

CHANDLER AZ	GILBERT AZ	MESA AZ	PHOENIX AZ	SCOTTSDALE AZ	TEMPE AZ
Homes for Sale	Homes for Sale	Homes for Sale	Homes for Sale	Homes for Sale	Homes for Sale
Pool Homes	Pool Homes	Golf Homes	Golf Homes	Golf Homes	Golf Homes
New Homes	New Homes	New Homes	Luxury Homes	Luxury Homes	Luxury Homes
Foreclosures	Foreclosures	Foreclosures	Foreclosures	Foreclosures	Pool Homes
55+ Homes	55+ Homes	55+ Homes	Condos	Condos	Condos
Area Information	Area Information	Area Information	Area Information	Area Information	Area Information

Blogging

Blogging has always been that topic that no Real Estate Professional wants to tackle simply because they do not see the direct benefit or they don't have the time to maintain weekly posts to their clients. If you are reading this and you have that mindset, please remove it from thought as Google make this mandatory now, but not in the way you might think.

It might shock you to know that Google only index and crawl your website for SEO changes ONCE EVERY MONTH The long time frame is because there are over a BILLION websites to rank!What Google cares most about when ranking your site is that its being updated on a regular basis; Google will not index your website and will not get a chance to rank you if they don't have proof of this fresh content.

How Do I Show Google Fresh Content?

Every iHOUSE website has an easy-to-use built-in blog. This means when add a new post to your blog it cycles directly on the homepage, giving Google enough fresh, rich content to help boost your search ranking. All you have to do is talk to your clients and share information you already have sitting on your desk or in your email.

Training

The Blog Admin page can be accessed from the "blog" tab in the edit bar or by going to your blog page in edit mode and clicking "Edit This Page". From here you can:

- Create a New Post
- Search through your current posts using filters; filters can also be used to find your drafts
- View, Publish/Un-publish and Edit Posts

Beforeyou start blogging, we highly recommend that all of our clients read

our 'Real Estate Blogging 10 Do's and Don'ts'This will help you avoid common mistakes people make when starting their real estate blog.

Click Video to Watch

Visitor Registration &Retention

The most common question we receive after customers have been with us for a while is "Why is my website dropping off my client's radar" and"Why am I not getting any new leads?". These are issues that we can address, as long as we keep the following three questions in the back of our minds while we build and use the website. You should never have a problem with people registering for your website provided you have good answers to those questions.

1. What is something of value, or a service,that you provide visitors on your website? Take yourself and what you bring to the table out of the equation. What specific tool do you give clients to utilize on the website, and how do you share this tool so they know it's there for their use?
2. What do you need from a simple, online visitor coming to your website? What is going to turn that search engine visitor into a valuable client? How do you make that process easy for the client to transition from visitor to lead?
3. What might be a roadblock or hesitation in your client's mind when using these tools, using your website, or offering their contact information to you? What may be an existing fear or problem in their mind that might scare them away?

How Do We Answer Those Questions? Value!

When clients visit the website they are looking for reasons to stay; they are looking for value. Clients can always go to other listing search sites to look for properties, they are coming to your website to find someone to do business with. Clients will not offer registration information (email address or phone numbers) without finding a very good reason to do so. Clients do not want to be bothered with spam or calls during their dinner time, and when they are asked to register for the website, that's the outcome they believe maycome true if they give up that information.

Very similar to the registration message, we suggest placing some type of Call To Action (CTA)to allowvisitorsto setup their own saved searches to their account. Remember that when clients register for your website they now have the ability to save their own searches so they can come back later and review. At the same time, if that client opts into the HouseTrack™ system when saving the searches, they will be emailed when new listings come onto the market that meets those search results. This is the most valuable data for the clients, but they do not know they have these tools available to them. Walk your customers through their experience, put yourself in their shoes understanding what steps they are taking and what hesitations they might have when using your website.

Call To Action!

Your customers need to be shepherded through the experience, they need to be shown all the wonderful services your website has to offer. We must not forget to follow up these great services with CTA's. We need these visitors to not only see the extreme value with the saved searches, but to also see that they need to register and sign up in order to use those services. Remember that we need to accomplish this CTA in a warm manner as they don't naturally want to give out this information, so here is an example of something I would suggest placing in the website:

Welcome and Thank You for Visiting!
Finding listings, searches, or services that may meet your needs?
Why not register by clicking HERE
This will allow you to save specific listings, searches, or property information so you can come back later and review. You can also sign up to be notified when new listings come onto the market that may meet your requirements. This registration also helps me stay in communication with my clients and allow me to offer the best service possible.
This information is NOT submitted to 3rd party marketing sources, my eyes-only

Examples of Teaser Call To Actions with Register/Login Options!

Should I Require Registration?

Provided By:

Will a REALTOR® get more leads if she requires visitors to register in order to gain access to MLS information? Will the leads she gets even be worth her time? The arguments on either side are numerous.

Required Registration. Many in the industry believe that the fundamental point of providing information is to generate contacts and leads. Requiring a visitor to fill out a registration form in order to view MLS data is one of the ways in which real estate professionals can get these leads. The idea is that the high volume of leads resulting from required registration is beneficial, even if some of the leads are bogus (the infamous "John Doe" with the 555 area code). These REALTORS® believe that the sheer quantity of leads will outweigh any associated decrease in quality.

Unrestricted Access. Some agents believe that even if forced registration does generate more leads, such a policy is essentially impolite and discourteous to the visitor. "I would never go to a website that required registration" is the common refrain. They also believe visitorsthatproactively register or contact the agent on their own are of far higher quality and far more valuable, even if the volume of leads is lower. If visitors don't wish to register then they are likely not willing to give you their business anyway.

We Believe RequiringRegistration is Essential!IDX Websites that require registration generate more leads. By analyzing registration activity on thousands of our IDXPro websites, it is abundantly clear that websites with no registration requirement for MLS access receive far fewer leads than their counterparts with registration requirements. Websites that require registration to view any MLS data receive an average of 8.5 times more leads per month than those that do not!

Leads are Still High Quality. The issue now is whether the increase in leads associated with required registration corresponds to a similarly large increase in bogus contact information. And of course, high quantities of bad leads means wasted time sifting though them and possibly contacting people that don't exist. The truth is, requiring registration does not yield a significant increase in bogus leads! Websites with required registration receive comparable quality leads to those that give unrestricted access. With no significant drop in lead quality, there is no reason not to include a registration requirement for viewing MLS data. The additional leads generated with a registration form are still visitors who are interested in the real estate services offered, not imaginary characters like "Mickey Mouse". Even if the new contacts are not ready to purchase until the following year, an agent is still doing himself a service in the longrun by contacting and keeping in touch with all potential clients.

The Best of Both Worlds – "Teaser" Registration™!

Basic registration, which requires registration for viewing any MLS data, including a search results page does yield leads. However, there is an even more effective alternative – **"Teaser" Registration™.**

Unlike basic registration, Teaser Registration allows a visitor to get a sample of the information available, and only then prompts him to register. For example, instead of being prompted to register to view the results of a search, the visitor might be able to view two or three of the listing results before seeing a registration page. The logic behind this strategy is that visitors will quickly learn that they are registering to view extensive, valuable, and legitimate information**.** Consequently, they are more willing to provide their personal contact information.So is Teaser Registration actually more effective at coaxing visitors into providing their closely guarded contactinformation?**The answer is Yes!** IDX websites that utilize the Teaser Registration approach get an average of 65% more leads than basic forced Required Registration. **That's 14 times more leads than IDX websites that do not require registration at all!** Not only did Teaser Registration yield the most leads, but **Teaser Registration also generated the lowest percentage of bogus leads** of any of the three registration methods.

Add Registration Form Comfort Text

We would also suggest editing and customizingthe text that appears on your registration page. The main way the site achieves ROI is if a site viewer registers and signs up for the website. In order to do this they must fill out your registration form and most people are very weary about providing phone numbers and email addresses simply to sign up for a website. That is why you can edit and add comfort language onto the registration form so that you can encourage your clients and explain why you are asking for a phone number and email address.

Local Growth – Local Success

Google Places for Business gives you access to free tools that help your business get online, be found on Google Search and Maps, and get closer to your customers. Since you already have a Real Estate business, why not list your company or Real Estate team on Google Places? This is an online forum of listings (or "Places") that consumers can quickly go to view important information that is related to your business: location, services, contacts info, hours, etc.… You get the idea.

Each Google Place is free to enter and allows you to verify information currently available online (via Yellow Pages, etc.) as well as edit or add additional information as necessary. Note that your "Place" needs a valid address in order to successfully set up the Place Page. Google will most likely verify this info by phone or mail to assure accuracy.

In addition to making sure that your business is listed in Google Places, you should also "claim" your business' listing. This process is a way to verify that you are the owner or employee of the business and allows you to take control of the listing's information. Secondly, you have to choose one category for your business using Google's list of options, but you are allowed to add up to 4 custom categories. Use them and use them wisely. But do NOT just try to stuff keywords in here, because Google can and will remove your entire listing. You also want to take your time and fill out your profile completely, which includes adding images, a description of your business and services, your website domain name, etc.

There are several other very important sites that you will want to list your business in as well. These include Yahoo Local, Bing Local, Yelp, Citysearch.com, and yp.com, among a few others. Do the same for each of these online directories. Make sure that your business's information - the address, phone number, name of the business, etc. are consistentacross all of these sites.

Register!
Google Places – [Click Here](#)
Yelp – [Click Here](#)
Yahoo Local – [Click Here](#)
Bing Local – [Click Here](#)
City Search – [Click Here](#)
Yellow Pages – [Click Here](#)

Local Resources

Google has put a big emphasis on helping small businesses flourish online. Diving deeper into your community can land you into a compelling, new back linking strategy, as well. Previous versions of search engine algorithms ranked your site based on the number of other sites linking to it. Google added complexity when it introduced PageRank, weighting your site's inbound links based on the authority of the sites doing the linking.

That Dallas coffee shop will improve its search rankings when it posts blog items about the pizza shop that moved in around the corner, or about the travel agent who works up the street. A neighborhood with local businesses that link to each other creates major growth. In addition to blogging about local information, we suggest creating a tools and resources page within the website that contains links to any companies you do business with or any information helpful to your clients.

Example

Schools, day care, local utility companies, mortgage lenders, handy men, chamber of commerce, etc.

BANKERS/LENDERS/MORTGAGE & FINANCE

ACOPIA HOME LOANS
Karen Widner / Kurt Martin
678-780-3104
200 Main Street, Suite 100, Gainesville, GA 30501
kwidner@acopiahomeloans.com
kmartin@acopiahomeloans.com

AMERICAN HOME MORTGAGE
Matthew Pesce
770-855-9221
4840 Roswell Rd. E-300, Atlanta, GA 30342
matthewpesce@comast.net
www.loansite.com

BANK OF AMERICA HOME LOANS
Tony Millwood
770-533-5806
402 Washington Street, Gainesville, GA 30501
allen.a.millwood@bankofamerica.com
www.tonymillwood.com

Helpful Resources

School District: Osceola County School District

Celebration School (KG - 8th)
510 Campus Street
Celebration, FL 34747
(407) 566-2300

School Website

Celebration High School (9th - 12th)
1809 Celebration Blvd.
Celebration, FL 34747
(321) 939-6600

School Website

Tax Information

Millage rate is 16.2764

Celebration Community Development District (CCDD) - $1,289
Celebration Residential Owners Association (CROA) - $911 + $288 for trash
Single Family Homes Lawn Maintenance (CROA) - $982

Utility Information

Emergency
911

Osceola County Sheriff's
Non-emergency: 407 348-2222

Florida Highway Patrol
(Non-injury accidents): 407 737-2200

Advanced Meta Tags

In addition to the global meta tags that were discussedpreviously, we allow our customers to dive in deeper and place additional meta tags to specific landing pages throughout the website. After you have completed the global meta tags,we suggest adding additional tags every page in the website to give the search engines more traction. Make sure these tags are following the tips and tricks on page 5 and that the content is specific to what is on the page.

Training

These additional tags can be added to most pages including the standard pages, saved search pages, or custom content pages.

1. Log into the admin menu
2. Click "edit website" to take yourself to the homepage in edit mode
3. Select "pages" at the top in the blue editing bar
4. Choose a page that you wish to add meta tags to and click the edit button
5. Click "advanced settings"
6. Here is where you will adjust the meta tags specific to this page.

Example

These are additional tags on a Clients Saved Search Page

Click Here to See an Example Saved Search Page

Advanced page settings »

For search engine optimization, you can set your own values for title and description meta tags on a per page basis. If you leave these fields blank, your page will use the values found in Admin Menu » Settings » Meta Tags. Please do not attempt to format the text or insert html coding.

Meta Title

Homes for Sale in Staunton, VA

225 characters remaining

Meta Description

Browse homes for sale in charming Staunton, VA. Known for its history, architecture, arts & culture, and culinary delights, Staunton is one of the best small towns of America.

225 characters remaining

Choose a saved search for your page to run:

Homes for Sale in Staunton, VA ▼

Alternative Image Text

When we look at a picture of food or of a car we know immediately what it is because of our ability to relate images to running knowledge in our brains. Unfortunately, Google cannot determine what the image is as it stands. That's why you have the ability to manipulate text for each image you place in your website to inform Google as to what the image actually is.

Training
1. Begin in the "edit mode" of your website
2. Locate an image that you have placed in your website that you wish to edit. Remember, you must be in "edit mode" and actually in the widget or page manipulating settings and content.
3. Right click on image to bring up the "Properties Menu" and go ahead and select image properties.
4. The "Image Properties" box will display, allowing you to edit the image's settings as well as the alternative image text for the photo. This is highlighted in the example below.
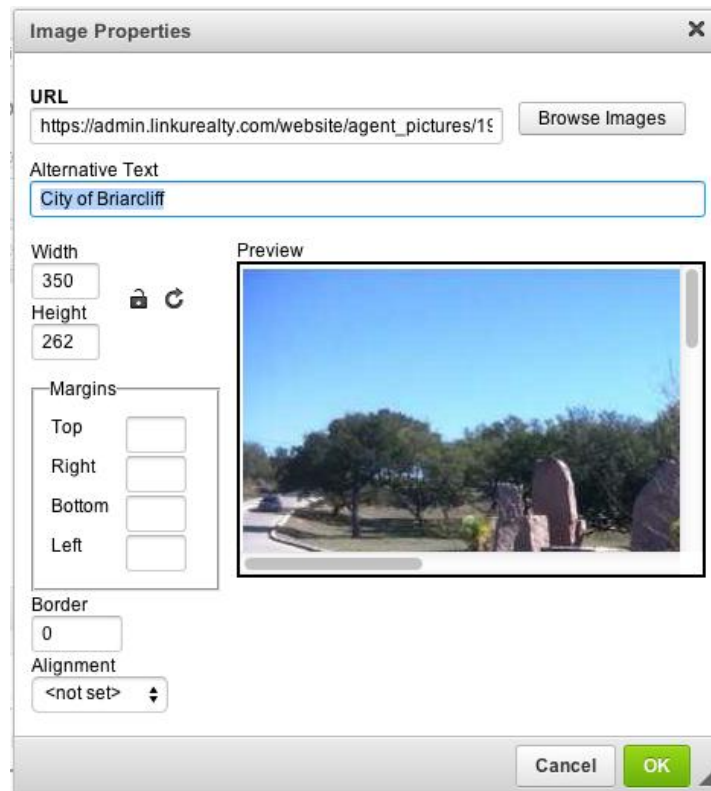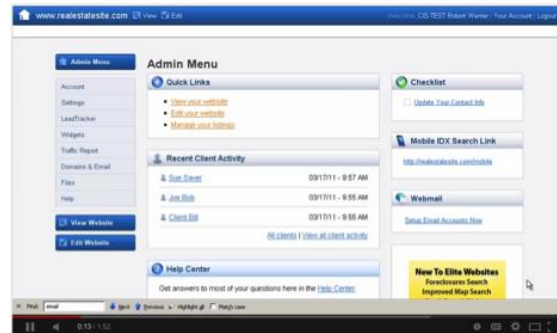
Facebook Automated Listing Post Tool

Linking your iHOUSEweb Elite website to Facebook allows yournew featured listings to beautomatically posted to Facebook. You can choose to share them on your personal timeline or on any Pages you manage. This feature only works with auto-updated listings, and is only available to Elite Pro accounts.

Training

How to use the autopost Tool:

1. Log-in to the back end of your website
2. Click "Linked Accounts" on the left
3. Click "Facebook"
4. Go ahead and log in and follow the prompts to connect the account

Click Video to Watch

Blog Automated Listing Post Tool
New Feature Added 6/25/2016

Similar to the Facebook Auto Posting Tool Described above, we have added the ability to auto post your blog entries to your Facebook account as well! Once you have followed the above instructions to link your Facebook account, you should see a checkbox to "Post my New Blog Posts to Facebook". Once the checkbox is enabled, all NEW blog posts from that moment forward will be posted to your Facebook timeline

Above the Fold Presentation

In the world of SEO there is a commonly referred to term "Above the Fold". This refers to the area at the top of your website that is seen first, without having to scroll down to view other content. The "above the fold" term originated in print media so that publishers can draw the reader's attention into the article with good headlines. In today's Internet world, the above the fold area is still important even with new single page website designs.Visitors have very short attention spans, and if they do not see search options, listing pictures, or resources they can use at first glance of your website they will navigate away from your website. Many clients place large imagery, logos, contact information, and rather large banner images at the top of their site simply because that's what they feel works best. Please see the examples below on the differences between a poor and good "above the fold" presentation.

Please keep in mind these are simply our suggestions and you can make your website look however you wish

Poor Example – A Lot of Unneeded Content Above the Fold
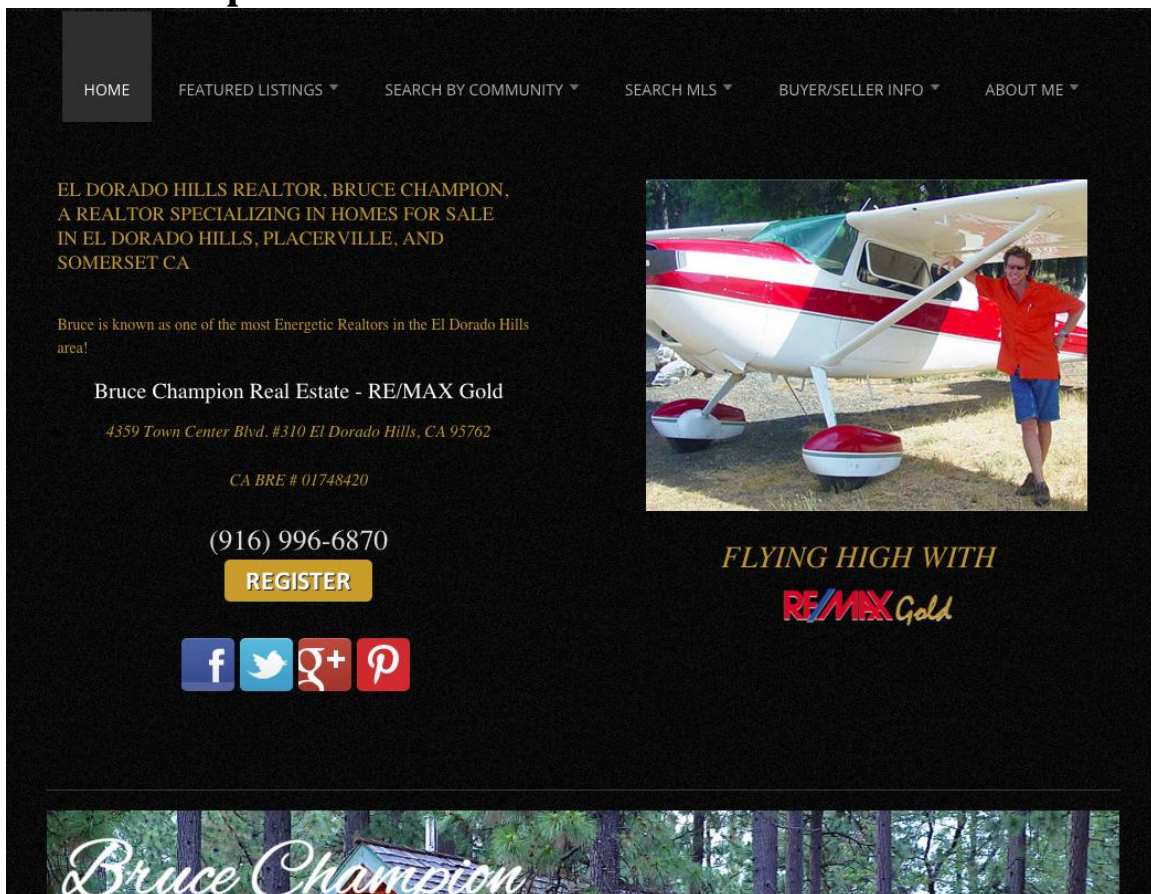
Good Examples
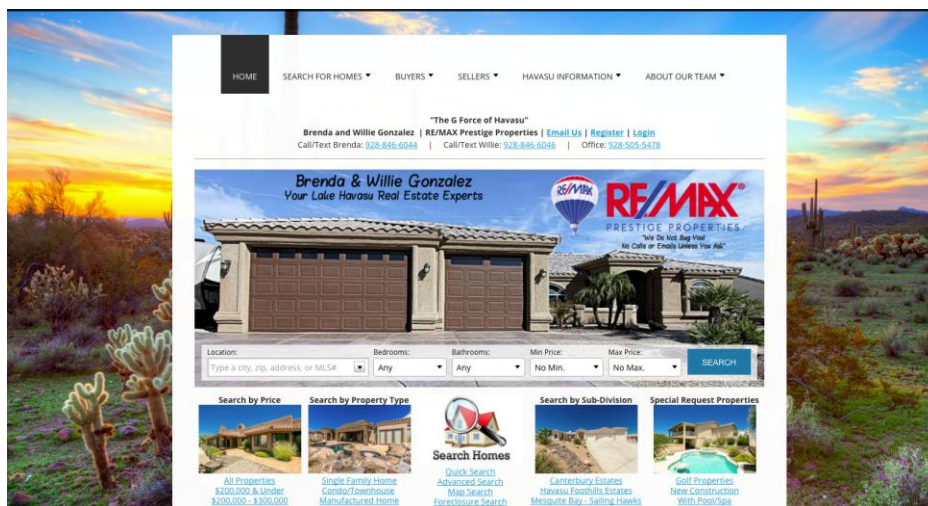
Local Area Information Pages

Google has trust and confidence issues. They want to believe that you're a Realtor and they want to believe that your website is a helpful resource of information…but unfortunately, they don't believe you. The biggest takeaway from this document is that Google thrives on content, which is also the biggest thing I find lacking when I review clients websites. The question comes up very often: "why is my site not ranking for key areas I market to". I go research the website of the clients asking those questions and they have ZERO content about the very same markets they are trying to rank for. If you want to rank for primary cities, counties, zip codes, subdivisions, or areas then you need to ROMANTIZE those markets and talk about them on your website. Build area information pages for EVERY area you are going after. The more content Google can verify on your website the more they can trust you that you are a valuable resource.

Helpful Examples:

[YourLakeHavasuHome.com Area Information Example](#)

[SamElam.com AZ Market Report](#)

[SamElam.com Chandler Area Info Page](#)

[Sacramento Area Info Example](#)

Creating Proactive SEO Content

Step 1: Please take out a piece of paper, and draw a line down the middle. Title the left side "buyers" and title the right side "sellers".

Step 2: Think back to the last 1-2 years of your Real Estate career. Think about every buyer and seller transaction, and remember back to the COMMON questions that were asked of you. Write down the TOP 10 most common questions ever asked of you from a buyer and seller.
Examples:
"Why do I need a Home Inspector?"   "How to Re-establish credit" "Top 10 Buyer Mistakes"

Step 3: Then I want you to do is bring those questions into a typing program like word or notepad. I want you to answer each question with at least 1-2 paragraphs of content, but the more the better. Elaborate on the question, dive into the understanding, and really give good solid advice as an agent. Remember these are questions almost every buyer or seller is asking, so bring to the table the things that make you a valuable resource and agent in your area. **You do not need to finish all 20 questions/answers before going to step 4**

Step 4: When you are done answering those questions, guess what? You now have either 20 pages worth of new content or 20 potential blog posts that you can add into your site....or BOTH! Now we have to maximize that content. Make sure that your navigation bar is set up so it splits buyers and sellers separately as shown below. If it is not, and you need help changing this, please contact Elite Service at 866-645-7700.

SEARCH FOR HOMES ▾   BUYERS ▾   SELLERS ▾   AREA INFO ▾   ABOUT US ▾

.Step 5: For each question/answer you will want to build a page for them. If you need help with this you can simply email the content over to our Elite Service Team (support@ihouseweb.com) and they will build the page for you, just send proper instructions. The page is built using your amazing content and we will want to funnel it under the buyer or seller navigation tab. This is 20 pages of content that you can be adding into your website, **but you dont want to do it all at once**! Create new pages at least 2-4 times a month to keep the fresh content always cycling into the website, you can push this for an entire year!

Step 6: Next Level Blogging: Then what I would suggest doing is go create a blog post with the same title of the page that was just built. Copy Half of the pages content in the blog, and then at the end of the content type in "Click Here to Continue Reading" and then you can link it to the entire page within your website.

Example: http://www.eliteofficesample.com/Web/AR686533/Blog/post/?post_id=135309