



Search Engine Optimization Syllabus 2018

Version 5.3

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WELCOME

The Search Engine Optimization Syllabus is a unique document given to iHOUSEweb clients who 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 promote traffic and lead conversion. We will discuss topics, tools, and tactics to improve overall website traffic, click through rate, and lead generation. We want to make sure you are leveraging all of the free and useful options that are at your disposal.

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 powerful tool 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 Beginners Guide - Where to Start](#)
[iHOUSEweb Help Center](#)
[General Website Optimization Video](#)

YouTube Training Videos

[Click Here](#)

TurboLeads Weekly Webinar Signup

[Click Here](#)

Elite Support Team Contact Information

866-645-7700

support@ihouseweb.com

Schedule a 1-on-1

Elite Service Team Appointment!

[Click Here](#)

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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. They provide information such as who created the page, what the page is about, and which keywords represent the page's content. Search engines use this information when building their reports and when displaying your website as a result on search engine pages. Your Meta Tag Section of your iHOUSEweb site is broken down by three category boxes: Meta Title, Meta Description, and Meta Keywords. In 2010-2013, 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, in 2015 Google altered their algorithm, putting less emphasis on Meta keywords. Meta Keywords are NO LONGER used by the search engines to determine your online placement or increase your search engines placement. **Meta Titles** and **Meta Descriptions** are still important 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](#)

How to Implement Meta Tags

1. Log into your website as an administrator.
2. Click on "Settings" on the Left Side.
3. Click on the "Meta Tags" option.
4. [Click here for a detailed Training Video.](#)

Meta Title

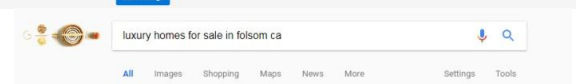
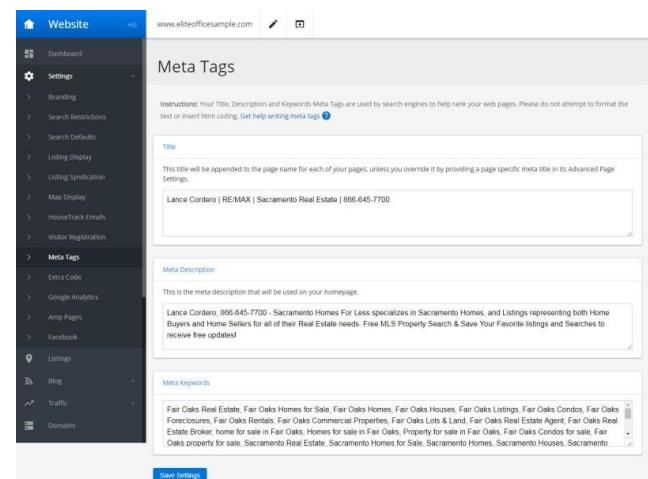
The Meta Title will appear at the tab of your website as well as on linked information that appears in search results. The Meta Title should be no longer than **8-10 words** in length. It should contain your name, the company name, & your focused area/city of Real Estate. If you have enough words remaining a phone number is also ok.

Meta Description

The Meta Description section is used as a summary of your website but also as an enticing sales pitch. This is the blurb that shows up on the search results page as shown to the right. This message will be the first thing your potential client will see when they are looking through the search results for a professional to work with. Here you will want to go over services you provide, incentives you provide to show competitive edge, and language that will have them selecting your website over other competitors. **You must keep this message between 2-3 sentences in length.**

Meta Keywords

These do not matter! You can leave this section blank if you would like. If you wish to fill this section, use 2-4 word combination Phrases that clients may be searching for online that you would want your website to show for. Google and the search engines do not review this section.



----->
**This is a
Meta Title**

Robert Yost | (916) 804-5658 | Folsom CA Homes Luxury Homes For ...
https://www.robertyost.net/luxury-homes-for-sale-in-folsom-ca
Listings 1 - 20 of 35 - Luxury Homes For Sale in Folsom CA | Robert Yost, (916) 804-5658, Sacramento
Homes for Sale and Sacramento Real Estate. We specialize in Sacramento Homes, and Listings
representing both Home Buyers and Home Sellers, Real Estate agent in Sacramento, Sacramento
Homes for Sale and ...

-----<
**This is a
Meta
Description**

Folsom CA Luxury Homes For Sale - 105 Homes | Zillow
https://www.zillow.com/folsom-ca/luxury-homes/
Check out the nicest homes currently on the market in Folsom CA. View pictures, check Zestimates, and
get scheduled for a tour of some luxury listings.
Sun, Mar 18 - Open House - 1:00 - 4:00 PM

In Gated - Folsom CA Luxury Homes For Sale - 52 Homes | Zillow

https://www.zillow.com/folsom-ca/luxury-homes/in-gated_apt/
Check out the nicest homes currently on the market in Folsom CA matching In Gated. View pictures,
check Zestimates, and get scheduled for a tour of some luxury listings.
Sun, Mar 18 - Open House - 1:00 - 4:00 PM

----->
**This is a
Meta
Description**

Folsom, CA Luxury Homes, Mansions & High End Real Estate for Sale ...
https://www.redfin.com/california/sacramento-county
Find luxury homes, mansions & high-end real estate for sale in Folsom, CA. Tour expensive homes &
make offers with the help of Redfin real estate agents.

----->
**This is a
Meta Title**

Luxury Homes for Sale in Folsom, CA - Cheri Elliott
https://www.cherelliott.com/luxury-homes-for-sale-in-folsom-ca
Listings 1 - 20 of 27 - Luxury Homes for Sale in Folsom, CA | Top Century 21 Realtor Cheri Elliott
specializing in El Dorado Hills, CA and Serrano. Award winning El Dorado Hills and Serrano real estate
services since 2001.

Meta Title/Description Examples

Meta Title:

- John Doe | RE/MAX Elite | Sacramento Real Estate
- John Doe | RE/MAX Elite | Sacramento Real Estate | 916-123-4567
- RE/MAX Elite | Sacramento Real Estate Specialists | 916-123-4567
- John Doe | Sacramento County Real Estate | Buyer/Seller Specialist
- RE/MAX Elite | Sacramento & Folsom Real Estate | 916-123-4567
- The Baxter Team | Sacramento Area Real Estate Specialists | 916-123-4567
- John & Sally Doe | The Doe Team | Sacramento Real Estate
- Bill Smith Realty Group | Southern Pines NC Real Estate | 916-123-4567
- Boise Idaho Area Homes | Barbara Hughes | Silvercreek Realty Group

Meta Description:

- John Doe brings 20 years of experience to the Sacramento Real Estate market. He provides free access to search for active listings, updated every 6 hours. Sign up for free listing alert emails to be the first to know when your dream house is available!
- Sacramento Success Home Realty specializing in residential and condo properties in Sacramento, Carmichael, Elk Grove, Davis, & Rocklin Communities. Our Team shares 30 years of experience while priding ourselves on providing the best possible Real Estate service in the area.
- Barbara 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 & price changes. Allow us the opportunity to find your dream home!
- John Doe & RE/MAX Elite Realty providing a one-stop-shop for buyers and sellers! 1 year home warranty on any home we assist in purchasing. Free staging and home inspections when you select us as your seller specialists. Allow us the opportunity to earn your business!
- John Doe | RE/MAX Elite – Why use websites that provide outdated listing information and property estimates that are inaccurate? Visit my site today for direct access to up-to-date MLS Listings and allow me the pleasure of providing you with accurate information that will have you loving the Real Estate experience!

Advanced Meta Tags

In addition to the global meta tags that were discussed previously, 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 on every page in the website to give the search engines more traction. Make sure these tags are following the tips and tricks on page 4/5 and that the content is specific to what is on the page.

How to Implement Advance Meta Tags

1. Log into your website as the administrator.
2. At the top, select the pen/pencil icon (edit) to go into the editing mode of your website.
3. Visit the page you wish to edit the tags for. You can also select “pages” at the top in the blue editing bar if you are having difficulty locating the page or if the page is not published.
4. Once you are on the page you wish to edit the tags for, select “edit” at the top right to edit the page.
5. Click “Advanced Settings” at the bottom of the page.
6. From here you can adjust the Meta Title and Meta Description for the specific page content.

Example

These are additional tags on a clients Saved Search page
[Click Here](#) to see an example saved search when this relates to.

[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 ▼

Google Analytics

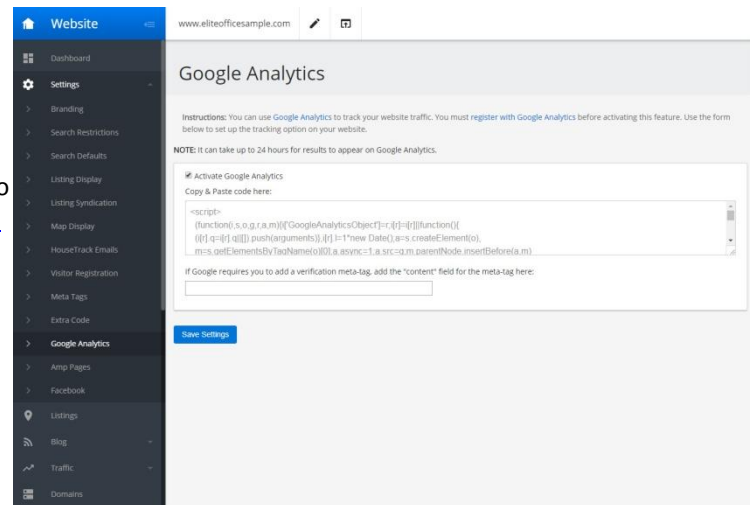
Know Your Business

Google Analytics is a free tool provided by Google and offered to anyone who owns and operates an online website. Analytics is 100% free and the most valuable tool you should be using to analyze how your website is performing. 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 coming/going from, and comparing data from different time periods. This is a tool you will want to check weekly/Monthly to ensure that your website is on the right track to achieving better traffic and click through opportunity.

Google Analytics generates detailed statistics about websites traffic & traffic sources which allows you to measure conversion 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.

How to Implement Google Analytics

1. Log into your website as the administrator.
2. Click on the “Settings” tab on the left.
3. Click on the “Google Analytics” option.
4. From here you will need to watch our training video which will guide you the rest of the way. [Click Here to watch a detailed training video.](#)
5. If you require additional assistance please contact the Elite Service Team at 866-645-7700.
6. The image on the right represents what the section should look like after successfully completing this.



Additional Assistance

Consumers have found success using [“A Guide to Google Analytics”](#) from Simply Business, which addresses the 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? This 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?

- **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.
- **GEO** – Google can report to you the location in which your clients are searching your site to determine local interest vs. outside interest.
- **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.
- **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.
- **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

Google Analytics Blog

[Click Here](#)

Google Analytics YouTube

[Click Here](#)

Facebook Automated Posting Tool

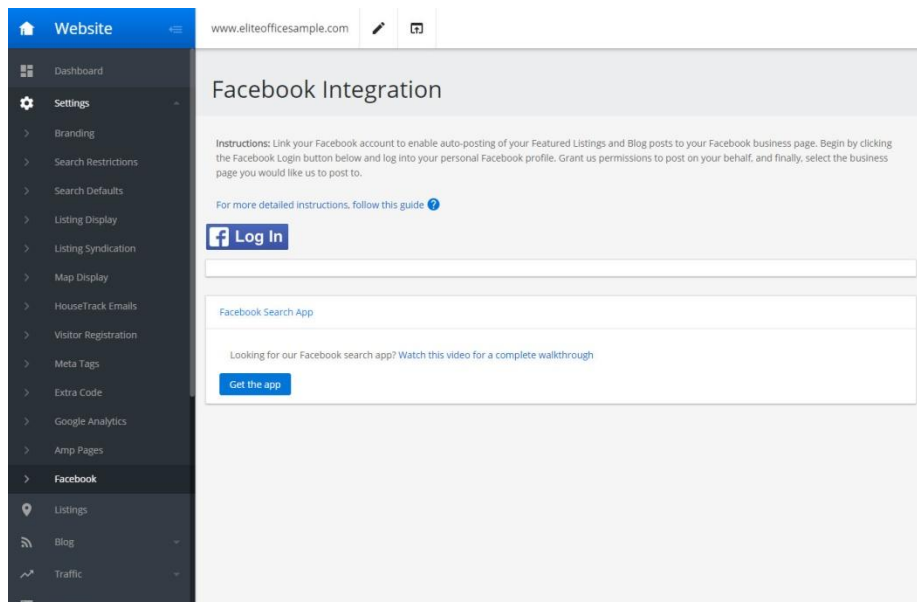
Linking your iHOUSEweb Elite website to your Facebook Business Page allows your new featured listings to be automatically posted to your Business Page Timeline. This feature only works with auto-updated listings, and is only available to Elite Pro accounts. We have also added the ability to auto post your blog entries to your Facebook account as well! Once you have followed the instructions to link your Facebook account, you should see a checkbox to “Post my New Listings to Facebook” & “Post my New Blog Posts to Facebook”. Once the checkboxes are enabled, all NEW listings and blog posts from that moment forward will be posted to your Facebook timeline

How to Implement Facebook Automated Posting Tool

1. Log into your website as the administrator.
2. Click on the “Settings” tab on the left.
3. Click on the “Facebook” option.
4. From here you will want to click on the Facebook Login button and proceed to login to your personal Facebook account. Once you have accepted the security prompts your account should show on the page
5. You will notice once your personal account shows that you will have a secondary box below where you can select the business page you want the site to post to

****Nothing will be posted to your personal Facebook page****

****Only one business page can be selected****



From this page, you can enable and disable Facebook Posting, and choose the page to which your listings and blog posts will be posted.

- ☒ Post my New Listings to Facebook
- ☒ Post my New Blog Posts to Facebook

Select the page where you want to post:

CENTURY 21 NORMA ALTMAN REALTORS

SAVE

AMP Pages

Having AMP ([Accelerated Mobile Pages](#)) enabled helps to capture leads from mobile devices. AMP pages are simplified lightweight versions of your saved search pages that are cached on lightning fast Google servers. This helps improve performance on mobile devices, which can improve your overall ranking in Google Searches. On the AMP screen, you also have some additional options to customize your AMP pages. You can specify your AMP header title, which is the text that appears in the fixed header bar for all of your amp pages. You can also enable a "call me now" phone icon on your AMP pages by specifying a phone number on this screen.

AMP Header Title: Should contain your name, the company name, or a combination of both. The AMP Header text should stay between 6-10 words.

"Call Me Now" Phone Number: Should contain the primary phone number you would give out to clients.

How to Implement AMP Pages

1. Log into your website as the administrator.
2. Click on the "Settings" tab on the left.
3. Click on the "AMP Pages" option.
4. From here, follow the notes above and fill out the two fields.

The screenshot shows a web application interface for managing AMP pages. On the left is a dark sidebar with a menu containing 'Dashboard', 'Settings', 'Branding', 'Search Restrictions', 'Search Defaults', 'Listing Display', 'Listing Syndication', 'Map Display', 'HouseTrack Emails', 'Visitor Registration', 'Meta Tags', 'Extra Code', 'Google Analytics', 'AMP Pages' (highlighted), 'Facebook', and 'Listings'. The main content area is titled 'Amp Page Settings' and includes an introductory paragraph about AMP. Below this are two main sections: 'Turn Amp Pages On/Off' with a checkbox 'Enable Google Amp Saved Search Pages' that is checked, and 'Amp Page Title Bar Settings'. The 'Amp Page Title Bar Settings' section contains a text field for 'Amp Header Title' with the value 'John Doe | RE/MAX Elite' and a note explaining its use. Below that is a text field for '"Call Me Now" Phone Number' with the value '916-123-4567' and a note explaining its use. A 'Save Settings' button is located at the bottom of the form.

Website [www.eliteofficesample.com](#)

Amp Page Settings

Instructions: Having [AMP Pages](#) enabled helps to capture leads from mobile devices. AMP pages are simplified lightweight versions of your saved search pages that are cached on lightning fast Google servers. This helps improve performance on mobile devices, which can improve your overall ranking in Google Searches.

[Turn Amp Pages On/Off](#)

☒ Enable Google Amp Saved Search Pages

[Amp Page Title Bar Settings](#)

Amp Header Title:

This is the text that will appear in the fixed header bar for all of your amp pages. If nothing is entered here it will display your company name (if set) or your name.

"Call Me Now" Phone Number:

Entering a value here will cause a phone icon to appear in the amp page title bar that will allow a potential client to call you directly. This is a great feature to enable since amp pages are designed for users already on mobile devices.

[Save Settings](#)

Social Media

Social networks are becoming increasingly important to build a client base for all 21st-century businesses. By creating quality content and allowing it to be shared using optimized social media outlets, businesses have the ability to increase rankings naturally. Our suggestion is to have all of these accounts created and linked to your website by the end of 2018. If you do not have AND use these accounts you are drastically hurting your brand. As you can see below, 84% of Real Estate Professionals are now using Social Media! You can place Twitter, Facebook, Google+, and other social media icons on your iHOUSE website to connect easily with clients. They can follow you, comment on your links and posts, and tag you on appropriate links. Before placing the icons, go through your website to choose a strategic spot for them. This way, they will be easier to spot and your clients will easily share your properties, links, and blog posts. If you require assistance with placing the icons, please contact your Elite Service Team at 866-645-7700.

Resources

[Benefits of Using Social Media](#)
[Using iHOUSEweb Social Media Widget](#)
[Social Media Understanding Overview](#)

Sign Up For These Social Media Accounts

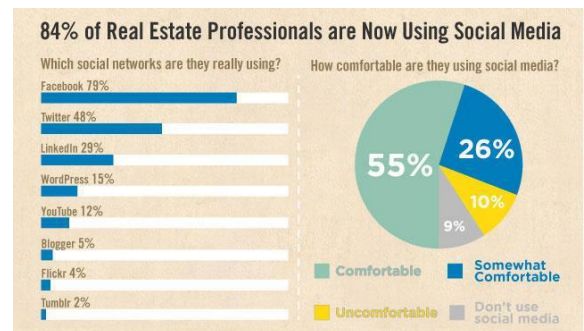
Facebook: <https://www.facebook.com/business>

Twitter: <https://business.twitter.com/>

Google: <http://www.google.com/business/>

Pinterest: <http://business.pinterest.com/en>

Linkdin: <http://business.linkedin.com/>



Common Social Media Marketing Mistakes



Don't ignore comments - both the good and bad. Engage with those who reply to your posts and ask questions.

Don't post stale content. Post content that distinguishes you from other local agents. Offer the most valuable content you can.



Earn your followers by tweeting amazing content. Don't beg for (or buy) followers just to pad your stats.

Under- or over-tweeting will get you nowhere. Test posting schedules to find the best daily tweet total that works best and determine which content to tweet.



Fail to engage in Circles and you could lose out on a hefty amount of real estate leads.

Don't forget to optimize your Google+ page by filling in very last detail about your business. Use popular, long-tail keywords across your page.



Pin your listings, but pin plenty else, too, like blog posts from your site and others' and data-based graphics.

Poor choice of images to use with your Pins will lead to few (if any) clicks. Find or create captivating images to use for your board.

Saved Search Pages

Please visit [THIS EXAMPLE](#). They are using multiple saved searches on their website targeting specific areas within a specific hyper local area in which they do business. This is something that every iHOUSEweb customer should be doing when they get a website from us. Each of these search 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.

How to Implement Saved Search Pages

1. Log into your website as the administrator.
2. At the top, select the pen/pencil icon (edit) to go into the editing mode of your website.
3. Select "Pages" in your blue editing bar at the top
4. Scroll down until you see "Saved Search Pages" and you want to select "Add a Saved Search Page".
5. From here you want to title the search page. Then start setting up the search filters like bedroom count, price, or property type. Once you have set up all the filters you would like to use, scroll to the bottom and select "save this Page".
6. Once the page is created you will then need to decide if you want it added to your navigation menu or just a simple link somewhere on the website.
7. Here is a slightly outdated training video on how to set these pages up: [Click Here](#)
8. This video will show you how to setup a Saved Search as a registered user/client: [Click Here](#)

Allow Us to Help!

The Elite Service Team has tools and resources that can make this project much easier for you. If you have an idea of the cities, areas, counties, or subdivisions you would like to setup Saved Searches for please do not hesitate to contact the Elite Service Team so we can assist in setting these up for you. We have many different ways of displaying the saved searches on the website so that it looks business professional and clean for the clients using the searches. **866-645-7700 M-F from 7am-5pm PST**

Examples of Saved Search Tables

The first example shows a search bar with filters for Bedrooms, Baths, Min Price, and Max Price. Below the search bar are five tabs: QUICK SEARCH, ADVANCED SEARCH, MAP SEARCH, DREAM HOME FINDER, and FREE MARKET ANALYSIS. Under the tabs are four property listings with images and titles: SACRAMENTO, WEST SACRAMENTO, RIO LINDA, and WOODLAND. Below the listings is a welcome message: "Welcome to the premier resource for all real estate information and services in the area. I hope you enjoy your visit and explore everything my realty website has to offer, including Lake Havasu City real estate listings, information".

The second example shows a search bar with filters for Location, Bedrooms, Bathrooms, Min Price, and Max Price. Below the search bar are five tabs: Search by Price, Search by Property Type, Search Homes, Search by Sub-Division, and Special Request Properties. Under the tabs are five property listings with images and titles: All Properties, Single Family Home, Search Homes, Canterbury Estates, and Golf Properties. Below the listings are links for Quick Search, Advanced Search, Map Search, Foreclosure Search, Our Active Listings, Register - Free Updates, Login - Returning Clients, and Search ALL Subdivisions.

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/monthly posts to their clients. If you are reading this and you have that mindset, please remove it from thought as Google makes this mandatory now, but not in the way you might think. It might shock you to know that Google only indexes and crawls 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 it's 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 gives 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. Talk about local area events taking place such as art and wine festivals, concerts in the park, new shopping centers or businesses, and even bake sales!

[Real Estate Blogging 10 Do's & Don'ts Article](#)

How to Implement the Blog

1. Log into your website as the administrator.
2. Click on "Blog" on the left
3. Select "Posts"
4. From here you can select "Create A New Post" on the upper right corner or edit any blog posts currently in your system.
5. [Click Here](#) for our training video on this topic.

Blog Case Study

A Client of ours was interested in driving more traffic to their website as SEO had dropped for them over the past couple of years. The client was very honest with us that no changes or updates had been made to their site over the last two years. After reviewing their website traffic we found some interesting information and proof that blogging works.

You will see that the client posted a blog post on May 2, 2016. The website was not touched or updated until March 14, 2017 when an additional blog post was added.

BERKSHIRE REAL ESTATE BLOG 9 WAYS TO SAVE ON YOUR HOME THAT GRANDMA NEVER TOLD YOU!

Posted on March 14, 2017 - 10:35 AM by Jamie Wiebe

Classic advice — with a few modern twists for today's homeowners. Your grandma and her ma before her knew how to pinch pennies. Bet they knew where every dime of their household income went. Do you? Don't kick yourself if you don't. ... [Read more](#)

Tags: [save](#), [money](#), [home](#), [homeowner](#) | 0 Comments

HOW'S THE MARKET?

Posted on May 2, 2016 - 11:50 AM by Steven Ray

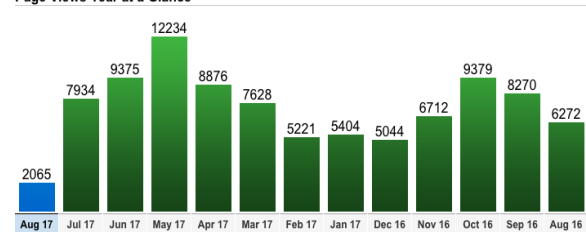
Hardly a day goes by that I don't get asked that question. I guess the answer to that is "It depends who you are", because some segments of the local market are showing some strong early sales volume, while other segments are not. Traditionally... [Read more](#)

Tags: [1st Quarter Market Watch](#) | 0 Comments

[Archive](#) | [All Tags](#) | [Back to blog main page](#)

You will notice that 2017 is represented on the left of the graph and 2016 is represented on the right. What you see here is traffic spikes AFTER the blog post of 2016. Since no additional blogs, changes or updated occurred the traffic starts to dip from Nov 2016- Feb 2017. On March we see another traffic spike for the next 3-4 months specifically because of the blog post. No additional blogs or changes occurred and we see traffic dipping again starting in July 2017.

Page Views Year at a Glance



Conclusion: Blogging was keeping this website alive and directly related to the traffic spikes they received. If this client continued to blog each month from 2016 into 2017 we could only imagine what their traffic would look like.

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 may come true if they give up that information.

Consider: Buyer & Seller Services Pages

A lot of clients these days are creating two specific pages for their websites that highlight their buyer and seller incentives. Consider creating two new pages within your website where you can bullet point and specifically focus on where you compete as a Real Estate Professional. What are your competitive edges and difference of service? Remember, if I place 100 agents in a room, I know walking into that room that all 100 agents can buy and sell my property. That is not why clients select a Real Estate Professional! I want to know about warranties you offer, services you may roll into the package, or anything you do/offer/say that will get potential client to walk out of a room with you and not the competitors you’re fighting against. If you can create these two new pages in a Word document or text file you can send them directly to the Elite Service Team at support@ihouseweb.com so we can assist in adding those pages to your website. [Click Here](#) for a buyers services page example. [Click Here](#) for a sellers services page example.

Consider: Re-Writing About Me Page

A Lot of clients have not revisited their About Me or About Us pages of their website in some time. We also find that clients accidentally leave stock content on these pages and never personalize them. Please take a moment to review your about us/me pages on your website to make sure it’s your own content and to also make sure it’s accurate/updated for 2018. Spend less time talking about your history, awards, or designations and more time on the things that specifically set you apart in your industry. Remember you can say you have 30 years of experience, but proof is in the pudding. Be less generic in the presentation and be more specific to who you are as a Real Estate Professional and highlighting the things you provide that will prove to clients you deserve their business.

Consider: Testimonials

Testimonials could be the additional push a client needs to decide if they are going to work with you. This is why services like Yelp or review sites are used so heavily, clients do research before working with a professional. Please make sure you have at least 5-10 really good testimonials on your website. The Quality of these testimonials is important so make sure the place you in a positive light.

Teaser Registration

Unlike basic registration, Teaser Registration allows a visitor to get a sample of the information available, and only then prompts them 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 contact information? 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.

Adding Registration Form Comfort Text

We would suggest editing and customizing the 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 wary 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. Keep this message to 3-6 sentences specifically focusing on BUYERS. What can you say in 3-6 sentences about your buyer incentives or services that are going to entice the prospect to give you their contact information. Typically this will be a sales pitch message on what you deserve that clients business.

We have a walkthrough video of editing this text!

[Click Here](#)

Should I Require Registration? Not sure?

We have a "Pro's & Con's Argument" Blog Post That May Help!

[Click Here](#)

Example of a Client Provided Registration "Buyers" Sales Pitch Messages

Blog

You are viewing your Registration page - status: Published | [Edit Registration Settings](#)

HOME MY LISTINGS SEARCH BUYERS SELLERS AREA INFO

Sacramento 4 Less Realty
Test Account for IHOUSEweb | Sacramento, CA | 866-646-7700 | [Support@ihouseweb.com](#)
[Allow Me the Opportunity To Assist in Buying or Selling Your Home](#)

REGISTER

Why should you register?

I often get New Listings before they go on the MLS so you get to view them first.
If you decide to work with me I will **pay for all your home and pest inspections up to \$500.**
I won't bug you and you can search stress free on realtime feeds.
I pay to have all your **locks re-keyed up to \$200**
I pay to have your home **professionally cleaned 2x the first month** you move in.
You get treated like a V.I.P.
We have fun!

Your contact information is very precious to us and is **never shared or distributed**. Thank you for visiting our site, please let us know if you have any questions.

Name*

Email (Used for Login Purposes)*

Password*

Register

Thank you so much for visiting my site!
Wondering why you should register?

1. This site offers a **FREE** Automated Email Notification when listings become available in your search criteria once you register.
2. Use my site anytime to search for homes or view other important real estate information.
3. You **WILL** receive a **5 Day 4 Night Cruise Certificate for two to the Bahamas, Mexico, or the Western Caribbean** after closing. This is to show our appreciation to you for using our services.

Certificate Recipient is responsible for taxes, and fees

REST ASSURED YOUR INFORMATION WILL REMAIN PRIVATE.

Name*

Email*

No password required

Phone*

Local Growth to 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 consistent across all of these sites.

Register!

Google Places – [Click Here](#)

Yelp – [Click Here](#)

Bing Local – [Click Here](#)

City Search – [Click Here](#)

Yellow Pages – [Click Here](#)

White Pages – [Click Here](#)

Superpages – [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 Sheriffs

Non-emergency: 407 348-2222

Florida Highway Patrol

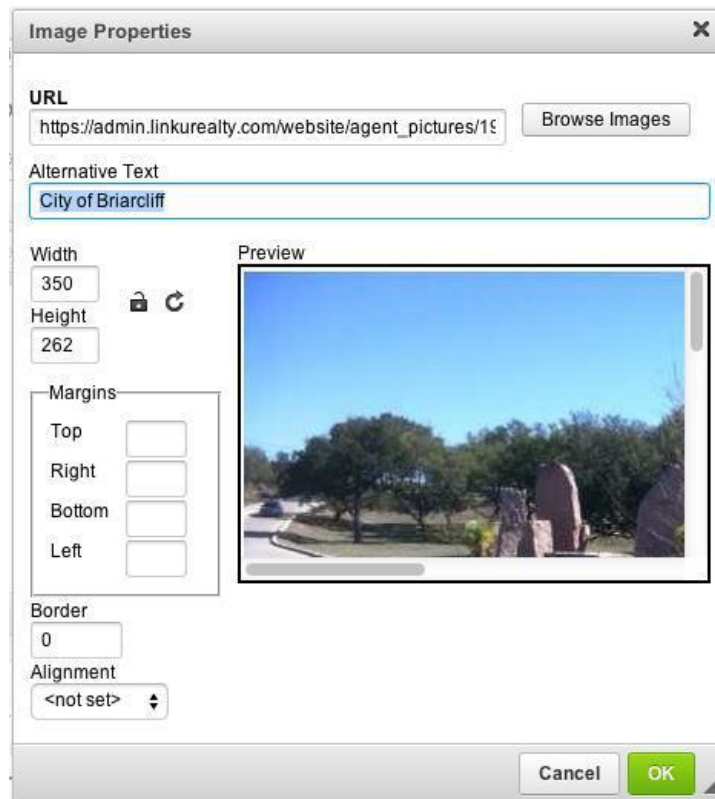
(Non-injury accidents): 407 737-2200

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.

How to Implement Alternative Image Text

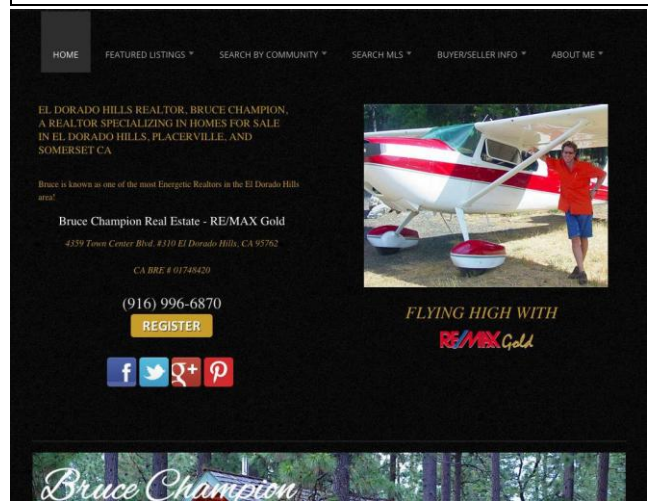

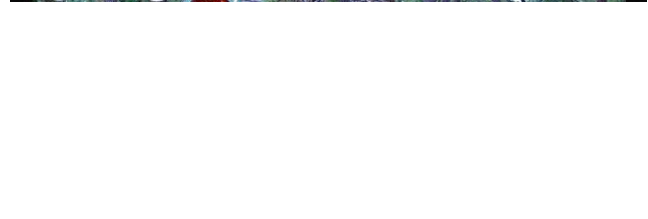



1. Begin in the "Edit Mode" of your website
2. Locate the image that you have placed in your website that you wish to edit. Remember, you must be in "edit mode" and actually in the widget or page manipulating settings and content.
3. Right click on the image to bring up the "Properties Menu" and go ahead 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.



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

<p>POOR EXAMPLE UNNEEDED CONTENT ABOVE THE FOLD</p>	<p>GOOD EXAMPLES LIMITED CONTENT IN THE HEADER</p>
	
	
	

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 take away 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.

The best advice we can give to clients is to create these information pages in a Word document or text file. Format the document with all of the information and links you would like and then email it to our support team so that we can add the new pages to the website for you.

Helpful Examples:

[The Perez Team](#)

[YourLakeHavasuHome.com Area Information Example](#)

[SamElam.com AZ Market Report](#)

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

[Sacramento Area Info Example](#)

TurboLeads

Turboleads is your CRM and lead management system that comes built into your iHOUSEweb product. You are also able to download the phone app on your iPHONE and Android device. This system allows you to close all of your real estate leads in one place. Respond immediately, complete more follow-up, and schedule more appointments. You are also able to email, txt, and call directly through the application. Monitor your leads as they use your website! TurboLeads automatically tracks and notifies you of new website activity.

Follow Up Faster: Contact a new lead within 5 minutes and your chances of earning their business increase dramatically. Instant Lead Alerts and automatic text responses make it easy to close the gap.

Close More Deals: Automatic follow-up reminders and simple task scheduling keep you organized and on the ball from lead capture to closing day.

Stay In Touch: Powerful CRM tools make it easy for you to keep in contact with past clients; maintaining relationships so you can earn repeat business and referrals.

Scattered leads? Multiple login portals? Not anymore! Import your leads in real time from sources like Zillow and Realtor.com, then manage them all from the TurboLeads CRM. We already support hundreds of lead sources, but if we don't have yours yet, we'll add it for you immediately.

Getting Started With Turbo Leads

[Walkthrough Video](#)

[Help Center Articles](#)

[Weekly TurboLeads Webinar Signup](#)

Create 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?" "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 you have a "Resources" Tab you can also place these pages under that heading as well.

If you need assistance setting this up 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

Additional Helpful Material

This page is filled with random information that I have come across over my 7 years at iHOUSEweb. This content is not information I have created but information provided by other resources and marketing geniuses online. Please keep in mind that these are suggestions I feel are helpful but you should not feel forced to watch or complete them. All of these items are provided as links that will open your internet browser and take you to the corresponding website pages. Please make sure your speaker volume is low as most of them are videos.

1. 98% of Agents will NOT do this...Will You
[Click Here](#)
2. Submit Your BLOG to Feedburner.com (You will need to locate your Blogs URL Address First)
[Click Here](#)
3. Submit Your Website To Bing.com
[Click Here](#)
4. Submit Your Website To Google.com (Must Be Logged Into a Google Account)
[Click Here](#)
5. Submit Your Website to Entireweb.com (Only select the free options)
[Click Here](#)
6. Submit Your Website to Freewebsubmission.com (Only select the free options)
[Click Here](#)
7. Google Posts: Growing Under the Radar
[Click Here](#)
8. Google Site Links: Getting website pages to show under your Google Search Results
[Click Here](#) & [Click Here](#)
9. Inman 2016 Keynote Speaker: Gary Vaynerchuk
[Click Here](#)
10. Lead Capture Landing Pages: Used for PPC Marketing, Social Media Marketing, and Ad Works.
[Click Here](#)
11. Example of Utilizing Twitter
[Click Here](#)
12. The Periodic Table of SEO Success: All of the Factors Google Looks For
[Click Here](#)
13. 7 Critical SEO Mistakes Most Owners Make
[Click Here](#)
14. Getting Started with Google Analytics
[Click Here](#)
15. Using Snapchat and Facebook Live
[Click Here](#)