Search Engine Optimization (SEO) – Best Practices

This document is meant to provide a basic understanding of key principles of Search Engine Optimization (SEO) so that you can improve your website's visibility on the internet. If you want to learn more about it there is a wealth of information online to keep you up to date with more specific aspects of SEO.

What is SEO?
SEO is the process of increasing your website's ranking on search engines to get more visitors. For simplicity we will use Google as an example but other search engines (Bing, Yahoo, etc.) use similar methods to rank websites.

If your goal is to have your website up on the first page of Google then you will first need to know what search terms you want to rank well for.

I want my website up on the first page of Google when I search for my business!
In more precise terms you want to improve your SEO. It is like a recipe, there are different ways you can get it right. Here are a few simple ways to increase traffic to your website and therefore lead generation.

➢ **Add original and relevant content**
"Content is king". This famous saying in the SEO world highlights the fact that quality content is the most valuable aspect of your website. Because it is searchable, attractive, unique, trusted, shared.
You can create content by sharing you experience and knowledge. Write articles about tips for buyers/sellers, lifestyle in your area, schools, financial advices, house renovation, etc.

If you can't create your own content consider using our article library, we offer several professionally written real estate articles. That will help your SEO but keep in mind that your own content will always have more power to make your website more visible online.
Highlighting a listing by adding a paragraph or a page about it can also be helpful for your listing and your overall website visibility.

Search engines consider the frequency which your content is updated, so remember that improving your SEO is an ongoing process.

➢ **Get a custom domain name**
Connect a custom domain to your website (e.g. www.rachelgordon.com). It doesn't have to be your name, but it is very popular in the real estate business. If you need tips to choose something different keep in mind that is should be: memorable, relevant, easy to spell, short and unique. Your domain name is your brand.

Not only it will improve your search result but it will make your business look more professional.

You can connect different domain names to one website but you don't have to. Like a brand, a domain has an history. If you have an existing domain it will rank higher on Google than a newly created one. So try to focus your SEO efforts on one primary domain.

➤ Meta Tags and Site Description

Fill out meta tags and site description with accurate information (Site Builder > 1. General Information). Ensure that your description and keywords match your website content. Entering keywords which do not relate to your content will have a negative impact on your website's SEO. Remember, it's not the keywords that raise your rank but the original content on your website which they point to.

➤ Trackback links

Your website's credibility largely depends on how much it is linked to other websites on the internet. Getting your website link on popular websites is easier than you think and will help raise your rank with very little effort.

Simply add your website address to your online profiles to create trackback links. Use major websites like your brokerage, realtor.ca or any of your social media. Sharing your listings and articles from your website to your favourite social media outlets is a great way to create a consistent supply of trackback links to your website.

Also consider local partnerships. Help a local business by advertising for him on your website and get him to do the same. A mutually beneficial situation.

➤ Page Titles

Choose your page titles carefully. Search engines pay close attention to page titles as they often summarize the page's content.

Final thoughts

More than anything else, SEO is about the overall experience for searchers: from their search query, to the quality and relevancy of the content on your site, to the ease with which they can move through your site. Consider what makes your business unique and be sure to add that information on your website.

Search engines use complex algorithms to deliver the most relevant content to people using them. If you want to see what search terms people are using to arrive at your website consider using Google Analytics. It's free and it helps you better understand your website traffic so that you can make informed adjustments to your website content.