

SEO Strategies for Your Local Site

Navigating the World of Search

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Introduction



Josh Pike, SVP Search Marketing, AMP Agency

AMP Agency is a full-service, award-winning strategic marketing agency

- 95 employees; Headquartered in Boston, MA
- Award winning Interactive and Promotions for emerging and Fortune 1000 clients
- Services include:
 - Creative design/production
 - Media services
 - Social Media
 - Paid search/SEO
 - Digital marketing
 - Web design/development
 - Events and experiential marketing



Agenda

The Search Landscape

The Fundamentals of SEO

- Defining the Audience
- Finding the Right Keywords
- Onsite Optimization

Online Reputation Management

- Importance of Inbound Links
- Looking Beyond Links
- Engage with Content

Summary

Q & A



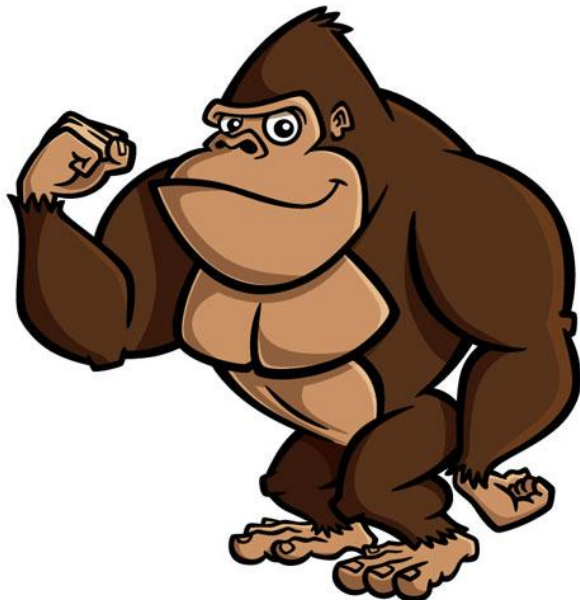
The Search Landscape



The Players

There has been ongoing consolidation among traditional search engines

Google



CoghillCartooning.com

- Control 65.6% Share of US Search
- 11,121,000,000 Monthly Queries

YAHOO
bing™



- Control 29.2% Share of US Search
- 4,958,000,000 Monthly Queries

Fragmentation of Results

While engines are consolidating, there are many more result-types to consider

coldwell banker

Traditional Results

[Real Estate Listings & Homes for Sale](#) | [Real Estate Agent Search ...](#) ☆ 🔍
 Find **real estate** and homes for sale from Coldwell Banker. Buying a home, selling your house or finding a **real estate** agent or office is easy at ...
[www.coldwellbanker.com/](#) - Cached - Similar

Sitelink Results

[Coldwell Banker](#) ☆ 🔍
 Find real estate and homes for sale from **Coldwell Banker**. Buying a home, selling your house or finding a real estate agent or office is easy at ...
[www.coldwellbanker.com/](#) - Cached - Similar

- [Browse Homes For Sale](#)
- [Special Properties](#)
- [New Homes Search](#)
- [Contact Us](#)
- [Careers](#)
- [Home Listing Report](#)
- [Vacation Homes Search](#)
- [For Buyers](#)

Places Results

Places for [coldwell banker](#) near Boston, MA

- A** [Coldwell Banker Hunneman: Charlestown-Flagship Wharf](#) ☆ 🔍 - Place page
[www.coldwellbanker.com](#) - Ste 900, 197 8th Street - (617) 242-0025
- B** [Coldwell Banker](#) ☆ 🔍 - Place page
[www.coldwellbanker.com](#) - 380 Massachusetts Avenue, Boston - (617) 263-3303
- C** [Coldwell Banker](#) ☆ 🔍 - Place page
[www.coldwellbanker.com](#) - 70 Lincoln St #80, Boston - (617) 457-3200
- D** [Coldwell Banker Residential Brokerage](#) ☆ 🔍 - Place page
[www.newenglandmoves.com](#) - 48 Charles Street, Boston - (617) 723-2737
- E** [Coldwell Banker Urban Communities](#) ☆ 🔍 - Place page
[www.coldwellbanker.com](#) - 113 Lewis Wharf, Boston - (617) 248-5897

News Results

[News for real estate news](#)

[InnVest REIT Q4 FFO falls](#) ☆ 🔍
 15 minutes ago
 March 11 (Reuters) - InnVest **Real Estate** Investment Trust (INN_u.TO) posted a 27 percent fall in its quarterly funds from operations (FFO) hurt in part by ...
[Reuters](#) - 28 related articles

[S&P Lifts Vail Resorts Rating On Reduced Real-Estate Risk](#) ☆ 🔍
[Wall Street Journal](#) - 107 related articles

[Why There's No Such Thing As A Bad Real Estate Market](#) ☆ 🔍
[San Francisco Chronicle](#) - 18 related articles - Shared by 20+

Realtime Results


Realtime results for [earthquake in japan](#) - Pause

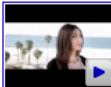
 [fabiofermandes](#) RT [@digitaltempest](#) Google has set up a people finder page for the **#Japan Earthquake**:
[Google Person Finder: 2011 Japan Earthquake](#) - appspot.com
[Twitter](#) - 1 minute ago

 [Doallas](#) RT [@jerusalempost](#): Hundreds dead after huge **earthquake** and tsunami hit **Japan**
[Hundreds dead after huge earthquake and tsunami hit Japan](#) - jpost.com
[Twitter](#) - 1 minute ago

Video Results

Videos for [coldwell banker videos](#) - Report videos

 [Coldwell Banker Brand Promise](#)
 4 min - Nov 10, 2008
 Uploaded by coldwellbankerworks
[youtube.com](#)

 [Coldwell Banker University -- We're Serious ...](#) 🔍
 2 min - Mar 2, 2011
 Uploaded by coldwellbanker
[youtube.com](#)



Search Not Just For Search Engines

Search is a key function in across most sites; Findability is a critical consideration



Findability Checklist

- Define the audience
- Understand how they would search for this content
- Determine the inputs that can be associated with this content (i.e. titles, descriptions, tags, etc)
- Integrate keywords and synonyms where possible into the content

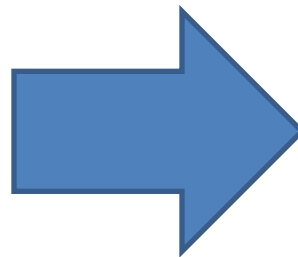
Rethinking Your SEO Approach

Heavy-handed keyword optimization and linking have been replaced by graceful integration of SEO principles into all online activities



Old School

- Muscling keywords into copy
- Buying or trading massive amounts of links
- Building pages for search engines only
- SEO applies only to the website



New School

- Keywords and their synonyms used naturally in content
- Generating links naturally by developing high quality content
- Balance between adding value for search engines and users
- SEO is a consideration across all digital properties

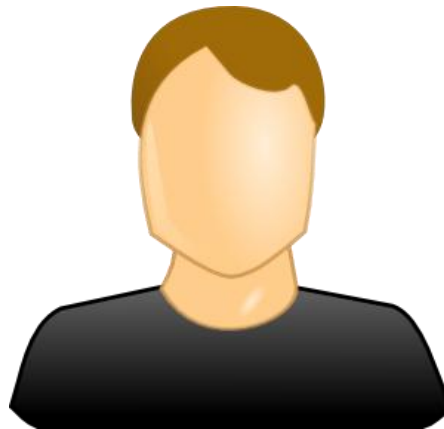
Keyword Research & Content Optimization

THE FUNDAMENTALS OF SEO



Define the Audience

Understand who the audience is and how and what they are looking for



Services

- Property Search
- Find an Agent
- Find an Office
- Apartment Rentals
- Vacation Rentals

Content

- Website Listings
- Video
- Contact Info
- Recommendations
- Education

Device

- Computer
- Mobile
- Tablet



Finding the Right Keywords

Determine keywords that the audience searches and are relevant to your services

Content Themes

- Review content and define basic themes
 - Property search
 - Agent search
 - Office Search
 - News
 - Education

Root Keywords

- Break themes into general keywords
 - real estate search
 - find a real estate agent
 - find a real estate office
 - real estate news
 - how to find a real estate agent

Expand & Select

- Use a keyword tool to expand the list
 - Google Keyword Tool
- Select the most relevant terms
 - Balance between volume and competition

Localize


- Add a local qualifier to general terms to increase relevance
 - '{YourTown} real estate' vs 'real estate'



Finding the Right Keywords

Keyword Research Best Practices

- Leverage location qualifiers to hone in on target audience
- Avoid terms that are overly broad
- Misspelled keywords are a better target for Paid Search
- Focus optimization on 1-2 relevant keywords per page
- Optimize for more competitive terms on homepage (ex. 'boston real estate')
- Optimize for less competitive terms on internal pages (ex. 'boston real estate listings')

Keyword	Local Monthly Searches 
☆ boston real estate	40,500
☆ boston real estate agent	1,000
☆ boston real estate office	-
☆ best neighborhoods in boston	590
☆ boston real estate agents	1,000
☆ boston real estate market	480
☆ boston real estate for sale	5,400
☆ boston ma real estate	3,600
☆ boston real estate listings	880

Not Searched ←

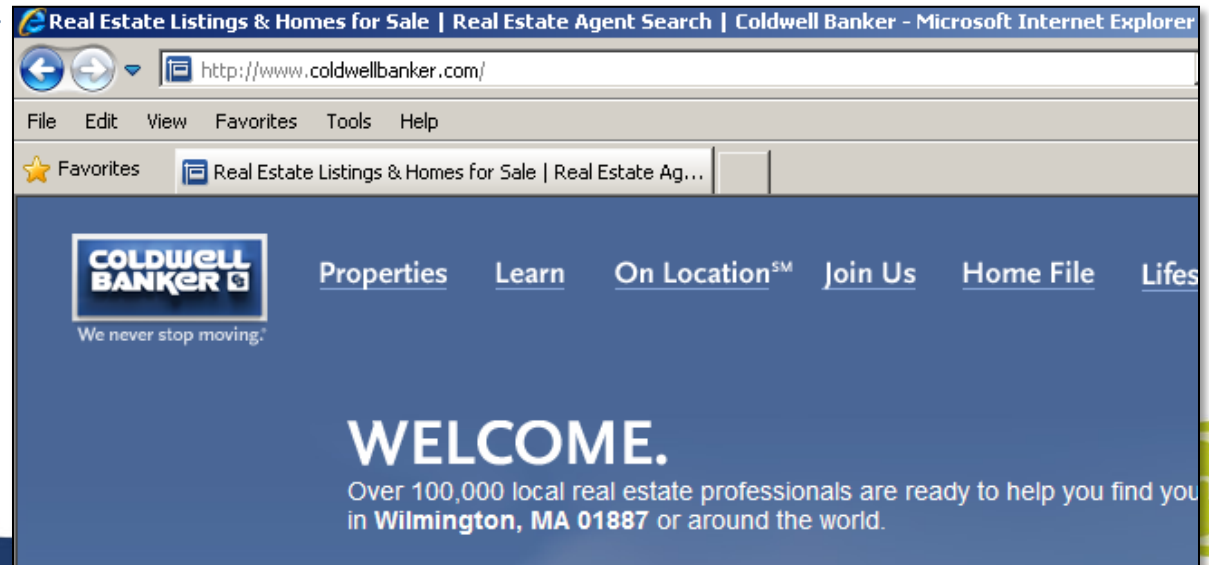
Less Relevant ←

Title Tags

Title tags serve as the contextual anchor on the page

- Single most important onsite SEO element
- Use unique titles for each content page
- Always include target keywords and variations of keywords toward the beginning of the title
- Make readable, but avoid use of stop words (of, the, if, etc.) and other unnecessary words
- Keep titles to 75 characters or less
 - Example: Boston Real Estate | Homes for Sale Boston, MA | JP Real Estate

Title Tag



META Tags

META Description tag is often used by engines as the listing description on the search results page

- Write in a natural style, using keywords and their synonyms
- Descriptions should be unique and relevant for each page
- Don't repeat keywords more than twice
- Limit length to 250 characters or less

[Real Estate Listings & Homes for Sale | Real Estate Agent Search ...](#) 🔍

Find **real estate** and homes for sale from Coldwell Banker. Buying a home, selling your house or finding a **real estate** agent or office is easy at ...

[www.coldwellbanker.com/](#) - Cached - Similar

```
<title>Real Estate Listings & Homes for Sale | Real Estate Agent Search | Coldwell Banker</title>
<meta name="description" content="Find real estate and homes for sale from Coldwell Banker. Buying a home,
selling your house or finding a real estate agent or office is easy at ColdwellBanker.com. Use our innovative
real estate tool to find homes, real estate agents or local Coldwell Banker offices."/>
<meta name="keywords" content=""/>
```

META Keywords tag is no longer considered by the engines and may be omitted



Headline Tags

Headline tags are the page's visible heading and reflect the main idea of a page or subsection

- Headlines are given additional weight by search engines
- Should reflect the page's target keywords when possible
- Use keyword rich sub-headlines to break up contextually divergent content on a page
- Titles/subtitles should be housed within <H1>, <H2>,... tags

```
<h1 class="seoTextTitle">Dallas, TX Real Estate</h1>
```

```
<h2>About the Dallas Housing Market</h2>
```

COLDWELL BANKER Properties Learn On Location™ Join Us Home File Lifestyle Search
We never stop moving. 888.308.6558 Coldwell Banker Mortgage Comment on our new site

Dallas, TX Real Estate

Coldwell Banker Home > Browse Homes for Sale > Search Texas Real Estate > Dallas Homes for Sale

Dallas Overview

Coldwell Banker Helps You Learn More About Dallas, Texas Real Estate

Dallas, Texas is located in Collin County. Nearby cities and towns include Highland Park, University Park & Dallas. Dallas is an urban community with a population of 1,244,694. The median household income in Dallas is \$47,593. 75% of residents are married and families with children reside in 34% of Dallas households. Half the population of Dallas commutes 23 minutes or more to work, with 81% residents holding white collar jobs and 19% residents holding blue collar jobs.

The median age of homes in Dallas is 29 years, with 41% of those homes owned, 46% rented and 13% not occupied. In the previous year, 1,191 Dallas properties were sold. The median sale price of a home in Dallas in the previous year was \$120,000. Find a Coldwell Banker real estate agent in Dallas, Texas today.

About the Dallas Housing Market

	Dallas	State	National
Median sale price			
Average Age of Homes	29	23	29
Homes Owned / Rented	0	1	2
Vacant Homes	71,066	1,336,769	17,194,164
Population Density (people per sq. mile)	3,634	92	

Offices Near Dallas

- Coldwell Banker Residential Brokerage
- Coldwell Banker Residential Brokerage

View All Dallas Real Estate Offices
View All Dallas Real Estate Agents

About Dallas Schools

Dallas offers a range of educational opportunities with 1 elementary schools, 1 middle schools and 1 high schools.

Contact a Coldwell Banker real estate agent to learn more about the schools and school districts in Dallas, Texas.

Body Copy

Body copy is the main content on the page and is critical to enforcing keyword relevance

- Use target keywords and synonyms “naturally” throughout the copy; don’t overuse, or “stuff”, keywords
- Bold or italicize keywords within the content to add prominence
- Hyperlink to other relevant site pages using keywords as the link text
- Incorporate a substantial amount of content on each page (200+ words)
- Include social sharing widgets to facilitate easy content distribution

The screenshot shows the Coldwell Banker website for El Paso, TX Real Estate. The page features a navigation bar with links for Properties, Learn, On Location, Join Us, Home File, and Lifestyle Search. Social sharing widgets for Facebook, Twitter, YouTube, and WordPress are visible in the top right. The main content area includes an overview of El Paso, Texas, with a map and a list of offices near El Paso.

Annotations on the right side of the page point to specific elements:

- Social Sharing Widgets:** Points to the social media icons in the top right.
- Bolded Text:** Points to the bolded text in the overview section: **Fort Bliss, El Paso/79901 & El Paso/79903**.
- Keyword Hyperlinks:** Points to the text: **Find a Coldwell Banker real estate agent in El Paso, Texas today.**

Expanding Your Online Footprint

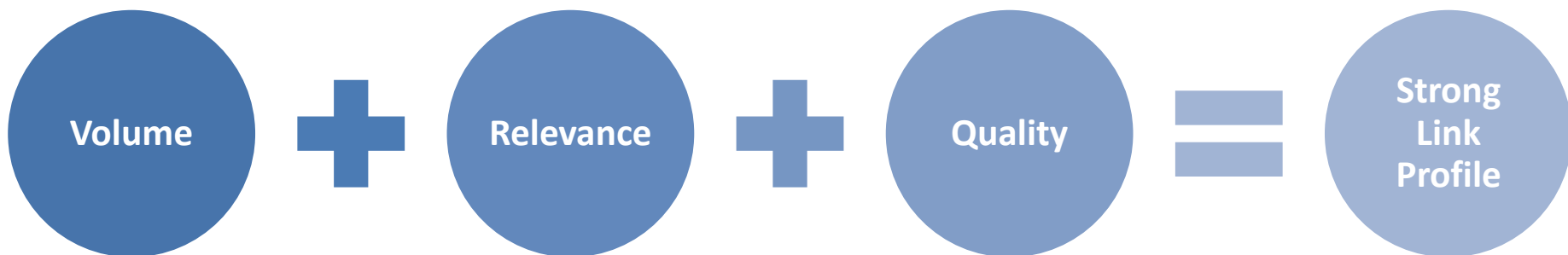
ONLINE REPUTATION MANAGEMENT



Importance of Inbound Links

Inbound links remain a critical component in search engine ranking algorithms

- Inbound links used by engines to determine authority and relevance
- Link factors considered include:
 - The volume of inbound links
 - The relevance of the link source
 - The authority/quality of the link source



Institutionalize link building in all outbound marketing:

- Recruit happy clients to write reviews and link to your site
- Ask business partners and vendors to link to your site
- Be a resource for local press and request links when you are quoted

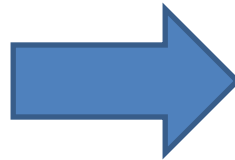


Looking Beyond Links

Links are no longer the only offsite optimization game in town

Social media is playing an increasingly important role in organic rankings

- Search engines seek to determine relevance based on signals from your social graph
- Social media factors considered include:
 - The authority original poster
 - The authority of those who repost
 - The trajectory of reposts



Engage with Content

Generate links and social media discussions naturally by creating valuable content to guide users and establish expertise in the industry

Articles

- Develop, non-promotional articles directed at clients and industry peers
 - National and local real estate issues
 - Educational content
- Articles should be 200-600 words

Videos

- Easier & cheaper to produce than ever
- Increasingly important part of user's research process
- Keep under 5 minutes
- Topic options include:
 - Agent/Office Profiles
 - Community Info
 - Educational

Social

- Share industry insights and engage your audience directly
- Be responsive
- Can be less formal but keep it professional
- Avoid being overly promotional
- Update daily

Blogs

- Share a deeper level of insight than possible through social
- Search engines eat up blog content
 - Frequently updated
 - Topically focused
 - Structured layout
- Update 2-5 times a week

Key Content Considerations

- Content must be unique and relevant to your target audience
- Always be respectful, but don't shy away from controversial issues/topics

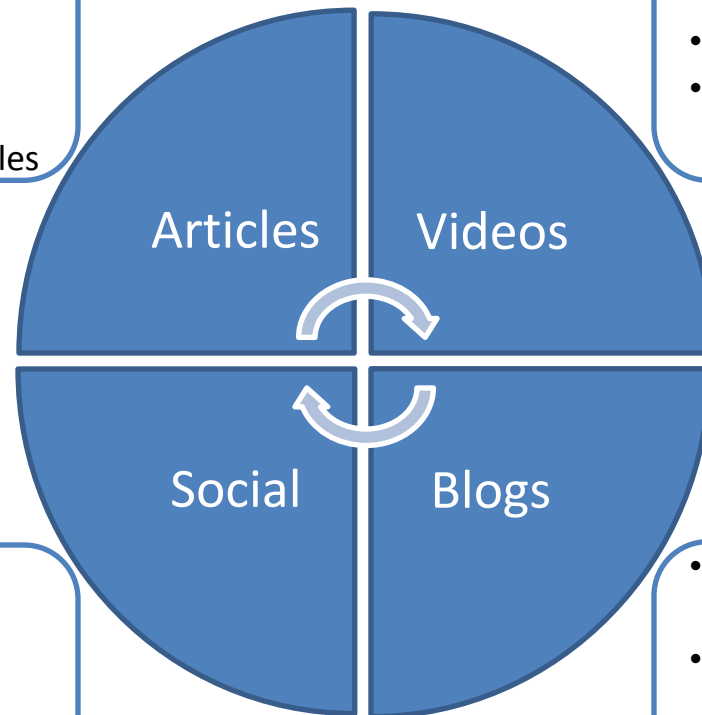


Optimize for Search and Social

Maximize findability by following SEO best practices with all content types

- Include keywords and links to other relevant articles
- Include unique page titles, META descriptions & headlines
- Categorize articles into relevant groups
- Attract interest with compelling titles

- Use keywords in video titles, descriptions and tags
- Use descriptive file names
- Develop compelling titles
- Add captions and subtitles to videos



- Include keywords in your profile description
- Leverage keywords in posts when possible but don't overdo it
- Use search friendly shortened URLs when linking out (i.e. 301 redirects)

- Include keywords and links to other relevant posts
- Optimize the blog platform with relevant categories
- Ensure that each page has unique page titles, META descriptions & headlines

Distribute to Desired Channels

Maximize the engagement and SEO value of your content by making it easy for followers to share and by actively distributing

Articles

- Seed content through social media
- Include social sharing widgets on your site
- Update your XML sitemap frequently
- Leverage RSS feeds (i.e. FeedBurner)
- Include articles in outbound email newsletters
- Work with local press to publish articles

Videos

- Leverage Coldwell Banker's OnLocation channel
- Use YouTube annotations and call to action overlays to cross link to other videos or resources
- Syndicate to second tier video sites (i.e. Daily Motion, MetaCafe, Vevo, Google Video, Bing)
- Use promoted videos (paid) to drive up views

Social

- Expand your social graph to include influencers
- ReTweet/Repost info from industry influencers
- Have agents include follow me links in email signatures to build social graph
- Cross post info across all of your channels
- Feed social media streams onto your site

Blogs

- Make content available through RSS feeds (i.e. FeedBurner)
- Feed blog updates to social media profiles
- Comment on and link to posts from prominent industry bloggers
- Update your XML sitemap frequently



Summary

SEO isn't about tricks, its about adding value while considering the basic principles of findability

Start small and build on your SEO strategy overtime

Onsite Optimization

- Understand your audience and the keywords that will draw them in
- Build a foundation of keyword relevance to associate your site with those terms

Link Building

- Educate your team in the value of link building so it becomes engrained in your business
- Build links by building relationships; link building schemes are rarely effective

Content Marketing

- Increase engagement and establish expertise by creating and distributing quality, optimized content
- Who you know is as important as what you know to your social graph



Q & A

Download this Presentation:

Download Best Practices OneSheet: <http://bit.ly/genblue-onesheet>

