

ASSESSING SEO PRACTICES OF THE TOP 50 REAL ESTATE COMPANIES ...



... and planting the seed for a successful 2009.

A Real Estate Website Study

By Randi Thornton
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FOR AMERICA'S TOP REAL ESTATE COMPANIES, SEO DELIVERS EXPONENTIAL GROWTH OPPORTUNITIES.

ARE THE TOP CONTENDERS CAPITALIZING?

Author Profile

Randi Thornton is the [SEO Company](#) Google Guru for [SEOGoogleGuru.com](#) and [PCMS Consulting](#). She has worked in the Real Estate industry for 20 years. A thorough understanding of the regular obstacles that Real Estate Companies and Agents face, has helped her apply specific and targeted Search Engine Optimization strategies for many Real Estate related websites. Clients come to Randi for her specialized knowledge and insights on SEO practices for the Real Estate industry. Randi is heavily involved in search engine optimization research and has had the opportunity to transform a wide variety of Real Estate websites into revenue-producing services.

Websites she has developed from start up include: [MortgageCreditProblems.com](#), [REOSphere.com](#), [Calculators4Mortgages.com](#), [LendingAffiliates.com](#) and [SilverDoorRealEstate.com](#).

A 2008 REAL ESTATE WEBSITE STUDY

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Executive Summary

In October 2008, SEO Google Guru, Randi Thornton compiled a detailed analysis of the Top 50 Real Estate Companies' Websites, recognized by Real Trends Report "The 500 Largest Brokers in the U.S. (Ranked by Closed Transactions sides for 2007)." Real Trends is a leading source of analysis and information on the residential brokerage industry.

The main objective of the analysis was to highlight the lack of SEO practices of major Real Estate Companies as well as emphasize with real examples, the importance for all Real Estate Companies to place SEO at the top of their marketing agenda.

What is SEO?



SEO (SEARCH ENGINE OPTIMIZATION) is the process of making a website and its content highly relevant for both search engines and searchers. SEO includes technical tasks that make it easier for search engines to find and index a website for the appropriate keywords. [Web SEO](#) helps a website gain top positioning for relevant words and phrases. If a website is not found on page 1 or 2 of a search engine, then that website will not enjoy website traffic, online exposure, and online profitability.

I review countless websites every month, ranging from small sites to large multi-page websites. While doing a variety of SEO research to try to identify what's working and what's not cutting it for Real Estate websites, I've noticed that there are a few issues that come up frequently. These [Real Estate Optimization](#) factors were divided into 7 SEO CATEGORIES.

Note: The categories that are discussed in this report only touch the surface of what is required to gain top Search engine placement. Like Real Estate, the SEO world is constantly changing and it takes a true professional to keep up with new SEO trends, tools and practices. I follow [Google SEO](#) best practices.



- ▶ **Did you know that there are about 200 factors that go into determining a site's ranking in Google's search results?**
- ▶ **Last year, Google made 450 tweaks to its algorithm. Can you afford to remain oblivious to these changes?**

Measurements

This study evaluates the websites of the **Top 50 Real Estate Companies** as recognized by a report published by Real Trends entitled “The Largest 500 Brokers in the U.S. – Ranked by Closed Transactions Sides for 2007”.

The following factors were considered:

- Traffic Ranking
- Number of Search Terms a website ranked for
- Google Page Rank
- Number of Pages indexed by Google
- Meta Descriptions
- Page Titles
- Website Validation Errors

Real Estate Landscape

Real estate is about **building relationships**. Nowadays, these relations start online. The need to embrace the Internet is evident in most industries, but for Real Estate Brokers and Real Estate agents, the Internet is paramount and a core factor for success. Having an online, visible and prominent website voice and an online platform to showcase your listings and make your services known to sellers is crucial.

Most of the top 50 real estate websites analyzed fell short of effective SEO practices. SEO is critical to a Real Estate company’s survival. As we know, website traffic can be converted into leads, and leads into clients. Clients represent sales and sales mean profits.

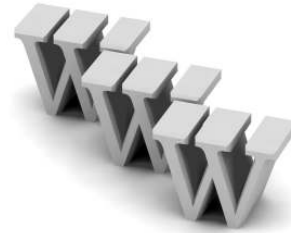


According to the 2007 National Association of REALTORS® Profile of Home Buyers and Sellers, 84% of all homebuyers used the Internet as an information source.

An astounding 84% of ALL buyers identified the Internet as a source in their home search. This percentage amount included 87% of first-time buyers, 82% of repeat buyers, 79% of new home buyers and 85% of buyers of previously owned homes.

With a plethora of Real Estate Websites to choose from, can homebuyers easily find your site?

In today's challenging real estate market and economic downturn, every dollar spent needs to have relevance. Advertising and marketing costs are on the rise and what used to work no longer does. Media today has become fragmented and gone are the days when companies launched a campaign on TV and reached masses of consumers. Traditional media vehicles such as newspapers, magazines and TV, simply do not make the phone ring like they used to. This is because consumers today are bombarded with thousands of marketing messages every day and they have almost become immune to traditional media.



Studies indicate that the **Internet has become the go-to source for home buyers and sellers.** The Internet provides a 24/7 source of information and buyers and sellers can browse and look for **WHAT** they need, **WHEN** they need it, without having to be distracted by hordes of other irrelevant marketing messages.

This means that you need to position your Real Estate Companies and Agents' website for top rankings in the search engines. Top Real Estate companies have relied on name recognition, but with a host of major companies to choose from, clearly only a few would get "top-of-mind" awareness. Subsequently, even the most established companies need to optimize their websites to constantly maintain their market position.

In a world dominated by the Internet, what matters most is not having concrete processes for your marketing and sales funnels **BUT an optimized website that potential clients will FIND in the first place!**

Because guess what happens if customers don't even find your website?

The Internet allows companies of all sizes to seize opportunities that were previously out of reach. Studies indicate that **home buyers and sellers are now searching for keyword terms** and not just big real estate brand names.

This is a critical time for Real Estate companies. We are experiencing company closings and more mergers and acquisitions than ever before. It is crucial for Real Estate companies to become more creative in protecting their interests and investments. **Companies must make good use and take advantage of the Internet if they want to remain competitive and prosper.**



Real Estate companies are overwhelmingly neglecting SEO, and thus missing out on a massive opportunity to boost their profits and thrive in today's market and economic situation.

Traffic Rankings

The table below highlights the top 10 real estate companies with the highest traffic rankings (out of the top 50 analyzed).

For this inquiry I used **Alexa.com**. Over the years, Alexa has built an unparalleled database of information about sites that includes traffic ranking, statistics, related links, etc.

The lower the number the higher the ranking. This means that in this case, Zip Realty receives the highest amount of traffic.

Out of the 50 websites analyzed, the following are the top 10 websites that receive the most traffic.

Definition

The conveyance of messages or data through a system of communication: *i.e. routers that manage Internet traffic.*

Putting it simply, Traffic Ranking is a measurement that determines the amount of traffic that your website receives.

| TRAFFIC RANKING | REAL TRENDS RANKING | COMPANY NAME |
|-----------------|---------------------|--|
| 2,185 | 15 | Zip Realty |
| 9,788 | 1 | NRT LLC |
| 18,888 | 3 | The Long & Foster Companies, Inc. |
| 19,986 | 13 | Keller Williams Realty |
| 29,343 | 12 | John L. Scott Real Estate |
| 39,362 | 2 | Home Services of America, Inc. |
| 41,322 | 18 | Prudential Douglas Elliman Real Estate |
| 53,037 | 11 | Ebby Halliday, Realtors |
| 61,515 | 7 | Hanna Holdings, Inc. |
| 65,389 | 9 | William Raveis Real Estate, Inc. |



Is the lack of SEO practices on your website, affecting your Traffic Ranking?

Number of keywords found that point to a web site

With this exercise, I found the number of different keyword terms that point to a website when a searcher performs a search in Google. These keywords are ranked in the top 20 searches on Google. For example, the same website may rank #1 for the keyword term “Chicago Real Estate” , # 5 for Real Estate in Chicago” and # 19 for “Homes for Sale in Chicago”.

Did you ever check how many relevant keywords your site has in order to rank high enough and be in the Google Top 20?

Using the information obtained from your SEO analysis and building a semantic core, you can find out how well a site is optimized for specific search requests.

Out of the 50 websites analyzed, these are the top 10 websites that have the most keyword terms that rank 1-20 on Google.

DEFINITION

Detecting search keywords for which a site has a high ranking.

| NUMBER OF KEYWORD TERMS RANKED | REAL TRENDS RANKING | COMPANY NAME |
|--------------------------------|---------------------|---|
| 23,891 | 10 | GMAC Real Estate - Company Owned Operations |
| 7,811 | 1 | NRT LLC |
| 4,714 | 18 | Prudential Douglas Elliman Real Estate |
| 4,330 | 4 | Crye-Leike Realtors |
| 2,075 | 12 | John L. Scott Real Estate |
| 1,725 | 7 | Hanna Holdings, Inc. |
| 1,390 | 3 | The Long & Foster Companies, Inc. |
| 1,013 | 45 | Northwood Realty Services |
| 842 | 40 | Prudential Georgia Realty |
| 818 | 11 | Ebby Halliday, Realtors |

Have you checked your keywords lately?

Through who's eyes are you seeing them? ...

... Yours or a typical searcher's eyes?



Google Page Rank

The top Google ranking for all 50 Real Estate Companies was 6. This means that only 6 out of the 50 websites analyzed achieved a Google ranking of 6! And let's not forget that we are analyzing the **TOP 50 Real Estate Companies** here!

Evidently, few Real Estate Companies have grasped the IMPORTANCE of having their site OPTIMIZED! Are you guilty of making their same mistake?

DEFINITION

With PageRank, Google introduced a way of evaluating the relative authority of a website or page - links. PageRank, to put it in simple terms, provided a link map of the web.

| GOOGLE PAGE RANK | REAL TRENDS RANKING | COMPANY |
|------------------|---------------------|--|
| 6 | 1 | NRT LLC |
| 6 | 18 | Prudential Douglas Elliman Real Estate |
| 6 | 3 | The Long & Foster Companies, Inc. |
| 6 | 13 | Keller Williams Realty |
| 6 | 15 | ZipRealty |
| 6 | 6 | Prudential Fox & Roach Realtors |

Meta Descriptions

What's the use of spending top dollar in creating compelling marketing messages, when your customers are not even finding your website?

You have to reach your customers **FIRST** in order to attempt to persuade them to use your services. Clearly this is not rocket science, but something that most Real Estate Companies are failing to understand!

This exercise identified the percentage of website pages that utilized a unique meta description for each web page. I was extremely surprised that this **well known SEO technique** did not have higher percentages. The results indicate that there is a huge scope for improvement for these company websites and other similar ones. Just by implementing this simple SEO technique, these sites can achieve much better rankings.

Out of the 50 websites analyzed, the table overleaf highlights the top 10 web sites that have the highest percentage of unique meta descriptions on their web pages.



Good practices for description meta tags*

- ☑ **Accurately summarize the page's content** - Write a description that would both inform and interest users when they see your description meta tag as a snippet in a search result. So put just enough detail to arouse their curiosity and interest to click for more.

Avoid:

- ☒ writing a description meta tag that has no relation to the content on the page.
- ☒ using generic descriptions like "This is a webpage" or "Page about baseball cards".
- ☒ filling the description with only keywords.
- ☒ copying and pasting the entire content of the document into the description meta tag.

- ☑ **Use unique descriptions for each page** - Having a different description meta tag for each page helps both users and Google, especially in searches where users may bring up multiple pages on your domain. If your site has thousands or even millions of pages, then manually creating description meta tags is probably not feasible. In this case, you could generate description meta tags automatically, based on the content of each page.

Avoid:

- ☒ using a single description meta tag across all of your site's pages or a large group of pages.

*Good practices for description meta tags provided by: [Google Webmaster Central](#)

DEFINITION

Information placed in the HTML header of a Web page, providing information that is not visible to browsers, but can be used in varying degrees by search engines to index a page. Common meta tags used in search engine marketing are title, description, and keyword tags.

| % OF UNIQUE META DESCRIPTIONS | REAL TRENDS RANKING | COMPANY NAME |
|-------------------------------|---------------------|---|
| 72% | 44 | 44. Prudential Carolina Real Estate |
| 63% | 14 | 14. Realty Executives, Phoenix |
| 53% | 15 | 15. ZipRealty |
| 50% | 17 | 17. RE/MAX Greater Atlanta |
| 49% | 10 | 10. GMAC Real Estate - Company Owned Operations |
| 44% | 1 | 1. NRT LLC |
| 40% | 3 | 3. The Long & Foster Companies, Inc. |
| 37% | 7 | 7. Hanna Holdings, Inc. |
| 33% | 4 | 4. Crye-Leike Realtors |
| 30% | 12 | 12. John L. Scott Real Estate |

Page Title

Out of the 50 websites analyzed, the table below shows the top 10 websites that have the highest percentage of unique page titles on their web pages.



Good practices for page title tags*

- ☑ **Accurately describe the page's content** - Choose a title that effectively communicates the topic of the content of the page.

Avoid:

- ☑ choosing a title that has no relation to the content on the page.
- ☑ using default or vague titles like "Untitled" or "New Page 1".

- ☑ **Create unique title tags for each page** -

Each of your pages should ideally have a unique title tag, which helps Google know how the page differs from the others on your site.

Avoid:

- ☑ using a single title tag across all of your site's pages or a large group of pages.

- ☑ **Use brief, but descriptive titles** - Titles can be both short and informative. If the title is too long, Google will only show a portion of it in the search result.

Avoid:

- ☑ using extremely lengthy titles that are unhelpful to users and stuffing extra keywords in your title tags.

**Good practices for page title tags provided by: [Google Webmaster Central](#)*

DEFINITION

An HTML meta tag with text describing a specific Web page. The **title tag** should contain strategic keywords for the page, since many search engines pay special attention to the title text when indexing pages. The title tag should also make sense to humans, since it is usually the text link to the page displayed in search engine results.

| % UNIQUE PAGE TITLES | RISDMEDIA RANKING | COMPANY NAME |
|----------------------|-------------------|---|
| 99% | 21 | RE/MAX Alliance |
| 88% | 44 | Prudential Carolina Real Estate |
| 88% | 15 | Zip Realty |
| 88% | 10 | GMAC Real Estate - Company Owned Operations |
| 87% | 38 | RE/MAX Results |
| 82% | 32 | Sibcy Cline Realtors |
| 80% | 4 | Crye-Leike Realtors |
| 80% | 19 | RE/MAX Equity Group, Inc. |
| 78% | 14 | Realty Executives, Phoenix |
| 78% | 43 | Coldwell Banker Schmidt Realtors |

Duplicate Content/ Meta Descriptions and Page Titles

There are a few types of duplicate content. In this study I looked at both the meta descriptions and page titles.

Many times this issue is unknowingly created by repeating the brand name on each page as the page title or just reusing one meta description for all pages on a site. Search engines will see the duplicate meta descriptions and sometimes conclude that a page is a duplicate before they get to the actual page content. This happens more often when there isn't a lot of supporting text on the page.

Besides giving search engines the wrong impression about your site, you're missing a key opportunity to optimize this page for a search phrase that can bring good qualified traffic to your site.

Site Validation

Out of the 50 websites analyzed, these are the top 10 web sites that have the least amount of website errors, according to w3.org. This is your website's foundation. As with Real Estate, if the foundation is cracked, the rest of the house may be considered irrelevant.

The worst website out of the 50 analyzed had 1,430 errors. The median was 80.

DEFINITION

A w3 html validation shows the number of errors with html. If your web site is not conforming to CCS Standards, the search engines will have problems reading and indexing your website.

| NUMBER OF ERRORS | REAL TRENDS RANKING | COMPANY NAME |
|------------------|---------------------|---|
| 0 | 43 | Coldwell Banker Schmidt Realtors |
| 0 | 49 | First Weber Group- Madison |
| 9 | 4 | Crye-Leike Realtors |
| 11 | 29 | William Raveis Real Estate, Inc. |
| 23 | 36 | Prudential Gardner, Realtors |
| 26 | 10 | GMAC Real Estate - Company Owned Operations |
| 26 | 33 | Metro Brokers/GMAC Real Estate |
| 41 | 38 | RE/MAX Results |
| 41 | 39 | Prudential California/Nevada/Texas Realty |
| 46 | 13 | Keller Williams Realty |

SUMMARY

While it is clear that the top broker real estate websites are using SEO to some degree, there is definitely room for improvement. The traffic rating chart demonstrates that the top 1-18 brokers identified in the Real Trends study are enjoying massive website traffic. This confirms that in order to become a top real estate company or agent you need SEO to achieve search engine traffic. As was highlighted earlier, website traffic means profits.

Is it therefore any surprise that the top producing Real Estate Companies are also the ones that utilize the Internet and experience high traffic, top Google Rankings, a massive number of keywords terms directed to their website, and make correct use of meta descriptions and page titles?

Which Real Estate Companies are going to outperform the others in 2009?

Keywords also play a major role in the online success of a Real Estate website. The Real Estate Company websites that had the most keyword terms associated with their website also had high rankings in the Real Trends study. GMAC Real Estate was the clear winner here with 23,891 different keyword terms that were found on page 1 or page 2 of Google. These gigantic numbers can be achieved by any Real Estate Company or agent, no matter the size of the company.

However time is a factor, along with keyword relevance page titles, meta descriptions, content, links and other factors Google uses to determine which websites are worthy of what keyword terms.

An authority website is one that Google rates top in its industry. We looked at the Google page rank to determine how important Google thought these websites ranked. A Google ranking of 6 is the minimum, every Real Estate website should aim to obtain.

Meta Descriptions and Page Titles were often overlooked. If you do not assign a unique meta description and page title to each page, Google will do it for you. And trust me, you really do not want that. You will highly benefit if YOU tell Google what meta descriptions and page titles to use.

A keyword rich [Domain Name](#) can also benefit your results.

Have a look at the results overleaf and see for yourself how important meta descriptions and page titles are to search engines and searchers looking for Real Estate information.

I did a Google search for “baird warner realty.” Following are the Google page 1 results. Baird & Warner, Inc., located in Chicago, IL, ranked number 20 in the Real Trends Report. They had one of the least number of unique page titles and meta descriptions out of the top 50 real estate companies analyzed.

- [Chicago Real Estate Baird & Warner](#)



BairdWarner.com - Chicago's First and Foremost. Residential Real Estate Since 1855. Chicago real estate listings. Chicagoland real estate at Bairdwarner.com ...
[www.bairdwarner.com/](#) - 131k - [Cached](#) - [Similar pages](#) - [Note this](#)



- [Baird & Warner - Property Detail QS](#)

07033558. Click here for a printable version of this image. Front View · Foyer · Living Room · Dining Room · Kitchen ...
[www.bairdwarner.com/07033558](#) - 43k - [Cached](#) - [Similar pages](#) - [Note this](#)

- [Baird & Warner - Property Detail QS](#)

06771498. Click here for a printable version of this image. Front View · Front Yard · Entryway · Living Room · Kitchen ...
[www.bairdwarner.com/06771498](#) - 44k - [Cached](#) - [Similar pages](#) - [Note this](#)

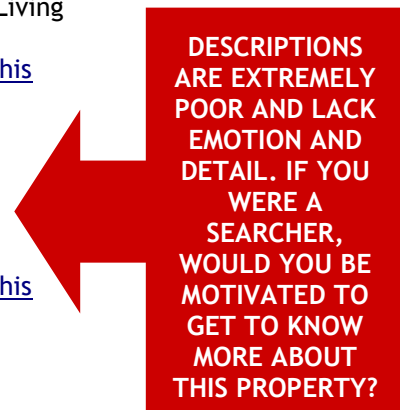


- [Baird & Warner - Property Detail QS](#)

07045975. Click here for a printable version of this image. Front View · Living Room · Kitchen · Dining Room · Basement ...
[www.bairdwarner.com/07045975](#) - 42k - [Cached](#) - [Similar pages](#) - [Note this](#)

- [Baird & Warner - Property Detail QS](#)

07002096. Click here for a printable version of this image. Front View · Living Room · Kitchen · Breakfast Nook · Dining Room ...
[www.bairdwarner.com/82258363](#) - 42k - [Cached](#) - [Similar pages](#) - [Note this](#)



- [Baird & Warner - Property Detail QS](#)

07025078. Click here for a printable version of this image. Front View · Living Room · Living Room · Kitchen · Kitchen ...
[www.bairdwarner.com/07025078](#) - 39k - [Cached](#) - [Similar pages](#) - [Note this](#)

- [Baird & Warner - Property Detail QS](#)

07025078. Click here for a printable version of this image. Front View · Living Room · Living Room · Kitchen · Kitchen ...
[www.bairdwarner.com/07025078](#) - 39k - [Cached](#) - [Similar pages](#) - [Note this](#)



□ [Baird & Warner - Property Detail QS](#)
 06990598. Click here for a printable version of this image.
 Front View · Living Room · Kitchen · Dining Room · Family Room ...
[www.bairdwarner.com/06990598](#) - 40k - [Cached](#) - [Similar pages](#) - [Note this](#)

□ [Baird & Warner - Property Detail QS](#)
 06986943. Click here for a printable version of this image. Front View · Living Room · Kitchen · Kitchen · Dining Room ...
[www.bairdwarner.com/06986943](#) - 42k - [Cached](#) - [Similar pages](#) - [Note this](#)



□ [Baird & Warner - Property Detail QS](#)
 06947306. Click here for a printable version of this image. Front View · Living Room · Kitchen · Kitchen · Dining Room ...
[www.bairdwarner.com/06947306](#) - 39k - [Cached](#) - [Similar pages](#) - [Note this](#)

□ [Baird & Warner - Property Detail QS](#)
 06987158. Click here for a printable version of this image.
 7509 N Frontage Rd, Unit 7509 Skokie, IL 60077. \$ 415000.
 3 Bedrooms, 3.0 Baths ...
[www.bairdwarner.com/06987158](#) - 40k - [Cached](#) - [Similar pages](#) - [Note this](#)



THE ONE THING THAT YOU NEED TO ASK YOURSELF WHEN WRITING CONTENT FOR YOUR REAL ESTATE WEBSITE TITLES AND META DESCRIPTIONS IS WHETHER YOU ARE ANSWERING THE ONE QUESTION THAT YOUR POTENTIAL CUSTOMERS WOULD HAVE ON THEIR MINDS ... AND THAT IS ... "WHAT'S IN IT FOR ME?"

Now, using the top Real Estate keyword term (**real estate**), let's do a search for "Chicago Real Estate". Real Estate is the number 1 keyword phrase used by searchers' seeking Real Estate information. Therefore, it makes sense for a Real Estate Company or agent servicing the Chicago market place to be found for the phrase "Chicago Real Estate". **Will Baird & Warner show up in the top Google results?** ... Below are the top results for Real Estate Company listings.

□ [Chicago Real Estate Search Engine | Chicago Real Estate Listings ...](#)

Chicago real estate search engine. Real time Chicago real estate listings. Our comprehensive database is updated daily, and supported by first-class real ...
[www.dreamtown.com/](#) - 50k - [Cached](#) - [Similar pages](#) - [Note this](#)

Notice how the keyword phrase "Chicago Real Estate" is used in both the title and descriptions!

□ [Chicago Real Estate and Homes | Chicago Lofts, Condos and ...](#)

Chicago Real Estate team with 1000s of pictures of homes and lofts for sale from the Chicago Homes and properties for sale.
[www.greatchicagorealestate.com/](#) - 33k - [Cached](#) - [Similar pages](#) - [Note this](#)

□ [Chicago Real Estate Baird & Warner](#)

BairdWarner.com - Chicago's First and Foremost. Residential Real Estate Since 1855. Chicago real estate listings. Chicagoland real estate at Bairdwarner.com ...
[www.bairdwarner.com/](#) - 131k - [Cached](#) - [Similar pages](#) - [Note this](#)

YES! You've guessed it. Having a page 1 Google ranking will mean buyers and sellers!

□ [Illinois Real Estate, Chicago IL Homes for Sale, McHenry, Barrington](#)

We're the place to find Chicago, McHenry, Barrington, and Naperville IL homes for sale. Search by MLS number to find a home then talk to one of our agents.
[www.illinoisrealestate.com/](#) - 68k - [Cached](#) - [Similar pages](#) - [Note this](#)

□ [Rubloff Residential Properties - Rubloff Real Estate - Chicago ...](#)

Rubloff Residential Properties is your destination for Chicago Real Estate. 980 North Michigan Avenue #900 Chicago, IL 60611.
[www.rubloff.com/](#) - 69k - [Cached](#) - [Similar pages](#) - [Note this](#)

If you were a searcher, which of these titles and meta descriptions would entice you to click?

□ [Chicago, IL Real Estate on Yahoo! Real Estate - Houses for Sale & more](#)

Yahoo! Real Estate - Search Chicago, IL real estate listings and houses for sale , find home values, housing market information, Illinois mortgage rates ...
[realestate.yahoo.com/Illinois/Chicago](#) - 49k - [Cached](#) - [Similar pages](#) - [Note this](#)

□ [Chicago Real Estate, Illinois Homes for Sale](#)

Searching for Chicago real estate has never been so easy. View Illinois homes for sale from one of the best MLS databases around.
[www.chicagolandrealestatelistings.net/](#) - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

Searchers will usually pick a result from the first page.

□ [Chicago Real Estate - Chicago homes for sale](#)

Falcon Living is the best place to find all your Chicago Real Estate information . We provide a free MLS listings search and tons of area information.
[www.falconliving.com/](#) - 109k - [Cached](#) - [Similar pages](#) - [Note this](#)

Unfortunately, Real Estate companies are not capitalizing on the basics of SEO! A fully optimized Real Estate website means top search positions for Real Estate companies of all sizes. Local search is a SEO tool used for greater search rankings.

Beat the recession by using SEO to obtain high search engine rankings.

What happens when you do not optimize your website? The result is ALWAYS loss of sales, because searchers WILL find someone. Will it be you or your competitor?

Do you now realize that your SEO cost is also your GREATEST BENEFIT?

LET'S TAKE A CLOSER LOOK AT KEYWORDS AND REAL ESTATE WEBSITES ...

A keyword is a word or phrase entered into a search engine in an effort to get the search engine to return matching and relevant results.

Just how important are the keywords you use at your site? How big an impact can they have on the success or failure of your site? Actually keywords can **make or break your site**. They can easily make the difference between a site or blog that has **no traffic** and one that enjoys **heavy traffic**. That is how important keywords are!

TOP 5 Real Estate related Keyword terms in October 2008 for Google:

| KEYWORD TERM | Approximate Search Volume: October 2008 on Google |
|--------------------|--|
| real estate | 101,000,000 |
| real estate agent | 9,140,000 |
| real estate search | 7,480,000 |
| real estate homes | 2,740,000 |
| real estate agents | 1,500,000 |

Keyword research is the foundation of good SEO for any website. Don't handicap your website rankings by **guessing** what keywords you should be using. If possible, this research should be done **before** building a website or making any changes.

Implications of the “Set it and Forget it “ Mentality

It's short-sighted to think that you can optimize your website and then forget about it. There is no "one size fits all" SEO tool that allows for a consistent number one ranking. Some sites need higher keyword density -- pages optimized for very competitive keywords may need more quality links to achieve the traffic you need in order to achieve top search engine rankings. Moreover, there are numerous factors that need to be considered to safeguard your website from violating Google's code of conduct. Failure to ignore this code of conduct may even result in your website being dropped!

SEO Optimization issues are *all* fixable. It's crucial to know the strengths and weaknesses of what you're doing and get the issues that are holding your Real Estate site back, out of the way. SEO is not something to be taken lightly.

You don't gamble on your business with shoddy business planning and strategies, so why should you risk losing valuable sales by ignoring SEO?

SEO is an ongoing process that requires art and science -- invest the time and work with a white hat SEO Consultant to get it right, first time. Be extremely cautious if a SEO company offers you a quick scheme and promises you the world. [Buy SEO](#) from a skilled SEO Consultant.

Surpass your competition with SEO Services

This is not the time to indulge in business activities that cannot be measured. Real Estate companies cannot continue wasting valuable opportunities to attract qualified leads to their websites, by not optimizing their sites effectively. The leads you are losing can mean important sales that you're simply throwing away every day.

According to the Marketing Sherpa, a small increase in traffic and conversions, usually mean an impressive impact on lead generation and sales!

In their Search Marketing Benchmark Survey – July 2007, Marketing Sherpa published a Lead Search Opportunity Calculator that clearly shows the effect that more traffic and leads have on any website in any industry.

I've reproduce the chart overleaf. The first conversion rate is the average conversion rate for 2007 and measures the connection between website traffic and lead generation. The second and third conversion rates highlight trends that are slightly higher than the average, and thus demonstrate the huge benefits of a small increase in conversion rate and traffic.

It is to be noted that the percentage expressed in the chart are conservative and may vary depending on the industry, brand position and other variables. However, this tool can be seen as a starting point and a good indicator of what to expect when you increase the traffic on your website.

| Natural Search Lead Opportunity Calculator | Average Conversion Rate of Site Traffic* | | |
|---|--|-------|-------|
| | 1 | 2 | 3 |
| Site Traffic Unique Visitors (per month) | | | |
| | 4%* | 5% | 6% |
| | Leads | Leads | Leads |
| 0 | 0 | 0 | 0 |
| 6,000 | 240 | 300 | 360 |
| 12,000 | 480 | 600 | 720 |
| 18,000 | 720 | 900 | 1,080 |
| 24,000 | 960 | 1,200 | 1,440 |
| 30,000 | 1,200 | 1,500 | 1,800 |
| 36,000 | 1,440 | 1,800 | 2,160 |
| 42,000 | 1,680 | 2,100 | 2,520 |
| 48,000 | 1,920 | 2,400 | 2,880 |
| 54,000 | 2,160 | 2,700 | 3,240 |
| 60,000 | 2,400 | 3,000 | 3,600 |

*Marketing Sherpa, Search Marketing Benchmark Survey, July 2007.

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