Real Estate SEO Checklist

Step 1

Do fundamental on-page SEO work for each page on your website

Use the checklist below to help you out....

On-page SEO checklist for real estate agents

1 Meta title tag
- <title>PAGE TITLE</title>
- Must be unique for every page
- Must include a target keyword
- Should be around 60 to 70 characters

2 Meta description
- 150 characters long
- A summary of the content on a page
- Must include your target keyword
- Must entice people to click on the link

3 URL
- Must contain the target keyword
- Must be unique
- Must be easy to read and describe the page

4 H1 and H2 headings
- Must include a target keyword
- Should be eye-catching and appealing
- Should be relevant to the page content

5 Image ALT text
- Must be written for every image on a page
- Must contain a target keyword

6 NAP information
- Your business name, address and phone number with your area code
- Must be included within a header or footer of your website
- Correct spelling of the NAP info on all internal and external pages

Step 2

Set NAP – name, address and phone number.

It's vital that your NAP info is consistent and the same everywhere on the Web.

Step 3

Claim a Google My Business listing

Optimize it properly (add, business hours, address, categories, photos, etc.).

Step 4

Get local citations

The best citation sources are local and national real estate and business directories, local media websites, convention & visitor bureaus, etc

Step 5

Audit your Google My Business listing

remove duplicate pages as they undermine your local rankings.

Step 6

Hire an IT professional to fix any technical issues with your website

Your website should load fast and show up fine across all devices.

Step 7

Create an About Us page on your website

Describe your business and optimize the page for local keywords to have more locally relevant content on your website.

Step 8

Write a neighborhood page for each local area you service

Craft some great copy and update it once in awhile if something worthwhile happens in that neighborhood.

Step 9

Optimize images

Adding alt tags to your images is a super simple way to make your real estate website indexed and ranked faster.