079 - SEO in Real Estate

Gert Mellak

One big mistake we also see real estate companies make very often is that they go too generic with their targeting. And what I mean by this is that they want to rank for real estate Miami, for example, or real estate properties, Sydney. But these queries are usually already occupied by all the marketplaces out there. Marketplaces with huge marketing departments and SEO teams that do nothing else but create links and content just to rank for those big generic terms with the high search volumes.

SEO Leverage Podcast Intro Music

Welcome to the SEO Leverage podcast, where we talk about search, marketing and conversion.

Gert Mellak

Welcome to Seoleverage.com. This is episode 79 of our podcasts. My name is Gert Mellak. And we're going to dive directly into real estate today and what you can do with SEO in order to rank your properties, your listings high on Google. First of all, let's think about how real estate really works. Real Estate usually works on a local level, at least locally relevant level. And what this means is that most searches are going to be made expecting Google to figure out where I am located as a user and showing me things that are in my surroundings, or based on the search query. If I'm searching for based in Spain, in Madrid, I'm searching real estate or property two bedroom condo in Miami, for example, Google knows I'm looking for properties in Miami and automatically can geographically target the search results. The local relevance means that our local SEO optimization needs to be optimized for these kinds of queries. Google needs to clearly understand what our website is aiming at, and specifically where the listings are located in the neighborhoods we are talking about. We're going to later in this episode, talk about what you can do in terms of coding to make sure Google gets this better. But just take away that local SEO is one of your biggest first steps. One issue that happens consistently with real estate sites is that their websites and the databases get crowded with past listings. Listings of properties that already released out or sold in the past, but have just been really there either for reference purposes, internal reference purposes, or just because you want to show a few properties that already have been sold or leased out with a specific label on the site. Ultimately, the goal here needs to be to not get the site and the database, blow it up with too many of those old listings because they're not going to consistently show good search results. People landing on are leased out or sold out properties are probably not going to be happy, you're going to hit the back button and click on something else. So if you want to show a few, that's great, but you want to have a process in place where old listings are getting proactively removed from your website and find an SEO strategy around what to do with those URLs. One possible way could be redirecting them to the corresponding neighborhood to the corresponding type of property in this neighborhood. There are different ways to go about this. I personally wouldn't completely just drop those URLs and not do anything about them. Ultimately, Google might have a few signals about those property listings that could be attributed to a different place on your website. One big mistake we also see our real estate companies make very often is that they go too generic

with their targeting. And what I mean by this is that they want to rank for real estate Miami, for example, or real estate properties, Sydney. But these queries are usually already occupied by all the marketplaces out there. Marketplaces with huge marketing departments and SEO teams that do nothing else but create links and content just to rank for those big generic terms with the high search volumes. It's a little bit as with E-commerce and Amazon, very often it makes sense to take a step back and say, Okay, what are the generic queries? I'm going to ignore all of those, but I'm going to go really, really specific. If you look at your listings, for example, can you group them up somehow? Can you, do they have anything in common, be their neighborhood, be the area, be that some of them are near the beach, be the some of them are two bedroom apartments, and others are three bedroom apartments etc. You want to find ways to naturally categorize similar properties and create content around those categories. And this is then going to allow Google to stick their teeth into it. And either rank content or a specific categories or listing pages, depending on the different search queries. So two bedroom condo near the beach in Miami could be one really good keyword to target or keywords similar like this one, because it's specific enough to not have huge competition. But it's also going to drive a good conversion rate. Because this is just so specific. If you have a search result here, people are going to be very likely to take action. We talked initially about the local SEO relevance. And there are two things at this stage I want to share with you. One thing you can do is really search for relevant backlinks, backlinks meaning links from other websites to yours, and to the pages and categories on your site. For relevance, I wouldn't only search for other real estate sites who could link to you. I will search for geographically relevant sites. If there is a local school you can work with a local university, you can collaborate with anything that has local authority that would link to your site and endorse you from a relevant context where it just makes sense to the link out to you, it's going to give you an extra competitive edge. When I will check out those links and processes in order to determine if you're authoritative enough and should be ranking on the top spots in Google. Another thing I want to share with you is structured data, you might have heard about it, you might have seen the schema.org codes somewhere was on plugins handling this. For real estate, there are a few codes that are specifically helping you make sure Google understands what you're seeing on your site. One is the real estate listing. And another one is the business function. Real estate listing gives you a chance to indicate clearly to Google where the property is located. If there is a video about this property, these kinds of things. While the business function one enables you to tell Google if this is for lease or to sell, which is also an important criteria for Google to then match the right categories to my properties and our listings to the right searches. So you see SEO for real estate is definitely very specific, very particular thing. And a lot of general SEO advice that is valid for other sites, Shopify sites, ecommerce, or lead generation sites isn't necessarily relevant for real estate. Or at least there are specific things that actually move the needle in real estate environments. So if you want to have more information about this, head over to Seoleverage.com, schedule in a quick chat with me, and we check out your site, I can direct you what the next steps should be. This way, we can get to know each other and get to know a little bit about your site and what has been working and not working in SEO so far. Or if you're just starting out building this SEO pillar below your digital marketing strategy. And then I can also guide you a little bit better on what to take into account and where to expect the most return on investment. My name is Gert Mellak. You're listening to SEOleverage.com.