Real Estate Investing Search Engine Optimization â€“ Helpful Tips

By Simon Macharia

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Closing profitable deals is the basic requirement of having a profitable real estate investing business. This means constantly attracting leads and converting them to successful real estate transactions.

These tips will help you attract more business by effective search engine optimization.

A website for real estate investing is a must as it tells your story for you. Most importantly, it can attract leads for you through effective search engine optimization (SEO).

Search engine optimization ensures that your website ranks on top of your competitors websites.

Effective SEO must involve a few key elements to be synchronized so that your website ranks better than your competitors. First, search engine optimization involves a 2-part process:

i) On-site SEO - This is the process of including your keywords in title, meta description and content. We have discussed these terminologies in detail in a separate article.

ii) Off-site SEO - this involves building one way links from third party website to your website.

A few elements must be in place for effective SEO:

i) Keywords - most people when looking for information type key phrases that describe the information they need. These are known as keywords or key phrases.

The first step in search engine optimization is to get the best keywords in your niche. Remember not to go overboard trying to optimize one web page for all the keywords. Sometimes a simple keyword research could yield 20 or more keywords.

Just choose the strongest keywords that are likely to bring you the best results.

ii) Market region - It is likely that you target a certain geographical location in your business. Targeting this market in your SEO efforts mean you get more targeted traffic, visitors and people who bring business right where you work.

iii) Separate keywords into relevant content - chances are that your website has several pages, each talking about different things you do. Whenever possible, create a separate page for similar set of keywords following all the rules of proper on-site SEO.

The result is different keywords represented on the website in different pages.

iv) Keyword stuffing - never stuff keywords on any page in your website. Websites are ranked by how relevant their content is. You make matters worse by stuffing keywords.

You also run the risk of getting blacklisted by search engines.

v) Anchor links - building back links involves creating relevant content such as articles and posting this content in directories such as article directories.

The anchor link to your website must be a keyword. For example, I see a lot of links saying "Click here". Make sure links going to your website are real keywords.

vi) PR rating - page rank determines the strength of a link. Page rank ranges from 0 to 10. a PR of 10 has more SEO juice than one of 0, etc Targeting stable website with high PR yields better results for you.

vii) Deep linking - Linking your keywords to inner pages on your website is called deep linking. Remember that even though most people visit your home page, some people find your website through relevant searches, whose keywords may be on inner pages on your website.

viii) Duplicate content - as much as possible, avoid posting duplicate content on different websites. Better re-write the content several times and spin it.

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Simon Macharia - About Author:
Learn how a a real estate investing website equipped with automation capabilities to run your business and a optimized for search engines can increase your bottom line by attracting leads and converting them to closed real estate transactions.

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