SECRET BLOGGING CONTENT STRATEGIES AGENTS USE TO GENERATE OVER A BILLION IN SALES

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INTRODUCTION

Here's the long and short of it. I'm going to share an absolute gold mine of basic and advanced real estate blogging techniques.

I will give you SO MUCH highly valuable information that you will never need to hire a company like mine to successfully create an evergreen lead-generation tree.

By yourself, you can never do *everything* that a real estate digital marketing company like InboundREM can. But with this guide alone, you can create a close approximation that absolutely can work, effectively making me obsolete.

Why would I do that?

Well, maybe you're reading this because you want to try DIY real estate blogging first. Maybe you want expert advice on how to leverage your current website to a new level. You might want to pass this information on to your own team of experts.

Fantastic. I genuinely wish you the greatest success. This resource will absolutely help you achieve your goals. I give it away freely because I'm in the business of helping people succeed. That said, many realtors realize two things when trying to build a lead generating blog.

First, it's VERY time consuming. Second, many people are amazed by how much a company like mine can expedite and hypercharge the process for very reasonable pricing. For starters, take a look at the Table of Contents below.

It's a lot of information to digest and put into practice. Plus it's only one aspect of digital real estate marketing. I could write equally comprehensive eBooks on social media, video marketing, podcasting, email campaigns, AI content creation, backlinks, and more.

There are several reasons why hiring a company like InboundREM is a no-brainer compared to going at it alone.

1. You don't need to spend dozens of hours learning the ropes.

    The opportunity cost of educating yourself rather than moving real estate stacks up quickly. Let's say you estimate your time is worth $50/hour. Let's also say it takes a very conservative 50-100 hours to reach a point of basic competency. That's an opportunity cost of $2500-$5000.

2. We have access to resources, software, platform, and experts that would cost you tens of thousands.

    By hiring IREM, you benefit from that deep infrastructure while paying a tiny fraction of the cost by sharing it with many other clients. Our connections for backlinks alone save clients *mad* money. By joining the club, I'd estimate, again conservatively, that you benefit from $25,000 in subscriptions and savings each year.

3. Many clients don't increase their marketing budget much when switching to a digital marketing service.

    Instead, they relocate funds to more effective techniques with a far superior long-term ROI. For example, take my client Dean Short. He exchanged his $8400 annual ad spend for a $12,000 annual digital marketing spend. Within 18 months *during COVID*, he had earned $36,000 in commissions from website-generated leads. Plus, now he owns his evergreen lead-generation tree, rather than "renting" it from Google Ads or Zillow.

    P.S. Other real estate marketing companies make you lease your website from them, which I think is extremely unfair. **InboundREM is exceptional in that we let you own your website.** You paid for it to be built, so it should belong to you. Simple as that.

4. You can focus on selling houses.

   The opportunity cost of building out a real estate blog can equal out to hundreds of thousands over a 5-year period. Frankly, we can do it more effectively than you. Sure, hiring IREM comes with a breaking-in period of a year or two, maybe three in exceptional cases. But once the tree starts fruiting, the dividends only get better and better.

I'd encourage you to take 30 minutes to talk with me for free. I can promise radical transparency. Not all agents or agencies are currently great candidates for real estate digital marketing services, mine or otherwise.

If we are a strong match, I'll explain exactly how we can greatly improve your current lead generation efforts. If not, I'll point you in the right direction with no strings attached. That's just how I do business.

CLICK HERE TO SCHEDULE A MEETING WITH ROBERT

Important Note: This eBook is not about creating successful *blog articles* and not landing pages, home pages, listing pages, or any other kind of real estate webpage. While much of the advice also applies to other kinds of webpages, we only recommend relying on our step-by-step process for building a real estate blog.

3 HIGHLY-SUCCESSFUL REAL ESTATE BLOGS

This guide pivots around real-life case studies of highly effective real estate blogs. We'll break down the success of Houston Properties, Ruby Home, and Cabo Real Estate Services.

The first two are deeply established websites that drive an insane amount of leads, while the third is a relatively new website to show you a strong stepping stone to wild success.

Let's take a look at the metrics.

1. HOUSTON PROPERTIES

Houston Properties belongs to Paige Martin, the #1 Keller Williams realtor in Texas and #6 Keller Williams realtor in the entire US. Her agency has filled a large trophy case with awards, but more impressively, **she has generated over $1 billion in Houston residential home sales.**

That's in a market with a median residential home price of $260,000 in 2020 and a mere $113,700 in 2000, around the time she started selling homes.

Naturally there are many ingredients to this level of success, including a highly transparent approach to clients, excellent branding, and some of the best social proof you can find.

Scroll down the [Houston Properties blog](#) and [their Google Reviews](#) to see what I mean. 226 of the 228 reviews are 5 stars!

I've used a platform called Ahrefs to evaluate these websites. It's the best tool available for analyzing the SEO metrics of competitor content.

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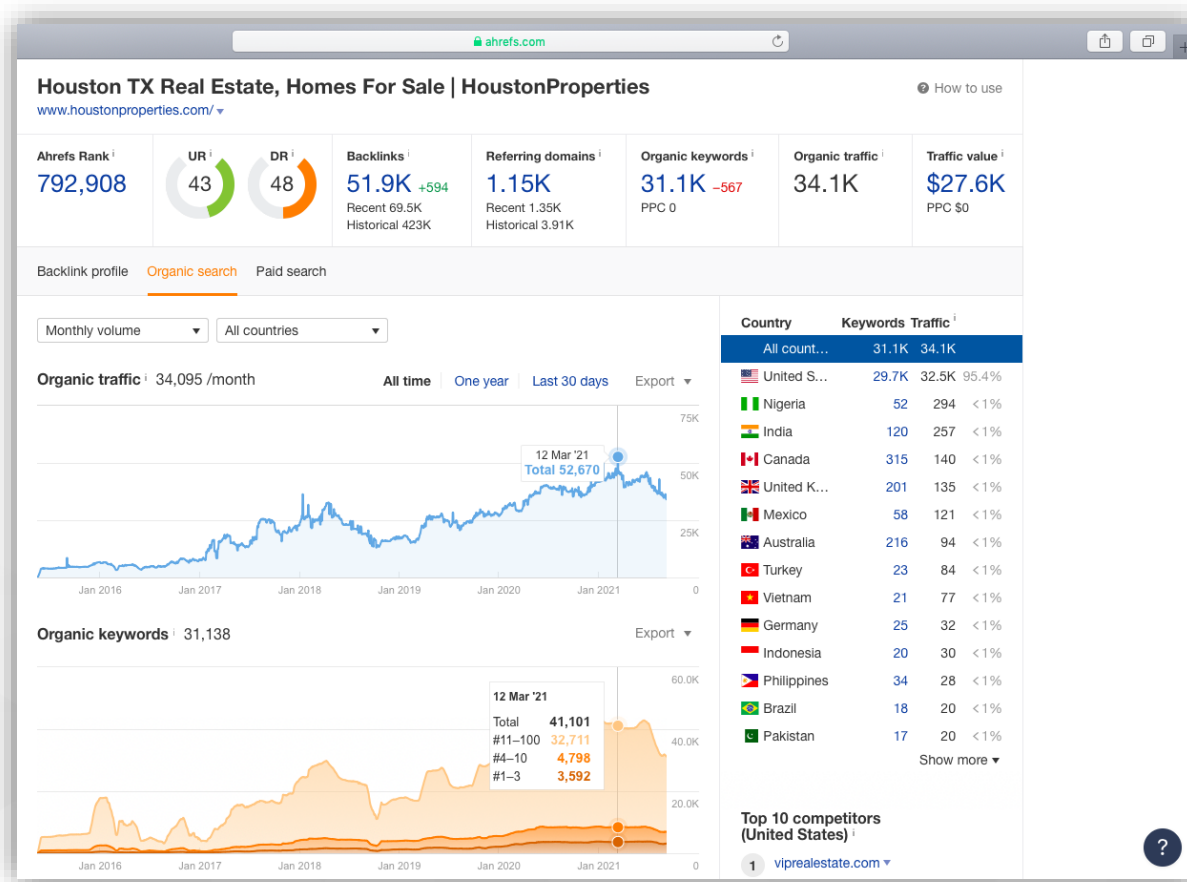
At the time of this writing, the website generates around 50,000 monthly views. However, Ahrefs almost always underestimates page views, especially for high-traffic websites. We can safely estimate the website has had at least 600,000 page views over the last year.

To put that into perspective, they would have paid around $30,000/month or $360,000/year to generate the same traffic through PPC (Pay-Per-Click), or in other words through using Google Ads to place a website at the top of search results.

Real estate blogs have one of the lowest conversion rates of any industry with an average of 1.5%. Obviously, the commissions for a single conversion are much higher than most industries.

If Houston Properties converts even 1% of 600,000 page views, that would equal out to 6000 leads generated annually. In other words, they've grown an entire orchard of money trees.

2. RUBY HOME

Tony Mariotti spearheads Ruby Home, a luxury real estate brokerage based in Beverly Hills. Their website drives a bare minimum of 360,000 page views per year. **Even if they convert only 0.5% of those visits, they produce 1800 luxury real estate leads per year.**

If you check out their Facebook page, you'll see that they regularly sell several multi-million dollar properties each month. In other words, they're driving absolutely astronomical commissions powered largely from real estate blog content.

As with Houston Properties, they achieved this level of success in 5 short years. It's a mouthwatering case study of the potential long-term ROI from real estate digital marketing.
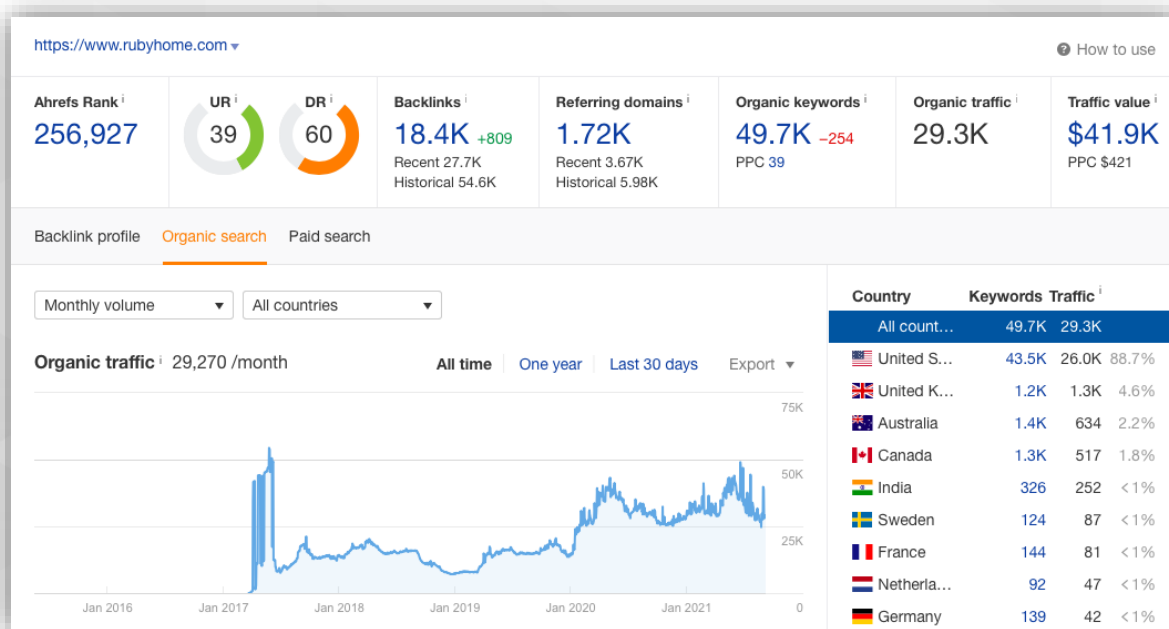
3. CABO REAL ESTATE SERVICES

Dean Short is not only the man behind CRES, but also one of my clients. In the first 18 months of our contract, he invested $12,000 into his website. During those 18 months, he sold over $1.5 million through his website leads in a market hobbled by COVID.

Commissions totalled $36,000, producing a 3:1 ROI using a marketing strategy with heavy upfront costs and, again, in a very tricky market. Beyond that, he had 5 pending contracts. Now that the website is built and COVID is receding, we conservatively estimate his 36-month ROI will be 12:1.

Dean is also not my most successful client. Far from it, in fact. But I've included him for a few important reasons. First, he's a "typical" real estate agent with a typical budget. Before he worked with us, he sunk $8,400 into direct advertising annually. He simply rerouted his funds into an evergreen marketing strategy.

If you're curious about how I can help you achieve the same kind of success, schedule a free consultation with me.

CLICK HERE TO SCHEDULE A MEETING WITH ROBERT

Second, he's the client that has tracked their metrics most dutifully. Most agents can't accurately tell what percentage of their commissions come from their website. Dean can, which naturally means he makes for a great case study.

Third, his agency is a hard-working, two-person team that he runs with his wife. Many of you will relate as either standalone realtors or part of a small agency comprising 2-5 people.
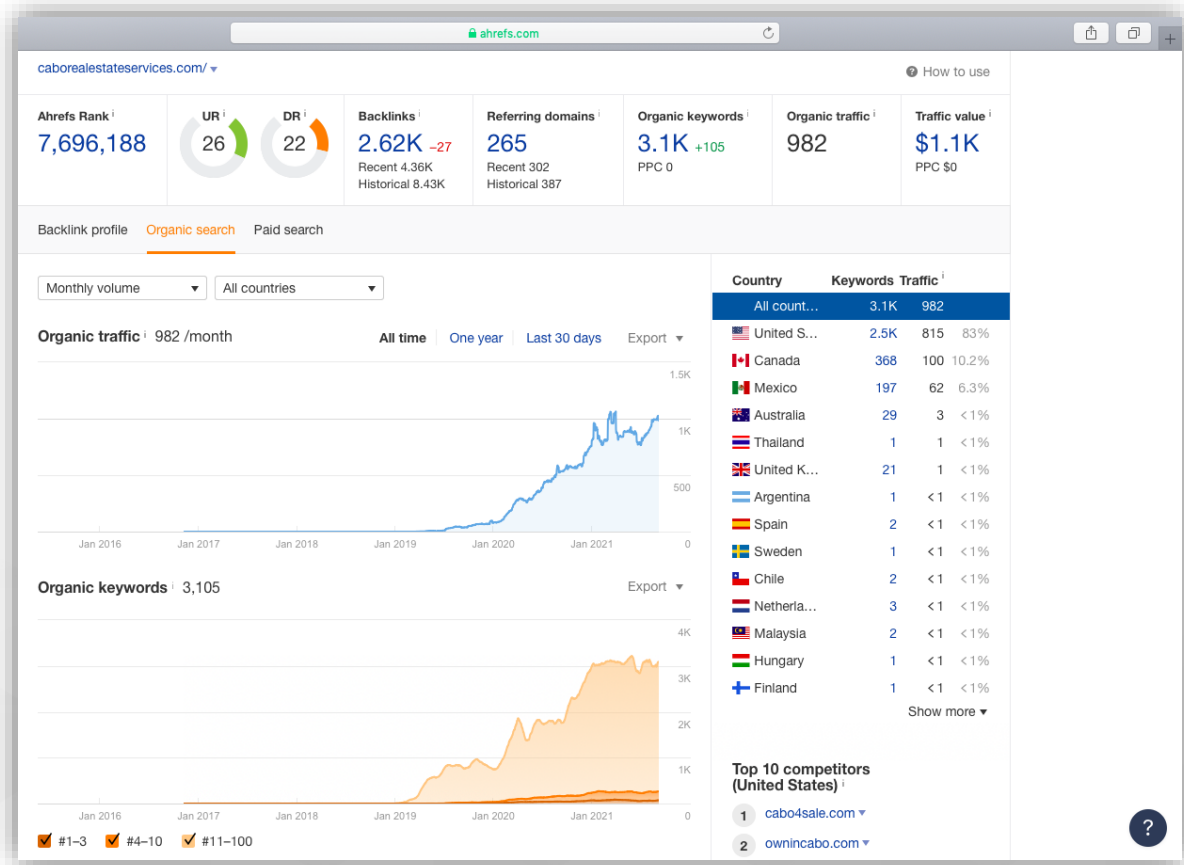
As you can see, the CRES website has a monthly traffic of 1000 visitors. That's above average for such a young site, but a completely reasonable metric for anyone using the strategies I'm going to share in this resource.

REAL ESTATE DIGITAL MARKETING BLOG CONTENT

Generally speaking, it's smart to take a two-pronged approach to your blog content strategy. Articles should focus either on lead generation or broad engagement.

Lead generation posts are self-explanatory. They get prospects knocking on your digital door. However, these kinds of posts often focus on quite niche topics (or long-tail keywords in SEO speak) and may not generate lots of traffic and interaction.

By interaction, I mean things like clicks, comments, shares, newsletter sign-ups, and most importantly, backlinks. Also sometimes called votes, backlinks are when other websites link to your website. The more authoritative the website, the more valuable the backlink. In the SEO world, we often call this SEO juice.

On the other hand, engagement posts fill the role of generating interaction. They signal to Google that your website is authoritative, helpful, and appreciated. Of course, the Google algorithm doesn't track or care how much of your traffic converts to commissions. It measures the value of your site according to the metrics listed above, as well as a thousand others.

The more interaction on your website, the more valuable it becomes in Google's eyes. In turn, that boosts your lead generation articles even higher, resulting in more leads.

LEAD GENERATION BLOG POSTS

1. FINANCIAL AND TAX INFORMATION

You may be surprised to hear that many potential clients do not have access to this information, especially in a highly-readable format. People get frustrated because they can't get a straight answer from anybody, and that's a huge opportunity for you.

Important sub-topics include property tax, sales tax, inheritance rules, and whatever topics affect your niche and area specifically. For example, if you sell mountain homes around Asheville, you'll want to write a blog post on vacation home taxes.

I have a client in Atlanta that generates 30-40 qualified leads off a single blog post every single month. Of all things, that article covers property taxes. I've included the Ahrefs information below, but in this case it's an example of how Ahrefs sometimes grossly miscalculates a page's traffic.
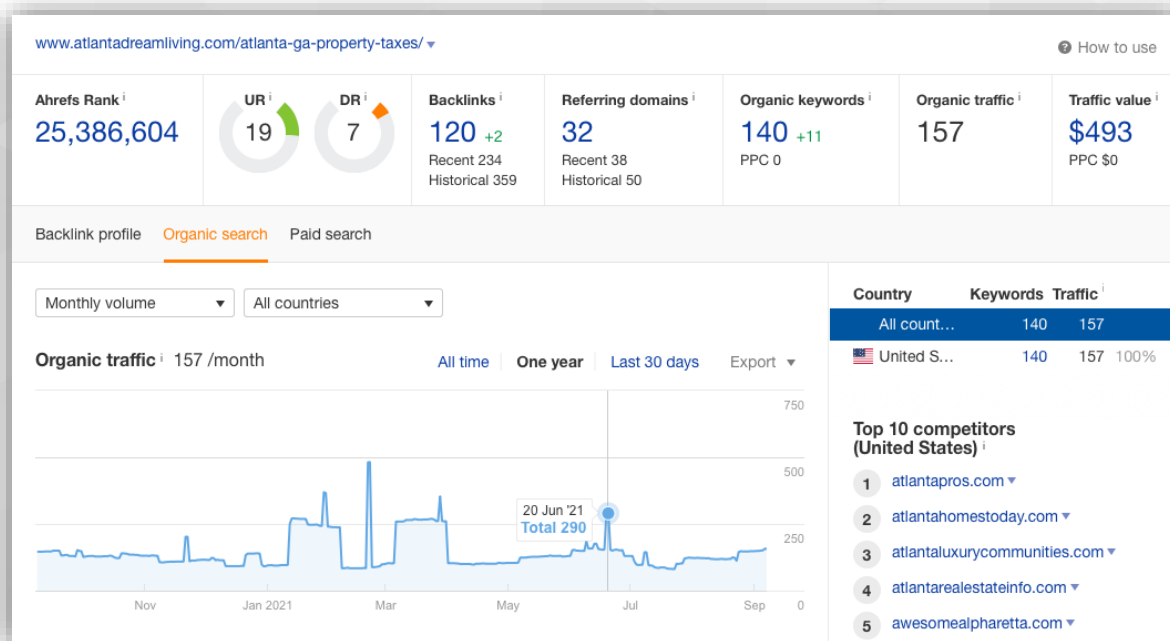
WHAT'S GREAT ABOUT THIS ARTICLE

Check out the [Atlanta Dream Living article on Atlanta Property Taxes](#).

2. THE BREAKDOWN FORMAT

The content is digestible because it provides answers in terms of statistics, calculations, and FAQs. Beyond the basic formula for calculating property taxes, the article answers related questions like when taxes are due and how you can pay them online.

Many real estate finance topics have simple answers that give way to plenty of other questions. When writing these kinds of articles, it's best to anticipate as many of these concerns as possible. Try to cover these topics in no fewer than four H2 (main article heading) sections.

HOW TO OUTPERFORM THIS ARTICLE

1. User Interaction

    In fact, this particular article is fairly basic and has lots of room for improvement. The fact that it ranks well and generates lots of leads is a testament to the cleverness of region-specific financial articles.

    Google would favor the article more highly if the FAQs were built into dropdown boxes and the calculations included a calculator. You want visitors clicking as much as possible on your article.

2. Real Life Examples

    A simple way to bolster your content is providing 2-3 examples that at least reflect real life situations. Across all your content, strive to include specifics over generalities and real life examples over theory.

3. CTAs

    The article would greatly benefit from an excellent CTA section. I say "section" because Calls-to-Action should be more than text. They should include colorful graphic design, headshots, sign-up buttons, and the whole nine yards.

I dive deeper in the CTA section of the Lead Generation Techniques chapter.

Another powerhouse financial-topic blog piece is this article on California closing costs from Ruby Home.
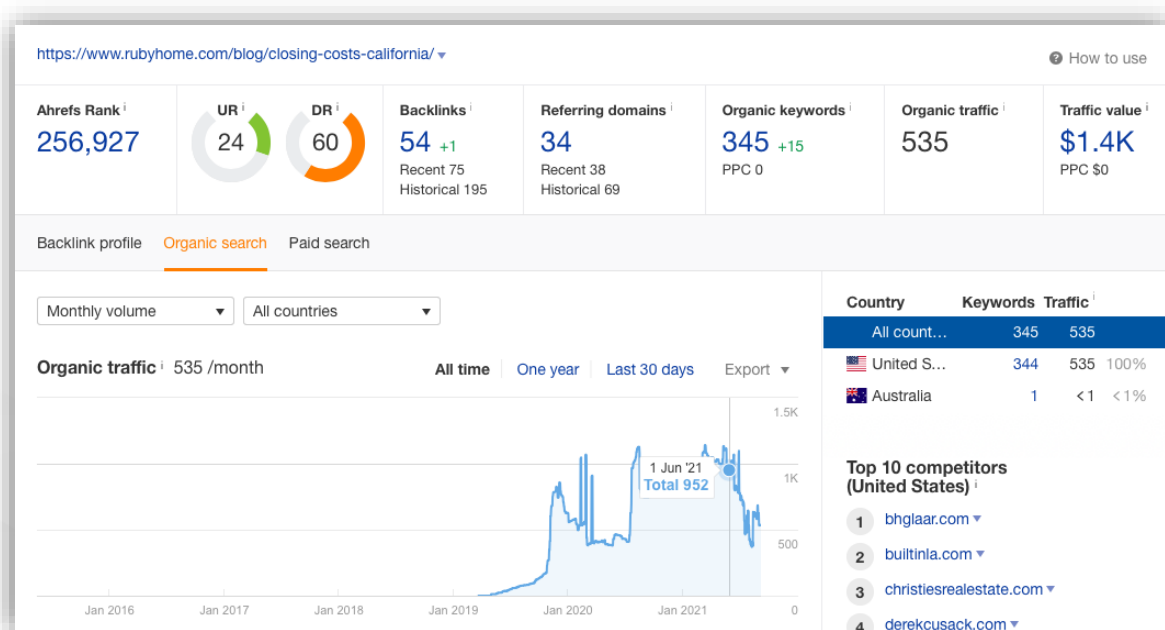
WHAT'S GREAT ABOUT THIS ARTICLE

1. The Length

    1000 words is a decent length for a topic with a fairly straightforward answer. People searching for this information surely want to know the simple answer: 2-3% for homebuyers and 5-9% for sellers.

    Of course, that's just the tip of the iceberg. It's a simple question that raises many others. What exactly is the client paying for? What are seller concessions? Are there any costs specific to California that experienced homebuyers from out of state might not expect?

    You get the gist. But let's still take a step further. **It's important to raise and answer questions that allow you to demonstrate your value as an agent.** For example, how can closing costs be mitigated by a savvy realtor?

    For an article like this one, that's the million dollar question. You may even want to find a way to incorporate it into your title:

"Closing Costs In California: Complete Guide + How to Cut Costs By 15%"

First, everybody that clicks on your article is going to read that section. Everybody wants to save money.

Second, it puts you in a position where you can switch your writing style. Instead of an expository writing style, you can begin "speaking" directly to the reader. Tell them how you've saved money for a past client. Reference your negotiation skills and then pivot to an invitation to get in touch.

2. Internal Linking

Internal links are hyperlinks that direct readers to other articles on your own website. It keeps people on your website longer, taking them further down the lead funnel.

It also signals to Google that people love your content. **Never underestimate the long-term SEO benefits of getting people to interact with your article.** The case study article above has 6 opportunities for visitors to click on related articles. It's a mark to aim for and even beat if possible.

3. Bullet Points

A strong mix of relatively short paragraphs and bullet point lists are essential to almost every blog article. In addition with clear headings, they make your article scannable. Giant blocks of text scare away readers.
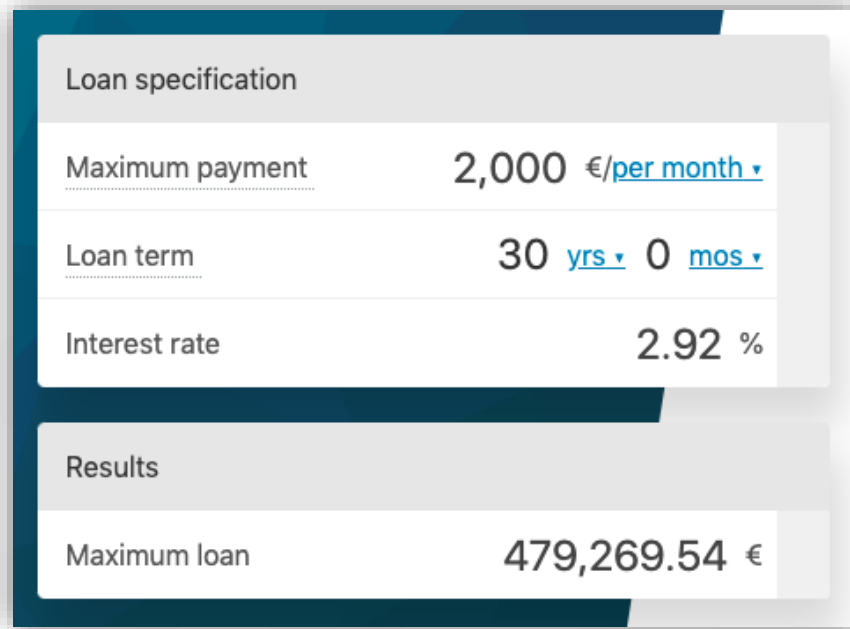
HOW TO OUTPERFORM THIS ARTICLE

1. Real-Life Cost Breakdowns

A lot of online content is written very generally, but people crave real-life examples. It makes your information more helpful and you more authoritative. A few real cost breakdowns for different price points, organized in a clear table, would go a long way to differentiate you from competitors.

2. Closing Costs Calculator

    You can easily embed a calculator into blog posts using Omni Calculator. They have 350 financial calculators, including for example this Home Affordability Calculator shown below.

    Loan specification

    | Maximum payment | 2,000 €/per month ▾ |
    | Loan term | 30 yrs ▾ 0 mos ▾ |
    | Interest rate | 2.92 % |

    Results

    | Maximum loan | 479,269.54 € |

    They provide the embed code for you, and you simply copy and paste it into the "Embed Code" option for WordPress or whatever platform you use to publish blog posts.

    In this case, there isn't an Omni Closing Costs Calculator, but you could embed a simple Percentage Calculator for visitors to find a typical range of estimated closing costs. Apart from being useful for visitors, it generates clicks on your webpage and extends the time spent on-page, which Google interprets as positive signs when ranking.

3. Google-Friendly FAQs

    Frequently Asked Question sections are great because they demonstrate a boots-on-the-ground perspective that many real estate articles fail to achieve. In this case, simply consider what questions first-time homebuyers or sellers ask you about closing costs.

You can also Google your keyword phrase and check the bottom of the search results for questions that people commonly ask. If you have Ahrefs, there's also a Related Questions section that can provide additional insight. We recommend finding at least 3 valuable FAQs.

Ideally, you'll go through two more steps before your FAQ section is fully optimized. First, you'll create dropdown boxes for the answer to each question. This generates more page interaction.

Second, you'll want to create FAQ Schema Markup code for your FAQs. This simply means your dropdown FAQs will appear below the description of your article on the search results. Here's an example.
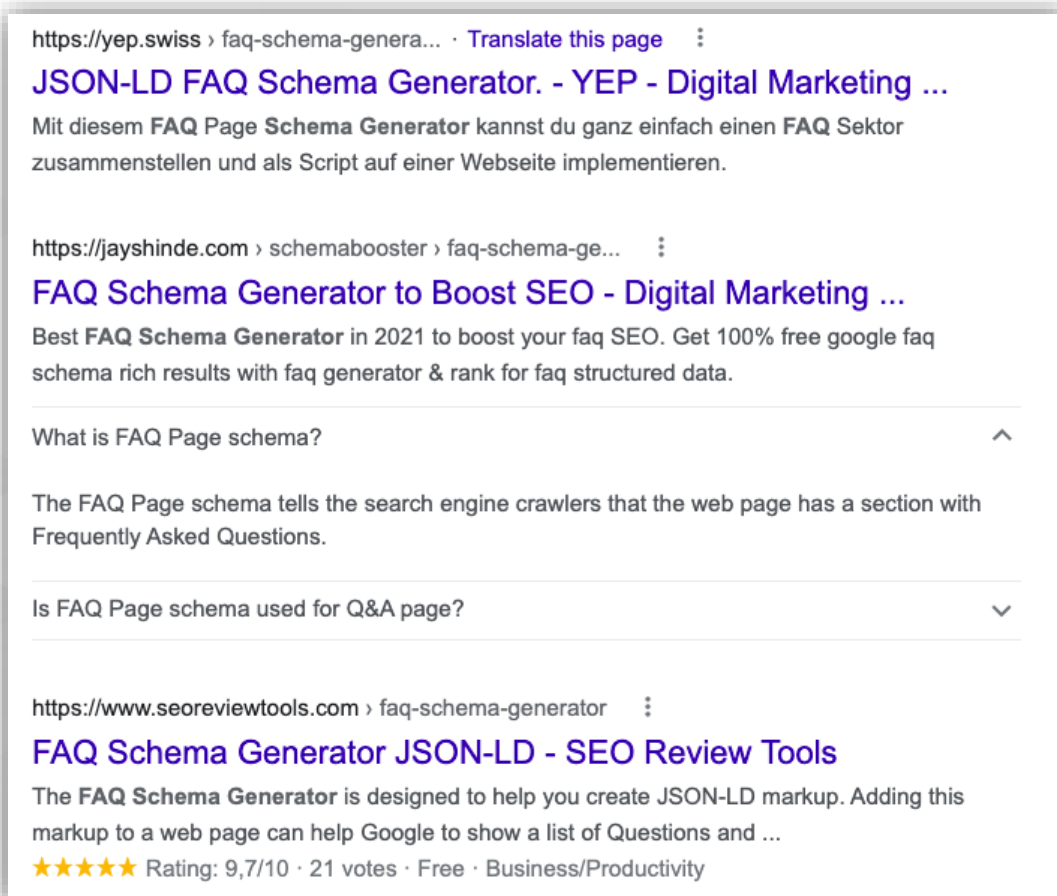
The second search result has twice as much space in the search results as its competitors, which is fantastic in terms of improving the visibility and clickability of your article.

We provide you with a simple How To Guide for both creating FAQ sections and adding FAQ Schema Markup in the User Interaction section of this eBook.

However, if you're creating blog articles through Elementor on WordPress (which we highly recommend), then you simply add a Toggle section to your article, fill in your Q&A, and click the FAQ Schema button. **It's a wildly simple, but super effective way to double an article's presence on the search results while supplementing your content with useful information.**

3. DETAILED NEIGHBORHOOD PAGES

There was a time when simple neighborhood pages generated leads. Now the game has changed. Neighborhood pages need to include lots of helpful content.

Sugarloaf Country Club Neighborhood Page

A client of mine specializes in golf course homes. The neighborhood pages include lots of detailed information about the local golf courses for each neighborhood, including tee times, rates, and info on the course layout.

Their website traffic increased 3000% from these pages, and they are generating so many leads that we've lost count.

Take this as a great case study for your efforts. Select unique aspects of a neighborhood, and provide as much info as you can. Is there a local school? Mention the sports and academics, sure, but also the parking, outstanding teachers, and every little detail you can find.

In this case, the article is even more specialized. It covers information about a specific golf course, Sugarloaf Country Club. From this page alone, the Farkas Real Estate Group gets around 650 monthly visitors. It even outranks the official country club website!
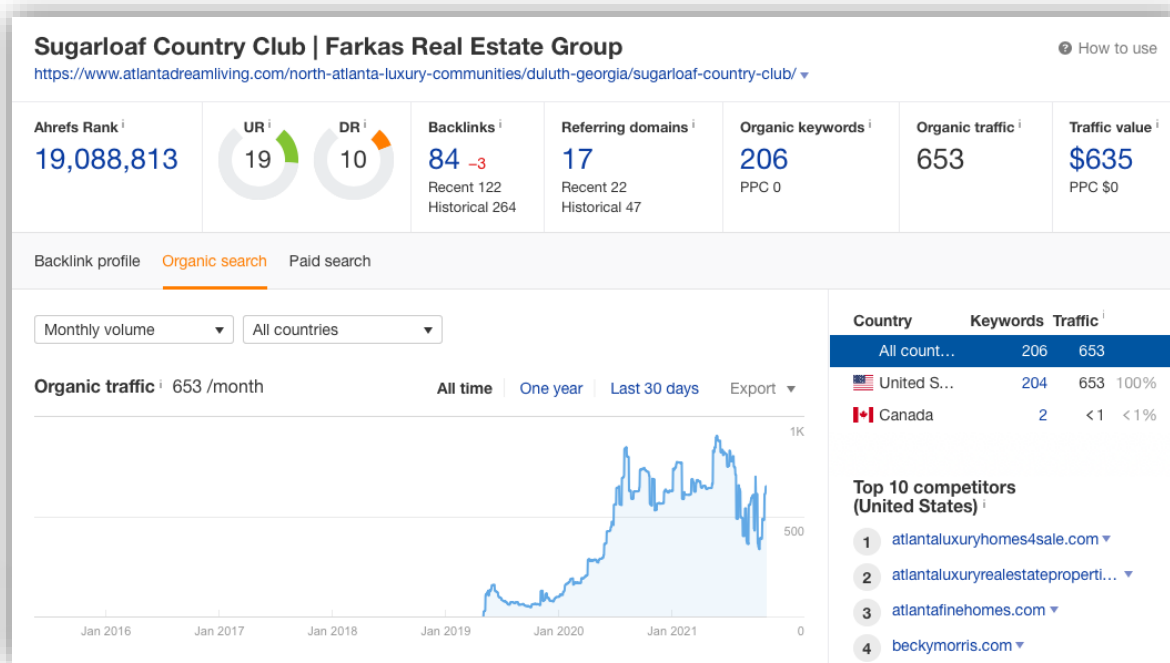
WHAT'S GREAT ABOUT THIS ARTICLE

Check out the Sugarloaf Country Club article from Atlanta Dream Living.

1. User Interaction Features

   The article includes an interactive map, property listings, a clickable image carousel, and well-displayed links for local hospitals, schools, and services. The clickability of the article is probably the main reason it outranks the official country club website.

   I can't say it enough--Google's algorithm prioritizes user interaction more and more. It's essential that blog articles include numerous features that invite visitors to engage with the content.

   Pro Tip: Set the timer on your image carousels to slow intervals. On ADL's Sugarloaf Country Club page, the images change about every 5 seconds. That's a bit longer than people are willing to wait to see the next image. Accordingly, visitors click 10-15 times to power through the images. Then Google's eyes turn into red cartoon hearts.

HOW TO OUTPERFORM THIS ARTICLE

1. More Content

   The article only includes about 400 words of text, which is relatively few. In this case, it's enough because the competition isn't fierce. But if you wanted to outperform it, the first step after matching the interactive elements would be to include more textual content. In particular, the additional content should pivot around local properties, rather than the club itself.

   Because 1200 people search for "sugarloaf country club homes for sale" each month, it would be worthwhile to do a video tour of the course. And who knows? Perhaps asking permission from the owner would lead to a mutually beneficial relationship.

4. HOUSTON PROPERTIES NEIGHBORHOOD PAGE

Paige Martin produces probably the best Neighborhood pages and perhaps the real estate blog content in the world.

Her articles are perfect examples of evergreen content that provide choice information, drive insane traffic, and generate a wealth of leads. Each article dominates the search results, usually ranking #1 for the focus keyword and every related keyword.

Here's an example from her Tanglewood, Houston Neighborhood Guide.

Keyword	Position	Volume	KD	CPC	Traffic	Results	Update
tanglewood houston	1	1,000	14	1.20	143	2,200,000	20 Sep
tanglewood houston tx	1	150	10	0.70	47	1,170,000	9 Sep
tanglewood neighborhood	1	70	8	—	22	4,220,000	14 h
tanglewood, houston	1	70	13	—	22	1,820,000	2 Sep
tanglewood neighborhood houston	1	60	10	0.60	20	591,000	24 Aug
tanglewood area	1	30	6	—	10	11,100,000	16 Sep
tanglewood area houston	1	30	7	—	10	18,200,000	11 Sep
tanglewood area of houston	1	30	7	—	10	18,500,000	20 Sep
houston tanglewood	1	30	14	1.60	9	2,070,000	24 Aug

WHAT'S GREAT ABOUT THIS ARTICLE

1. It's Extremely Comprehensive

Every HP neighborhood guide is so developed that they also function as eBooks. In fact, she creates downloadable PDF versions of each article, a clever repurposing of the content that gets clicks and email signups.

GET THE FREE TANGLEWOOD GUIDE IN EASY-TO-READ PDF

Enter your email to get this free Tanglewood guide in easy-to-read PDF format. Bonus: Also see how this area compares with nearby top neighborhoods.

| Your Name | Your E-mail | GET PDF NOW |

Her content is so comprehensive, she even has to use a different format for the Table of Contents to make it more scannable.

POPULAR TANGLEWOOD HOUSTON RESOURCES

Tanglewood Homes For Sale
- Tanglewood Homes For Sale
- Tanglewood Sales Trends
- Tanglewood Townhome Trends
- Tanglewood Condo Sales Trends

Tanglewood Home Resources
- Tanglewood Home Resources
- Tanglewood Maps & Location
- Neighborhoods Nearby
- Best Tanglewood Realtor

Tanglewood Houston Schools
- Overview: Tanglewood Schools
- Tanglewood High Schools
- Tanglewood Middle Schools
- Tanglewood Elementary Schools

Tanglewood Community
- 12 Things Tanglewood Home Buyers Should Know
- Tanglewood History
- Fun Things to Do Near Tanglewood

Paige's neighborhood guides are typically 3000-5000 words divided into these sections:

- Neighborhood Overview/Highlights

- Multiple Maps

- Downloadable PDF Guide

- IDX Listings with Large, Beautiful Photos

- Contact Form with Her Headshot & Awards

- Things Buyers Should Know

- Detailed Location Breakdown

- Social Proof (Recent Awards & Reviews)

- Nearby Neighborhoods

- Property and Scenic Photos

- Detailed School Breakdowns

- 10-Year Real Estate Trends (Including Charts & Graphs)

- Property Sale Trends (Single-Family, Condos & Townhouses)

- Neighborhood History

- Things to Do (Dining, Nightlife, Parks, Shopping, Groceries)

- Related HP Article Cards (Example Below)

Can you create an equally impressive article without a team of graphic designers, coders, and writers? It's doubtful.

But with WordPress and Elementor, you can produce a close approximation of this article that can still dominate the search results. Contact forms, related article bars, downloadable PDF bars, slideshow-style review bars, and many other features are available on Elementor.

The formatting, stylization, and graphic design of HP articles is pretty flawless. But those elements have little to do with SEO, apart from encouraging readers to stay on page and easy navigation.

The clean design also demonstrates professionalism, which can help with generating leads, especially for luxury real estate. But far less aesthetic websites produce a flood of leads.

For now, take the sections above as a model for your neighborhood guides. Try not to skimp even if you have zero competition. Ideally you create an article that will be the most comprehensive resource for the next 5 years.

Think of it this way--you want to create content so good that your competitors hesitate to create similar content. Include lots of external links, for example to the websites for local condos and schools. Fortunately, you should be able to easily compile all of the recommended information.

2. Extensive Visual Elements

This is one area where Houston Properties outshines the competition. Maps, local scenery photos, listing photos, realtor and client headshots, related articles with featured images, graphs, and tables elevate this article significantly.

Large blocks of text bore and overwhelm readers, while a variety of visual elements provide value and encourage readers to keep reading. Plus they have SEO benefits, which we cover in the On-Page SEO section in the step-by-step blog writing guide below.

Aim to include as many of the same kinds of visual elements as possible.

3. Loads of Social Proof

Social proof is another topic we cover best in the step-by-step guide. Check out the wealth of highly convincing social proof in this single article.

Recent Awards

Local Rankings

1 of 3 Sidebar Client Reviews

Headshot Banner with Awards (1)

Headshot Banner with Awards (2)

Complete Awards List

Slideshow of Client Reviews with Headshots
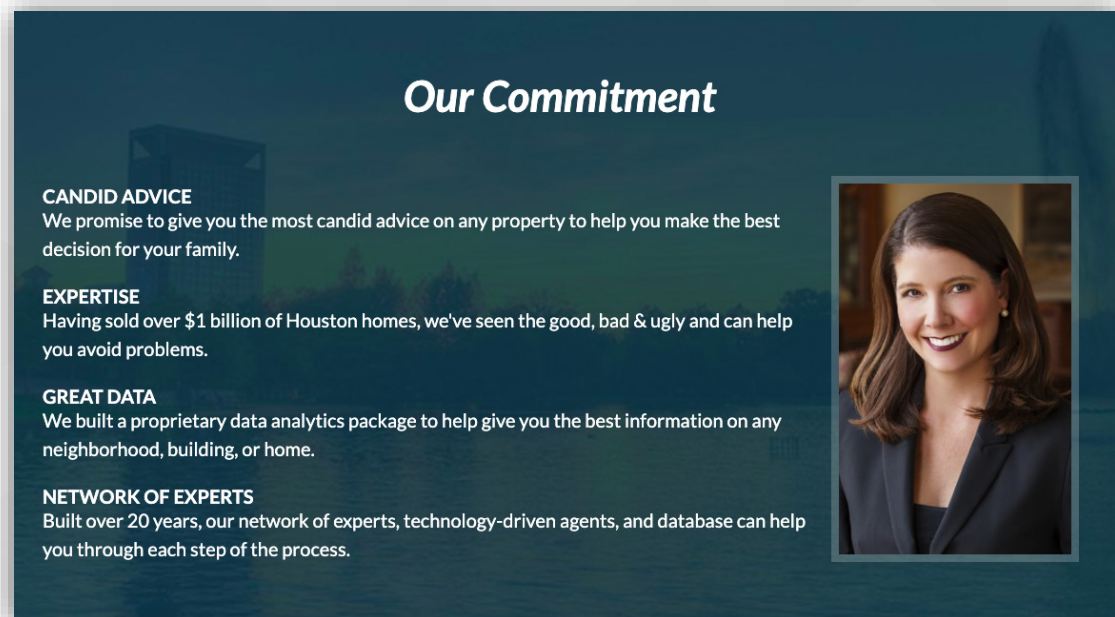

> "*Paige demonstrated all qualities you want in a realtor – knowledgeable, attentive, responsive, patient.* She put us into our first dream home, and due to that experience, we've returned to her time and again for our other real estate needs. You will quickly realize after working with Paige that while she focuses on completing your deal, her endgame is to ensure her clients' needs are preserved and satisfied."

- Peter McGillivray & Jillian Jopling

Read 100+ Testimonials: LinkedIn for the Best Houston Realtor

Core Values and Unique Selling Points with Headshot

Our Commitment

CANDID ADVICE
We promise to give you the most candid advice on any property to help you make the best decision for your family.

EXPERTISE
Having sold over $1 billion of Houston homes, we've seen the good, bad & ugly and can help you avoid problems.

GREAT DATA
We built a proprietary data analytics package to help give you the best information on any neighborhood, building, or home.

NETWORK OF EXPERTS
Built over 20 years, our network of experts, technology-driven agents, and database can help you through each step of the process.

Obviously Paige has lots of social proof to leverage. However, you do not need to be an award-winning realtor to optimize a comprehensive neighborhood resource into a lead generation machine. But if you have it, flaunt it!

Essentially every realtor should be able to collect convincing customer reviews, ideally including at least a few with portraits. Like Paige, you should intersperse these throughout the article. Provide a block or three of useful content followed by social proof. Then repeat.

Beyond client reviews, you can express your USP and core values at the bottom of the article. It may be wise to create a block of content similar to HP's "Our Commitment" section and provide client reviews proving each point.

It's also highly effective to include your face as much as possible. In this article, Paige has 4 professional, smiling headshots. It's the next best thing to a video.

Personally, if I was a direct competitor to Houston Properties, I would create a 10-15 minute neighborhood tour video and place it near the top of the article. Then I would create a 2-5 minute personal introduction video and place it at the bottom.

HOW TO OUTPERFORM THIS ARTICLE

1. Neighborhood Video Tours

    I talk extensively about the power of neighborhood video tours later. For now, suffice it to say that even low-budget videos elevate an article from an encyclopedic resource to a window into real life.

    Video does a better job of convincing people to contact you than any other website feature. The introduction video on my homepage has generated over a million dollars in sales.

    Houston Properties creates near flawless content. The one chink in their armor is a lack of video marketing. Apart from spending tens of thousands on backlinks, it's the only way you could outperform such a powerhouse article if Houston was your market.

2. Map-Searchable IDX Listings

IDX Map Listings are another great resource that Houston Properties lacks. Here's an example from Cabo Real Estate Services.

The above IDX Map is a feature exclusive to my clients. It's one of the many ways we can elevate a real estate website to a whole new level. To find out more about how we can create a powerhouse website for you that generates leads year after year, give me a ring!

CLICK HERE TO SCHEDULE A MEETING WITH ROBERT

5. LOCAL REAL ESTATE NICHE ARTICLES

So far we've covered financial information articles and neighborhood pages. Another excellent blog topic is anything related to your real estate niche. Take this article on Victorian homes from Ruby Home. It generates 2500 monthly visitors. It ranks #1 for the keyword "Victorian homes in Los Angeles", for which 50 people search every month.

Beyond that, it reaches at least 2500 people every month with information on Victorian homes. This broad net means that it also functions as an engagement blog article, which we cover below.
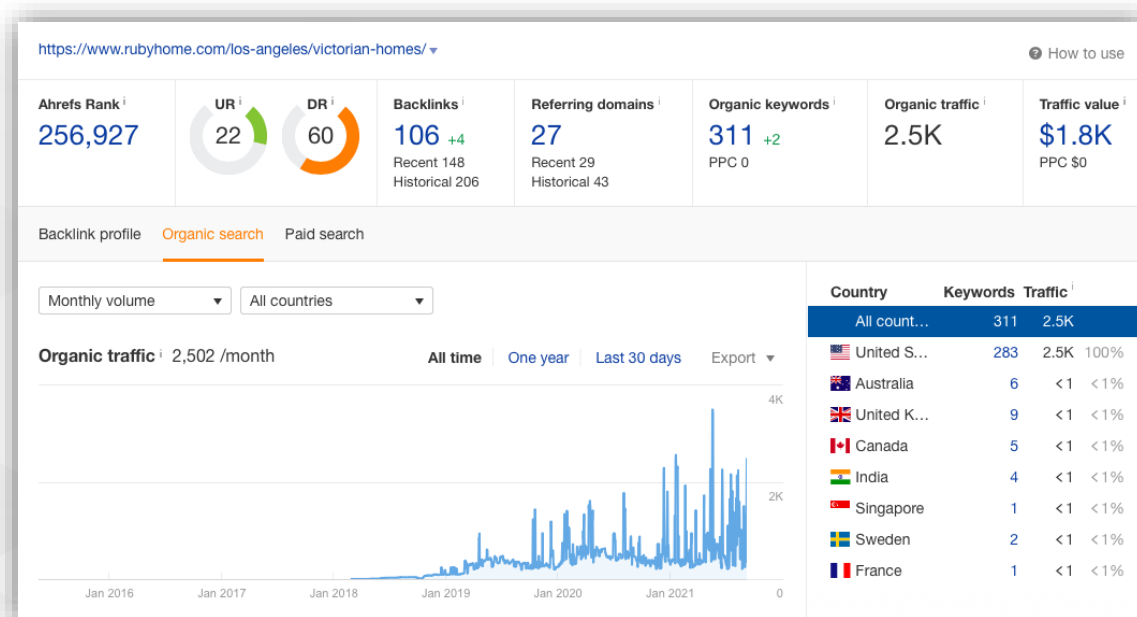
WHAT'S GREAT ABOUT THIS ARTICLE

Check out the Victorian Homes in Los Angeles article from Ruby Home.

1. The Length

   Typically speaking, blog articles should be at least 2000 words. However, local real estate niche pages can be an exception. They used to rank well with only a couple lines of text, so this 1000-word article is relatively robust. **Another rule of thumb you can use is to create an Neighborhood Guide with at least 1000 words and at least 25% more words than the longest competitor article.**

The Ruby Home article includes key information like which LA neighborhoods are the best for Victorian home shopping, a tutorial on how to analyze online listings, and a brief history of Victorian homes in Los Angeles.

2. Strong CTAs

A Call To Action is an invitation to the reader to take a further step of contact. It could be writing an email, downloading a resource, signing up for a newsletter, and a hundred other things.

This article has two CTAs. The first is at the top, inviting the reader to sign up for a free account so they can receive real-time updates about new listings. It's a tempting offer, as all CTAs should be. The second CTA is at the bottom, informing readers that Ruby Home realtors are ready to assist readers with buying or selling a home.

I would note that the vast majority of people reading this article are more interested in buying a home rather than selling one. It would have been smarter to spend more time trying to hook homebuyers. A juicy, relevant statistic like "Ruby Home realtors have helped hundreds of people buy Victorian homes in Los Angeles for 7% less than the average listing price compared to other agencies," would have been the cherry on top of this CTA.

3. MLS Listings (Including a Map)

The system that allows realtors to integrate MLS listings onto their website is called an IDX (Internet Data Exchange). We've included a guide for adding IDX to your website in the User Interaction section. It can be a little complicated, but it's not impossible to learn. For a real estate niche page related to actual listings, it's essential if you want to rank and drive leads. Of course, this is one of those complex tasks that a real estate digital marketing company can take off your hands.

CLICK HERE TO SCHEDULE A MEETING WITH ROBERT

inboundREM

4. Headings with Keyword Phrases

It's important to avoid keyword stuffing, but it's still smart to place your focus keyword and related keyword phrases in headings. Many neighborhood pages that are smart enough to include a significant text fail to organize that text according to headings.

In this case, the article has 5 headings:

- Los Angeles Victorian Homes for Sale

- Available Victorian Homes

- About Victorian Homes

- Victorian Home Search

- LA Victorian Home Realtors

The use of the phrase "Victorian Home" in all 5 headings is not the best practice. It would be better to replace 1-2 headings with the phrases "Victorian Properties" or "Victorian Listings". But generally speaking, the use of varied phrases in several H2 or H3 headings is a great way to stand above the competition.

HOW TO OUTPERFORM THIS ARTICLE

1. Neighborhood Video Tours

Real estate video marketing is the present and future of a powerhouse lead funnel. Google loves it because readers spend several minutes on your article. Readers love it because they don't have time to visit every neighborhood and check out the vibe. It's a massively valuable feature.

Unfortunately, agents often hesitate to get on camera. But that actually spells a great opportunity for you. **I can almost guarantee that agents who make a series of neighborhood tours videos will consider it one of the best lead generation moves they ever made.**

They work and work and work. Check out the User Interaction section for a beginner's guide on making neighborhood tour videos. As an example of an easy-to-make, low-budget Los Angeles neighborhood tour video, check out this [content from Christophe Choo](#).

ENGAGEMENT BLOG ARTICLES

1. "LIVING IN" & "RELOCATION TO" BLOG POSTS

This is my favorite type of engagement blog post because it also functions well to generate leads. Check out this Moving to Los Angeles blog post from Ruby Homes.
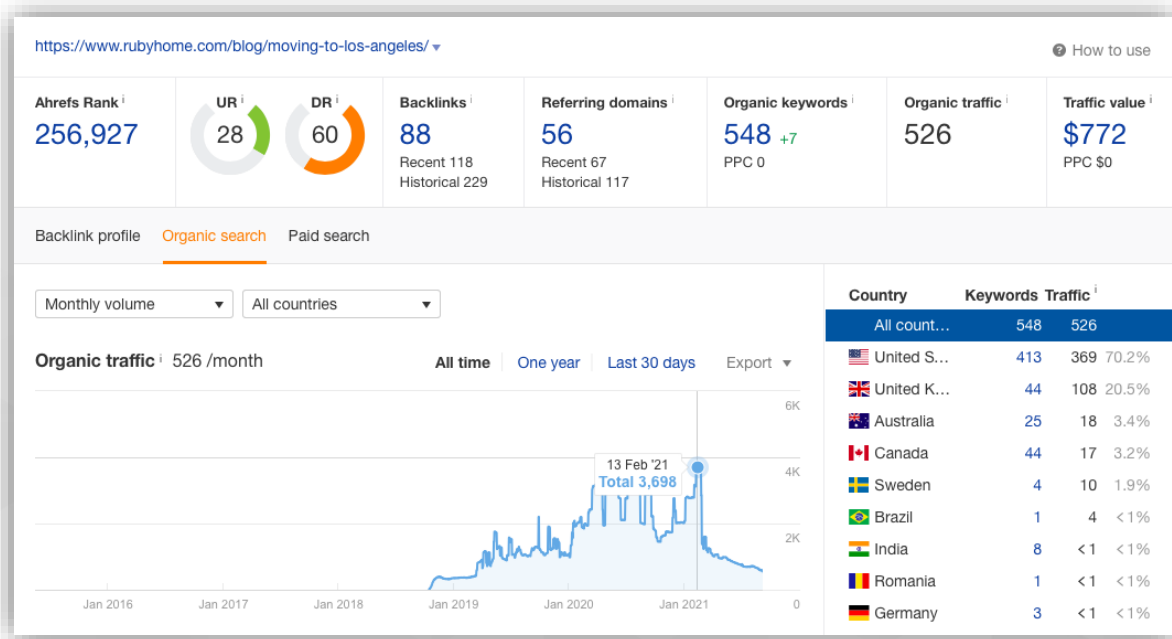
WHAT'S GREAT ABOUT THIS ARTICLE

1. Length and Features

    As with almost all of their Living In blog posts, Ruby Home creates 2000-5000 word mammoths replete with amenities. This article includes video, maps, neighborhood descriptions, architectural info, activities, restaurants, bars, shopping, and natural scenery. And then so much more.

    For articles like these, it's much smarter to write one giant post rather than three normal sized posts. Check out the best current article for whatever topic you're doing, and then add at least 1000-1500 words.

2. Authenticity

This article isn't a shining billboard for life in LA. It tells you clearly that the traffic, pizza, and smog suck. It's not trying to convince anyone to move there, but instead gives a fairly transparent view of the lifestyle without being whiny.

On top of that, it succeeds well with a difficult task: actually giving you a feeling about what LA life is like. Here some example sentences that accomplish that:

- "One of the first things you'll notice, after moving to Los Angeles, is the *alarming* number of people hanging out in cafes during business hours. You might ask yourself, "Why are so many people not at work on a Monday at 11:00 am? Does anyone *have a job* in this town?"

- "You think I'm kidding about valet parking at a dive bar? We even have a complimentary valet at [Denny's](#)!"

- "L.A. is the kind of place that encourages anything new and healthy, a mindset that is fairly typical for the entire West Coast. Depending upon your tolerance for trendiness, you might find the constant introduction of the latest diet and exercise fads as a small, regular annoyance."

Sentences like these make it clear that the writer actually lives in LA. Little details are key to painting a realistic picture. Ideally, you'll turn this aspect of your article up to 11.

As a starting point, it's fine to do online research. Get a list of local museums or a chart of the average monthly temperatures.

But talk to your audience like you're talking to a real person. Tell them that you enjoy going to the Getty Museum because it's free, although too crowded on Saturdays. Explain that you feel nostalgic for a white Christmas, but being able to wear sandals in the same month makes up for it.

Don't hire a freelancer to write this article if they haven't lived in your city for a long time. Even better is someone like the example article's author who clearly knows what people's first impressions of the city are.

3. CTAs

Again, Ruby Home does a nice job of turning this targeted engagement post into a lead generation funnel. There are two highlighted texts encouraging the reader to redirect to LA Home Listings like this one:

"Planning a move to L.A.? Search [Homes for Sale in Los Angeles](#)."

Honestly, they could probably add 1-2 more CTAs and make them stand out even more. Checking out home listings is interesting, and when you're providing a free resource to people you don't have to be shy about the fact that you want them to search for local homes on your site.

You might consider adding a widget to your article that allows readers to preview 3 current listings in a horizontal bar halfway through the article. Or you have a lead magnet resource like "450 Ideas to Sell Your Home Faster".

HOW TO OUTPERFORM THIS ARTICLE

1. Video Neighborhood Tours

This feature bears repeating again and again. **A five-minute video can give a more authentic taste of local life than a 5000-word article. It also only takes a fraction of the time to make and encourages potential leads to contact you much more effectively.**

You already know that forming personal connections is the best way to do business. Video tours accomplish that by putting your face, voice, and personality forward. It allows people to like you before they talk to you.

If you have an agency, consider assigning different neighborhood video tours to different agents. Depending on your CMS, it should be straightforward to assign leads from that article to the agent who made the video.

Alternatively, you might have multiple agents create neighborhood tours on the same article. This provides your page visitors with lots of great content, plus options for choosing a well-matching agent. In this case, you'll need to provide contact links for each agent below their video.

2. Niche-Tailored Content

A "Living In" blog post for a luxury real estate agency should not only talk about burgers and pizza for local dining options. There's nothing wrong with providing info that appeals to a general populous. However, the lack of content directed toward wealthy individuals is a failure of the article.

Put in broader terms, the article forgets to write for their target market demographic. If you sell mountain cabins in Colorado, your article should have insider info on the best mountain bike trails. If you sell real estate in Vermont, you need to give the low-down on the best farmer's markets.

You get the idea. **Write for broad engagement, but remember your target client.**

FINAL THOUGHTS

All Ruby Home did was take local expertise combined with some basic research and put it down in words for everyone to read. I myself have built a million-dollar business using this technique. It works and works and works, and the long-term ROI benefits are staggering.

You can take this strategy and apply it to a city, county, or neighborhood. To decide which locations have the best SEO potential, you'll need to do keyword research on each possibility. We cover that in a section below.

KEYWORD RESEARCH

Now that you have a general idea of the most effective blog posts, you'll need to apply them to your market and niche. In other words, you need to figure out which of these possibilities have the juiciest SEO potential.

SEO KEYWORD RESEARCH TOOLS

In order to do that you'll need an SEO keyword research tool. The best free keyword research tools are [Ubersuggest from Neil Patel](#), Google Keyword Planner,

The free version of Ubersuggest allows for 3 keyword searches per day, which is quite restrictive.

Pro Tip: Keyword planning tools typically lack a spellchecker, which means you can easily waste a search with poor spelling.
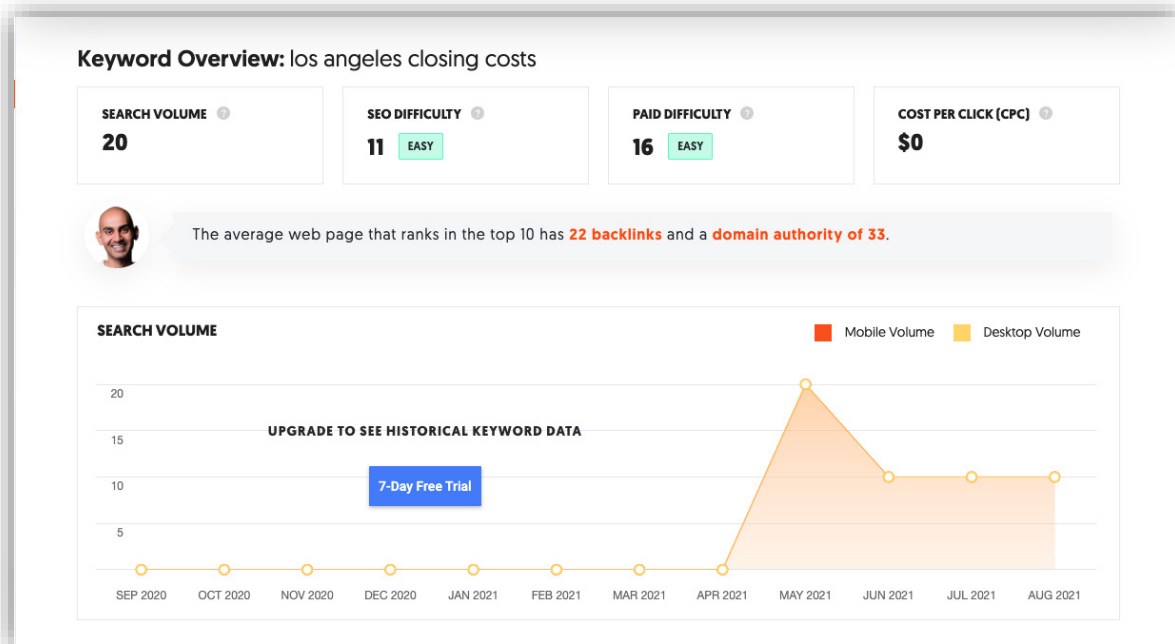
However, for those keywords you'll have access to related keyword ideas and even article topic ideas, which are helpful features. Additionally, the related keywords feature gives you access to metrics for several keywords with a single search.

Arguably the best mid-priced keyword research tool are the paid versions of Ubersuggest. These include one-time payment, lifetime-use options, which are remarkably affordable.

The best option is Ahrefs, which is priced accordingly. The Lite Version is currently $99/month, although you get two months free if you pay annually.
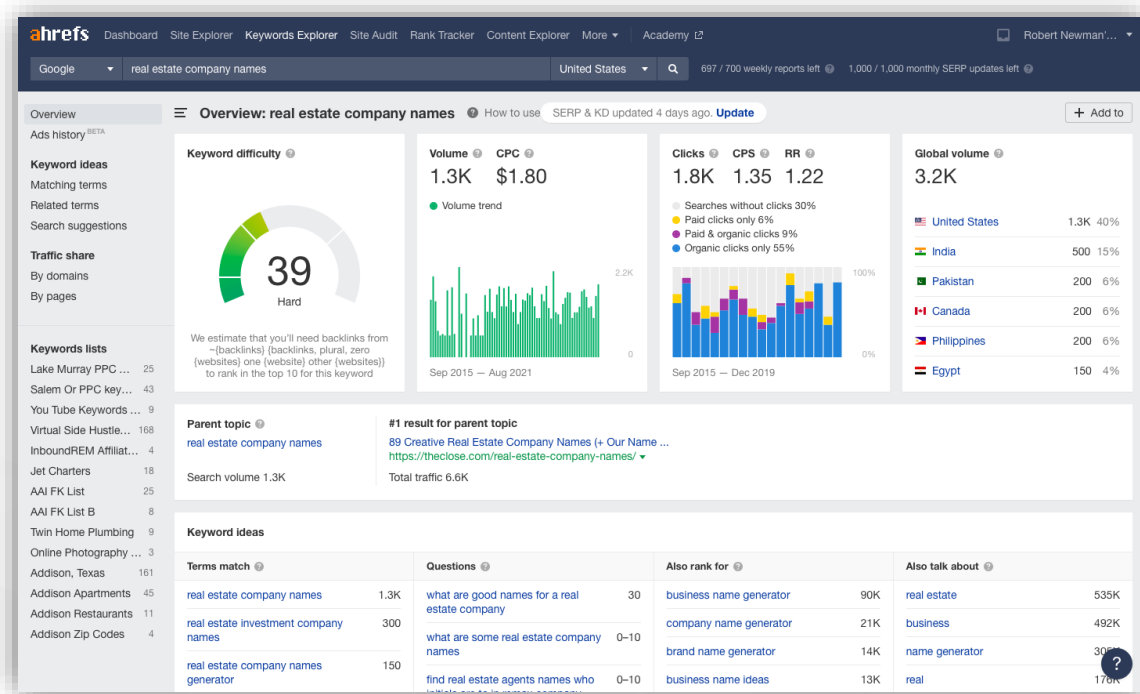
As you can see, Ahrefs is on another level, but obviously with a price to match.
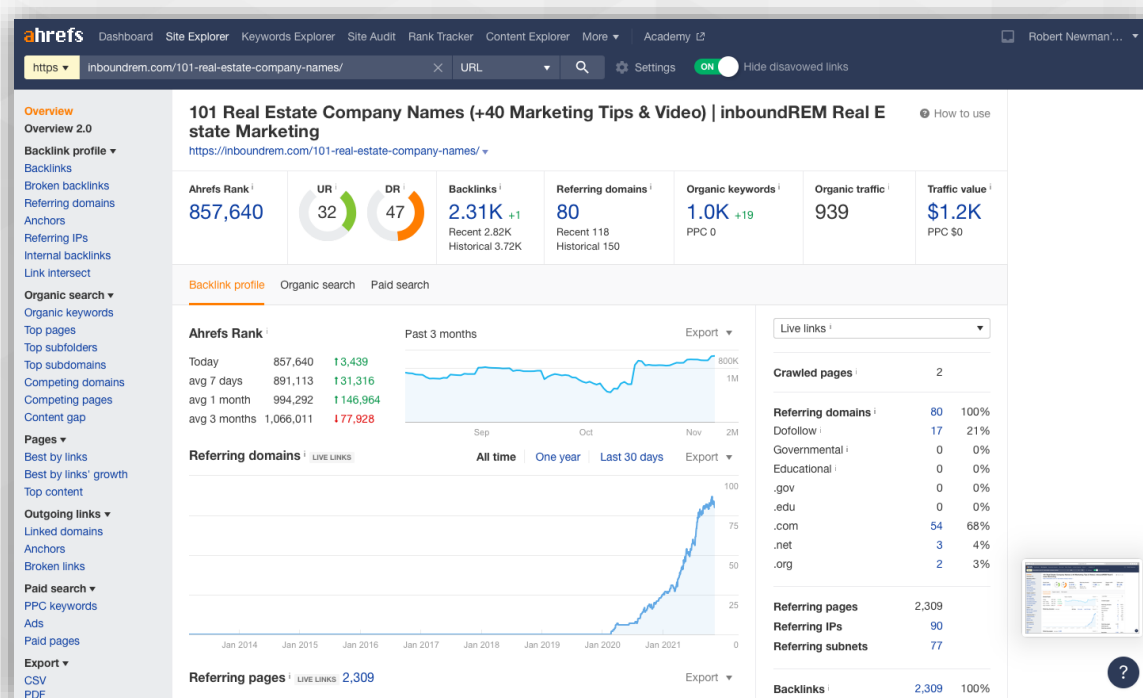
Important Note: We have zero affiliation with Ahrefs or Ubersuggest. In fact, they don't have affiliate marketing programs (when a business pays commissions for referrals), probably because the products speak for themselves.

HOW TO DO KEYWORD RESEARCH WITH AHREFS

To demonstrate keyword research techniques, I'm going to go through the process for a new real estate website called DreamingOfDallasHomes.com. The owner is Erika Butler, a new client of mine who serves Addison, Texas, located north of Dallas.

Despite having a population of only 13,000 people, there's heavy online competition. In addition to sluggers like Zillow and Realtor.com, there are several other agencies with real estate websites.
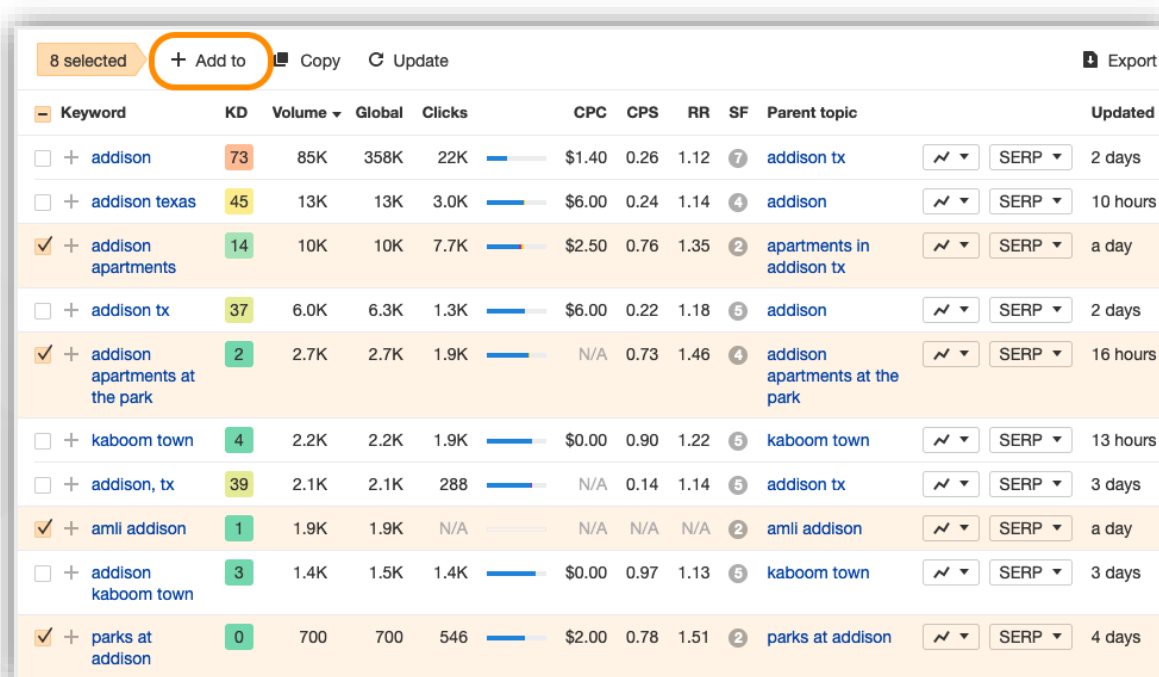
STEP 1

The first step is to check the metrics for the town name. In this case, it's clearly a hot market because there are as many monthly searches as there are citizens!
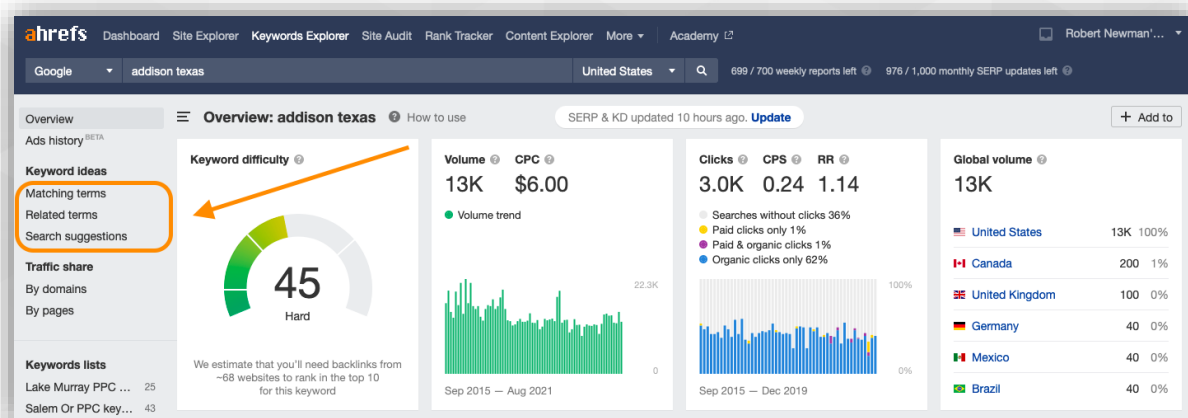
The Keyword Difficulty of 45 puts this search term out of reach for any new website. However, KDs are imperfect metrics. What's more, it's not particularly important to rank for this keyword as it's very broad.

STEP 2

The second step is to check the keyword ideas for more relevant search terms. Despite the heavy competition, there are several great additions to a keyword list, especially for specific apartment complexes. So we'll check the relevant keywords and add them to a custom list.

By repeating this process for Matching Terms, Related Terms, and Search Suggestions, I found 130 relevant keywords. Of course, that doesn't equal out to 130 article topics. Many of those keywords are very similar to other keywords, like "addison apartments" and "apartments in addison". Later we will group similar keywords to find how many potential article topics we have for a content map.

STEP 3

The third step is to use your existing keyword list to capture more related terms. To do so:

(1) Click on the keyword list on the left-side menu. The name of the list should appear in the search box at the top of the page.

(2) Click again on the Matching Terms.

(3) Adjust the list generation based upon the Top 100 keyword phrases. Go down the options and add more relevant phrases to your keyword list.

(4) Repeat Steps 2 and 3 for Related Terms and Search Suggestions.

As you generate these lists, a column on the left side has either checks or plus marks. Checked keywords already belong to your keyword list. Scan "plus mark keywords" for new options and check relevant choices.

For the purpose of this case study, I stopped at 150 keywords totalling 87,000 monthly searches. That's a great start considering it's only including keyphrases with the word "Addison" in them.

Be aware that it's not necessary to catch every single fish with your keyword net. In the end, it won't matter if you add " restaurants in addison" but not "restaurants in addison tx". Your article will rank for both because it will be topically relevant.

It only matters for developing your content map. If there are 10 keyphrases relating to the topic "addison restaurants", you want to have most of them so you have a strong idea of how many people search for this topic monthly. If you only capture 2 of them, you'll underestimate the potential of this article topic.

STEP 4

The fourth step is to search for specific keyword possibilities with the Keyword Explorer search bar. Before we used Ahrefs like a net, but now we will use it like a fishing pole. Here's a list of great keyword possibilities to search for. Obviously you'll replace "addison" with your area.

- Addison **homes for sale**
- **Homes near** addison
- Addison **real estate**
- Addison **listings**
- Addison **townhomes**
- Addison **condos**
- **Buy home in** addison
- **Buy second home in** addison
- **Find** addison **realtor**
- **Best realtor near/in** addison
- **How much is my** addison **home worth?**
- **Best place to live in** addison
- **Cost of living in** addison
- **Things to do** in addison
- **Moving to** addison
- Addison **zip codes**
- Addison **map**
- Addison **zip code map**
- Addison **neighborhood map**
- Addison **neighborhoods**
- **Schools in** addison

In addition, you should search for specific neighborhoods, counties, and any other geopolitical divisions. For example, Addison is located in North Dallas. Or you may search according to geographical features, like a particular mountain range or near a specific lake.

- Counties

- Specific neighborhoods

- Specific suburbs

- Specific districts (like a financial district)

- Homes near geographic features

- Homes near public transport options

- Homes near large employers (like military bases, hospitals, airports, universities, etc)

You can replace these areas with the city name and use many of the keyword ideas from the first list above.

Finally, you'll want to incorporate real estate niches into your search efforts. Consider terms like these below.

- Gated communities and homes

- Downtown homes

- Mountain homes

- New construction

- Patio homes

- Waterfront homes

- Lake homes

- Green or eco-friendly homes

- Smart homes

- Vacation homes

- Luxury real estate

- Ski-homes

- Foreclosed homes

- Oceanfront homes

- Beachfront homes

- Bungalows

- Homes with pools

- Retirement communities

- Master planned communities

- Mixed-use properties

- Fixer-uppers

- Lofts

- Penthouses

- Mansions

- Ranches

- Farms

- Specific architectural styles (like Victorian homes)

Finally, you should consider the big draws of your area. For example, if there are a dozen golf courses nearby, research these keywords. Depending on the results, you may want to create a single article about the best courses or several articles covering individual courses.

- Golf courses & country clubs

- Marinas

- Beaches

- Lakes

- Ski Resorts

- National Parks

- Theme Parks

- Military Bases

- Government buildings

- Airports

Once you've completed Step 4, you can go back and repeat Step 3 to capture more keywords.

KEYWORDS TO AVOID

"Jobs in [place name]" - While it may seem like a decent article topic, websites featuring actual job listings will always outrank you.

"Hotels in [place name]" - While keyphrases like these will have high search volume for virtually every populated area, it makes no sense to create content for transients.

"Addison Place Apartments" - This is a great example of a keyword that seems perfect with a monthly search volume of 1800 and a keyword difficulty of 4. However, it refers to a different apartment complex in Florida, not Texas. Beware of "geographical doppelganger" keywords.

STEP 5

The fifth step is to categorize your keyword list by topic. In other words, you want to group all the related phrases into potential article topics. The actual structure of the categorization will vary depending on your keyword list.

For example, there are 11 keywords about Addison restaurants totaling 42,000 monthly searches. That's pretty insane, so it makes sense to write an entire article covering the subject rather than co-opting the keywords into a larger article about Things To Do in Addison.

So, how do you make these kinds of categorization decisions? It's important to condense your article topics around a single phrase that can be easily represented in the 140 character title.

This is a matter of *searcher intent*. While you may be able to convince some users who searched for Addison restaurants to click on a Things to Do in Addison article, you may not be able to convince Google that your article is relevant. That's why it's better to play it safe.

It's also important to keep content structure in mind. For example, there are 45 keywords related to apartments in Addison, totalling 33,000 monthly searches. However, many of these relate to individual apartment complexes. That's perfect for creating a cornerstone article about Addison apartments with sub-articles covering individual apartment complexes.

Below I've created a Content Map for the Hyperlocal Keywords. Pro Tip: Use the Export button to expedite the Excel sheet creation process.

HOW TO DO KEYWORD RESEARCH WITH UBERSUGGEST

The keyword research process for Ubersuggest is similar but simpler than Ahrefs. Of course, it's also more limited. The tool is similar in that it shows keyword ideas, as well as their monthly traffic and SEO difficulty.

Perhaps the main difference is that Ubersuggest doesn't have any metrics about competitor articles. You have to rely solely on their estimated SEO difficulty.

STEP 1

As with Ahrefs, the first step is to type your local area into the keyword idea search bar. The free version only allows you to do three searches per day, and it will only show the first 30 suggestions. In other words, the process can be very drawn out with the free version.

As you can see, it suggests many of the same keyword ideas as Ahrefs. You may notice that the SEO Difficulty is rated more highly than on Ahrefs. That's because Ubersuggest estimates this metric with your specific URL in mind.

Because DreamingofDallasHomes.com is a new website, the difficulty is consequently higher.

KEYWORD		VOLUME	CPC	PAID DIFFICULTY	SEO DIFFICULTY
addison tx	Search Results ∨	18,100	$0.70	1	68
addison tx apartments	Search Results ∨	5,400	$2.87	36	68
addison tx restaurants	Search Results ∨	3,600	$2.28	1	15
addison tx weather	Search Results ∨	2,400	$0	1	14
addison tx zip code	Search Results ∨	1,600	$0	1	39
addison tx hotels	Search Results ∨	1,600	$2.70	26	78
addison tx homes for sale	Search Results ∨	880	$0.80	31	69
addison tx bars	Search Results ∨	720	$0	1	75
addison tx to dallas tx	Search Results ∨	480	$0	1	65
restaurants near addison tx	Search Results ∨	480	$8.95	1	71
where is addison texas	Search Results ∨	480	$0	1	72

Once you've chosen potential keywords, you add them to a keyword list. Repeat this process for each of the search categories: Suggestions, Related, Questions, Prepositions, and Comparisons.

Keyword Ideas ⊙ : addison tx

SUGGESTIONS (309)   RELATED (3,253)   QUESTIONS (23)   PREPOSITIONS (18)   COMPARISONS (9)
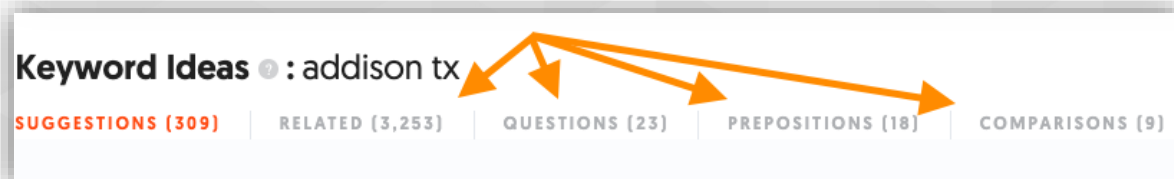
Whether you have the free or paid version, it's worthwhile to repeat this entire process by filtering out all but the low difficulty keywords. Once I had done this for Addison, I had a list of 30 keyword ideas.

Another frustrating part of the free Ubersuggest is that it limits your keyword lists to, incidentally, 30 keywords. Of course, Neil Patel and his team are experts at pushing clients to bump up to the paid version of their products.

Keep in mind that the paid version for small agencies/businesses is $29/month or $290/lifetime. There's also a free 7-day trial of the paid version. If you're super frugal, you could potentially create an entire content map in those 7 days, and then rely on tools like Google Analytics to monitor your long-term performance.

STEP 2

The next step is the "fishing pole" search for specific keyword ideas based on the lists we provide above.

CONTENT MAPPING

Content mapping is the process of organizing keyword research into a blog article production schedule. It's a prioritized list of which keywords you want to target first and their respective article topics. Here's an example from a side project of mine called The Virtual Side Hustle.

	A	B	C	D	E	F
1	Title/Topic	FK	KD	Volume	Estimated Traffic (DR10+Backlinks)	Article To Beat
2	How to Invest $200K	how to invest 200k	0	250	150	https://biltwealth.com/investing/ho
3	Make Money in NYC	how to make extra money in nyc	0	250	50	https://www.timeout.com/newyork
4	How to Make $2000 Fast	how to make 2000 fast	1	250	1200	https://www.beggingmoney.com/he
5	Gifts for Entrepreneurs	gifts for entrepreneurs	1	500	100	https://hustletostartup.com/gifts-fo
6	Rory Ricord Review	rory ricord reviews	1	100	40	https://zerotoaffiliatehero.com/revi
7	Jobs for People Who Hate People	jobs for people who hate people	2	1500	250	https://content.wisestep.com/awes
8	Is Fiver Legit?	is fiverr legit	2	1100	150	https://ragstoniches.com/is-fiverr-a
9	How to Invest $50K	how to invest 50k	2	600	150	https://wheretoinvest.money/how-t
10	Side Hustles for Nurses	side hustle for nurses	2	90	100	https://nursemoneytalk.com/blog/g
11	How to Start a Music Blog	how to start a music blog	2	200	40	https://twostorymelody.com/how-t
12	Need Money Desperately	i need money desperately	3	1800	400	https://kingged.com/i-need-money-
13	Is Sweatcoin Legit?	is sweatcoin legit	3	2800	350	https://gatheringdreams.com/swea
14	How to Make $300 Fast	how to make 300 dollars fast	3	450	250	https://smartmoneyjourney.com/ho
15	Transcription Equipment	transcription equipment	3	400	200	https://vitaldollar.com/transcription
16	Selling Books on eBay/Book Flipping	selling books on ebay	3	1100	100	https://www.thebalancesmb.com/t
17	How to Make a $1000 Fast in a Week	how to make 1000 a week	4	1100	350	https://www.forbes.com/sites/ging
18	Panda Research Review	panda research	4	2900	150	https://paidfromsurveys.com/is-pan
19	How to Make an Extra $500 a Month	how to make 500 a month	4	450	75	https://www.mintnotion.com/extra-
20	Make Money Doing Nothing	how to make money doing nothing	5	600	100	https://www.insider.com/make-free
21	Best Logo Designers on Fiverr	best logo designer on fiverr	5	70	50	https://vault50.com/best-logo-desig
22	Best Freelance App Developers	freelance app developers	6	400	25	https://www.collectiveray.com/app
23	Money Orders Near Me	money order near me	7	40,000	350	https://frugalreality.com/get-money
24	How to Make $10K a Month	how to make 10k a month	7	400	300	https://www.fitnancials.com/make-
	How Can I Make $200 Fast	how can i make $200 fast	7	6700	250	https://www.mombeach.com/how-

I've organized this list by lowest Keyword Difficulty (KD) first. In other words, the top options are keywords with the least competition on Google. That's important because when you begin a blog it's very difficult to rank. It's smart to prioritize keyword phrases with extremely low Keyword Difficulties first, and work your way up to more competitive topics.

As a rule of thumb, you can choose keyword phrases with a Keyword Difficulty of 0-5 for your first five articles. Hyperlocal pages like Neighborhood or County pages are typically great options.

Every 5 articles after that, you can raise the KD another 5 points. Strong candidates often include local real estate niche topics and tax/financial information. Continue the process until you can rank for cornerstone content topics like "Moving to [Your City/State]".

Ideally you're able to find more than 5 juicy keywords for each stage. By "juicy keywords" I mean keyword phrases that have a low KD but a relatively high monthly search volume.

HOW TO ESTIMATE POTENTIAL TRAFFIC

It's also helpful to estimate the potential traffic for each article, which is difficult but possible. In this case, monthly traffic isn't the key metric. For one, different percentages of people who search for a particular term actually click on an article. But more importantly, your article will rank for a smattering of keywords, each with their own traffic contribution.

For those reasons, it's best to estimate which rank your article will achieve once it has been crawled and given time to settle into place. To do this, you need to pay attention to the quality, backlinks, and DR of competitor articles.

We'll do an example for an article targeting "Things to Do In Addison". Near the bottom of the Ahrefs keyword explorer page for this keyword, we see three things.

1. The competitor Domain Rankings (DR refers to the authority of competitor websites) are quite high, ranging from 27 to 94.

   A new website will have a DR below 10 for quite some time, which makes this situation seem bleak. But actually DR doesn't matter *that* much. Note how the Rank 1 article has the lowest DR at 27. That article usurped the top spot for two main reasons.

   First it has a stronger backlink profile than the competitors. Second, it has verbiage from the targeted keyword in it's URL. That leads us to a huge piece of advice...

   If you haven't chosen a URL yet, ensure that you select one based on your content map. Most likely, you'll want to include your specific area to dominate local keywords. Also keep in mind that your URL doesn't have to be your agency name. For SEO purposes, it's wiser to choose a geographically-relevant URL. **If you already have a URL, prioritize keywords that share verbiage with your URL.**

2. The competitor backlink profiles are weak, which is why the keyword "things to do in addison" has a keyword difficulty of 1.

   That's great news. It won't cost too much time or money to develop a backlink profile that will help us steal Rank 1. We cover backlinks in greater detail later.

3. Because the backlink profiles are quite weak, we can expect to usurp Rank 1 with a combination of outstanding content and better backlinks. For that reason, we can estimate a monthly traffic of 600, just like the current top article.

Repeat the same process for as many potential articles as possible to better inform your content map. **However, if you don't have a tool like Ahrefs or you don't have the time, you can skip this step without huge consequences.**

CONTENT STRUCTURE

A well-structured blog (not blog post, but blog) uses a hierarchy centered around *cornerstone content*. Cornerstone pages are large, feature-heavy posts targeting the biggest keyword phrases for your blog.

Houston Properties is the ultimate example of an immaculately structured blog with ample internal linking. They have several 3000-5000 word posts covering umbrella topics like a Houston Zip Code Map, Best Houston Suburbs, and Downtown Houston Neighborhoods.

The Houston Zip Code Map article is particularly impressive cornerstone content, generating at least 22,000 visitors per month.

#	Traffic ↓		Value	Keywords	RD	Page URL	Top keyword	Its volume	Pos.
1	21,770	47%	$6,236	3,358 ▼	92	🔒 www.houstonproperties.com/houston-neighborhoods/houston-zip-code-map ▼	houston zip code map	17,000	2
2	1,646	4%	$1,679	222 ▼	47	🔒 www.houstonproperties.com/houston-neighborhoods ▼	houston neighborhood map	2,100	2
3	1,118	2%	$913	494 ▼	61	🔒 www.houstonproperties.com/houston-neighborhoods/best-houston-suburbs ▼	houston suburbs	2,800	4
4	619	1%	$763	207 ▼	69	🔒 www.houstonproperties.com/houston-neighborhoods/houston-heights ▼	the heights in houston tx	1,100	3
5	573	1%	$234	1,068 ▼	37	🔒 www.houstonproperties.com/houston-neighborhoods/buy-homes-that-did-not-flood ▼	flood zones in houston	900	10
6	543	1%	$1,587	649 ▼	38	🔒 www.houstonproperties.com/houston-neighborhoods/best-55-older-communi-ties ▼	55 communities in houston	250	1
7	428	<1%	$605	153 ▼	6	🔒 www.houstonproperties.com/houston-relocation/city-of-houston-tx-best-photos ▼	pictures of houston tx	900	6
8	398	<1%	$1,304	189 ▼	56	🔒 www.houstonproperties.com/houston-condos ▼	houston condo	1,900	4
9	383	<1%	$634	321 ▼	45	🔒 www.houstonproperties.com/houston-neighborhoods/houston-best-gated-com-munities ▼	houston texas gated communities	300	1
10	367	<1%	$293	85 ▼	17	🔒 www.houstonproperties.com/houston-neighborhoods/tanglewood ▼	tanglewood houston	1,000	1
11	367	<1%	$5,486	286 ▼	12	🔒 www.houstonproperties.com/home-guide/home-buying-process ▼	buying a home in houston	600	1
12	363	<1%	$1,432	174 ▼	25	🔒 www.houstonproperties.com/houston-neighborhoods/best-master-planned-communities ▼	master planned community houston	200	?

From there, they have written numerous sub-topic articles on particular zip codes or neighborhoods. The main article links to each sub-article and vice versa, creating a loose pyramidal structure that has two main functions.

First, it signals to Google which articles are the most important on the website by virtue of having the most internal links pointing to it. Here's a simple excerpt from a neighborhood sub-article pointing to the cornerstone content.

> Homes in the area start at around $200,000, while the most expensive Cypress homes for sale can go for more than $2,300,000.
>
> Cypress TX is under the 77429 and 77433 zip codes. (See Houston's zip code map.)

Webpages that are clearly part of an overall structure receive a small boost from Google. It proves that individual articles are part of a larger resource base, which is helpful to visitors and therefore valued by search engines.

Second, it creates a traffic flow, encouraging visitors to stay on the website. Obviously that's great for lead generation. Someone who spends 15 minutes reading several articles, each with a Call-To-Action inviting them to get in touch, is more likely to contact you.

Here's a prime example of internal linking that keeps visitors around.

> A popular historic district, The Heights is also one of the Hottest Inner Loop Neighborhoods for accessibility and real estate appreciation. Houston Heights homes are popular thanks to:
>
> - **ACCESSIBILITY:** Houston Heights is ranked amongst the Most "Walkable" Houston Neighborhoods. The Heights has over 450 Yelp-rated establishments, many just a few blocks from residential communities.
> - **PARKS & TRAILS:** The Heights is also one of the top communities in the state for "Fun Family Activities" with outdoor hotpots like Heights Hike and Bike Trail and White Oak Bayou Trail nearby.
> - **GREAT COMMUTE:** The Heights offers an excellent commute to downtown, Houston's Inner Loop, Medical Center, Galleria and major Houston highways.
> - **STRONG REAL ESTATE APPRECIATION:** The Height's real estate market has been one of the best performing Houston neighborhoods over the past one, five and ten-year periods.
> - **EMERGING SCHOOLS:** Harvard Elementary (with a school zoning map covering parts of the Heights) is ranked as highly as elementary schools in premier neighborhoods like Memorial, Tanglewood, Bellaire and West University.

Not every paragraph should look like this. Give your reader's eyes some room to breathe. But if some of your paragraphs look similar--for example, Further Resource sections--you're doing something right.

The trick to excellent internal linking is not so much linking to past articles every time you create new content. A writer can easily make that a standard part of the content creation process. **Where many websites fail is returning to old content and linking to the new content.**

To be fair, it's another step in an already time-consuming long process. If at some point you decide it's better to outsource real estate digital marketing, I'd love to give you a free consultation.

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To create a great content structure, first identify the overarching topics you want to cover along with relevant keywords. Consider the types of blog articles we've recommended:

- Living In/Moving To/Relocation Guides

- Neighborhood Guides

- Financial and Tax Information

- Local Real Estate Niches

Each cornerstone content piece should have at least 3 sub-articles pointing to it. There's no need to be insanely strict about your content structure, especially at the beginning when it may be impossible to rank for difficult keywords.

But generally speaking, it's important to ensure your blog content interrelates. Once you have a basic structure, create a publication schedule. Prioritize articles with juicy keywords (low keyword difficulty, but decent traffic volume) and then get writing.

That will probably mean building your pyramidal content structure from the ground up. Start with long-tail keywords and work your way up to cornerstone content. Doing so also makes it easier to create super powerful cornerstone pages.

Pro Tip: Your first several articles will have a difficult time ranking unless the keyword difficulty is around 3 or less. For that reason, it can be smart at the very beginning to choose article topics that won't function to generate traffic from Google, but will still be excellent on-site resources you can link to via future articles. As you research keywords, set aside options with very low traffic (say, 10-20 monthly searches) but are still super helpful to potential leads. Even better, you may want to initially write content that can be later removed and repurposed as a lead magnet, like a downloadable eBook.

You can see why it's important to do extensive keyword research in the beginning. The more options you have, the better you can create a content map and publication schedule where each new article has a decent chance of ranking.

ON-PAGE SEO

IMAGE OPTIMIZATION

Google Images is the #2 search platform in the world, second only to Google Search. Yet it tends to be an uncompetitive field for real estate agents. Check out these image search results for a neighborhood called Hamilton Mills, which is a domain of Atlanta Dream Living.
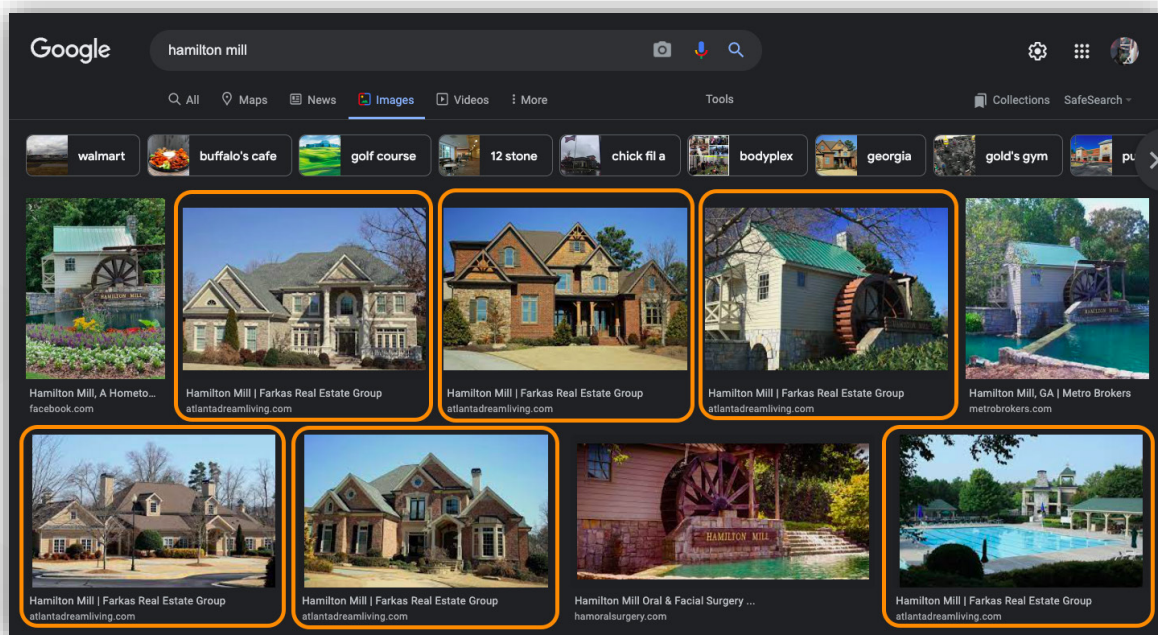
The #2, #3, #4, #6, #7, and #9 spots belong to Atlanta Dream Living. To dominate the first-page search results for Google Search in the same way is unthinkable. Yet the amount of work to own this much first-page real estate is relatively minimal and simple.

Also notable is the fact that these photos were uploaded 5 years ago, but they still enjoy pride of place. None of the photos are professionally taken. An agent simply arrived to a showing 15 minutes early, snapped some iPhone photos of the property and neighboring properties (with permission of course), then uploaded them to the relevant neighborhood page.

The whole process took a couple hours, but increased their website traffic 10-15% for 5 years running.

You can streamline the process even further by hiring a digital real estate marketing company like mine. We'll do all the behind-the-scenes work like writing image descriptions and alt tags or adding them to an image carousel. You just take the photos and upload them to Basecamp.

This is just one of a hundred ways a service like mine can do the vast majority of the work for you for an extremely reasonable cost. For example, Cabo Real Estate Services simply exchanged their short-sighted $8400 annual ad spend for a $12,000 annual budget on a long-term digital marketing plan.

Within 18-months, they had a 3:1 ROI, plus they own the evergreen content that will continue to make them money, rather than continually shelling it out to Google Ads.

It's the difference between renting and owning property. InboundREM can provide you with a highly-effective website *that you own* and will continually generate leads for years even if you stop investing in it.

We're the only SEO-driven real estate digital marketing service that actually allows you to own your content. Everyone else makes you lease your own website. You pay to build it, you pay to add content, and then you continually lease the very website and content you paid to build. Personally, I find that completely unfair. InboundREM doesn't work that way. Schedule a consultation so I can transparently explain exactly how much value we can provide you.

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However, if you still want to try image optimization yourself, there are some things you need to know.

IMAGE TITLES AND ALT TAGS

These two elements are the most important SEO elements for optimizing images. The image title is self explanatory. Put very simply, the alt tag is additional information describing the image to Google.

Search engines analyze up to 460 pieces of data (called metadata) for every image. For example, Google can be aware of the GPS location where a photo was taken. That's great for you because Google can actually tell if the photos on your neighborhood page were actually taken in that neighborhood.

But you only need to worry about one task: providing accurate, location-specific descriptions of your images that also target keywords wisely. Write as if you were explaining the photo to a blind person. I'll give you an example for the image below.

Image Title: A beautiful five-bedroom home for sale in the Hamilton Mill neighborhood in Dacula, Georgia

Alt Tag: The Hamilton Mill community has single-family homes to buy like this two-story brick property

The focus keyword for this webpage would be "Hamilton Mill", but secondary keywords include "Hamilton Mill homes," "Hamilton Mill homes for sale," and "Georgia homes for sale". The title and alt tag include these keywords while also providing accurate descriptions of the image. By including phrases like "for sale", the descriptions signal that this webpage is for homebuyers and sellers, rather than, say, people researching architectural styles. By including more geographical information like "Dacula, Georgia", you avoid confusing this Hamilton Mill with another similarly-named community.

It's important to avoid keyword stuffing. The more images you have, the less you should use your exact focus keyword. Yoast SEO automates this process for you and recommends the perfect balance based on your article size and number of images.

IMAGE COMPRESSION

Another important topic is compressing your images so that they load faster. Speedy loading times are important because Google places a lot of emphasis on how quickly your entire page loads, and images usually load slowest.

The best tool to compress your images is a WordPress plugin called WP Smush. You simply download the plugin, click activate, and ensure that lazyloading is enabled. Lazyload means that images that do not immediately appear on-screen will load later.

METADATA

Metadata includes the slug, title tag, headings and metadescription. These elements comprise the content that shows on the Google Search Results.

SLUG

The slug is the unique part of the article's URL that appears at the end. For example, see the green section of this article: https://inboundrem.com/101-real-estate-company-names/. Although presently Google has the slug removed from the search result URLs (as seen above).

Writing slugs is straightforward. They should be short and include your focus keyword. Never include the publication date, full title, or "contentless" words like prepositions.

You may include 1-3 extra words to capture a secondary keyword phrase as well. For example, you may opt for "best-real-estate-postcard-ideas" to rank for the focus keyword "real estate postcards," but also the secondary keywords "best real estate postcards" and "real estate postcard ideas."

TITLE TAG

The title tag is simply the title, shown in pink above. It's important to use 50-60 characters to optimize the allotted space without cutting off your title. There are 3 main aspects to cover when writing a great title, whose purpose is to inform and entice.

1. Focus Keyword

   It's essential that your focus keyword appear in the title, preferably in the first half. You can use the same trick for capturing secondary keywords that we mentioned in the slug section.

2. Clickability

   Clickability is about creating an engaging if not irresistible title. Here are some expert tips for exceptional title tags with plenty of examples.

A. Numbers & Lists

   Generally speaking, it's smart to place numbers at the beginning of a title unless all of the first page competition does the same. Then you can stand out a little by starting the title with a power word like amazing, ultimate, or free.

The best numbers to use are odd, multiples of ten, or eye-catching numbers like 101. If the competition has low-number lists, consider creating the largest list available. **If the competition has high-number lists, distinguish your title by emphasizing that your ideas are superior with a less-is-more title.**

- 3 Favorite Real Estate Postcard Strategies from Top 1% Realtors

- The #1 Real Estate Marketing Tactic (How My Clients Doubled Their ROI in 1 Week)

- The Only Guide You'll Ever Need to Real Estate Video Marketing

B. Questions, How To's & CTAs

Here's an example of each kind of strategy.

- What's It Really Like Living in Los Angeles? (Pros and Cons from Real Angelinos)

- How to Find the Perfect Los Angeles Neighborhood for You

- Compare Los Angeles Neighborhoods - The Ultimate Guide for Families

C. Value Propositions

Great value propositions revolve around three themes: **money**, **convenience**, and **free resources**. Here are three formulations of an article title on closing costs in California that demonstrate each concept respectively.

- Complete Guide to Closing Costs In California + How to Reduce Costs 15%

- Ultimate Guide to Closing Costs in California (Including Estimate Calculator)

- All You Need to Know About California Closing Costs (+ Free Negotiation Checklist)

There's no reason you can combine multiple value propositions tactics in a single title.

- California Closing Costs - Calculator, Negotiation Tactics & How to Save 15%

BONUS EXAMPLE TITLE TAGS

The below examples feature lots of nice marketing techniques to increase clickability. They also serve to provide you with additional great article topics, like a neighborhood guide organized according to average salary.

- 25 Things to Know BEFORE Moving to New York City [2022 Guide]

- Moving To Los Angeles - Mega Guide for Relocating to LA in 2022

- Living in the Park Slope, Brooklyn [+ Neighborhood Tour Video]

- Living in Santa Monica - Here's What It's Really Like [Insider's Guide]

- 7 Best Suburbs in Chicago for Home Shoppers [+ Amazing Infographic]

- Types of Home Loans in New York - Complete Mortgage Guide

- How to Sell Your Park Slope Apartment for the Most Money

- Katy Neighborhood Guide - Real Estate & Homes for Sale

- NYC Housing Market Forecast - Current Data & 2022 Predictions

- NYC Neighborhood Guide - Best Places to Move According to Your Salary

- Best Hilton Head Neighborhoods for Golf Lovers & Caddyshack Gophers

A final great tip is to always research the first page of search results and create a highly-unique title. Many content writers don't do this to their own disadvantage. Check out the results for "moving to Los Angeles":
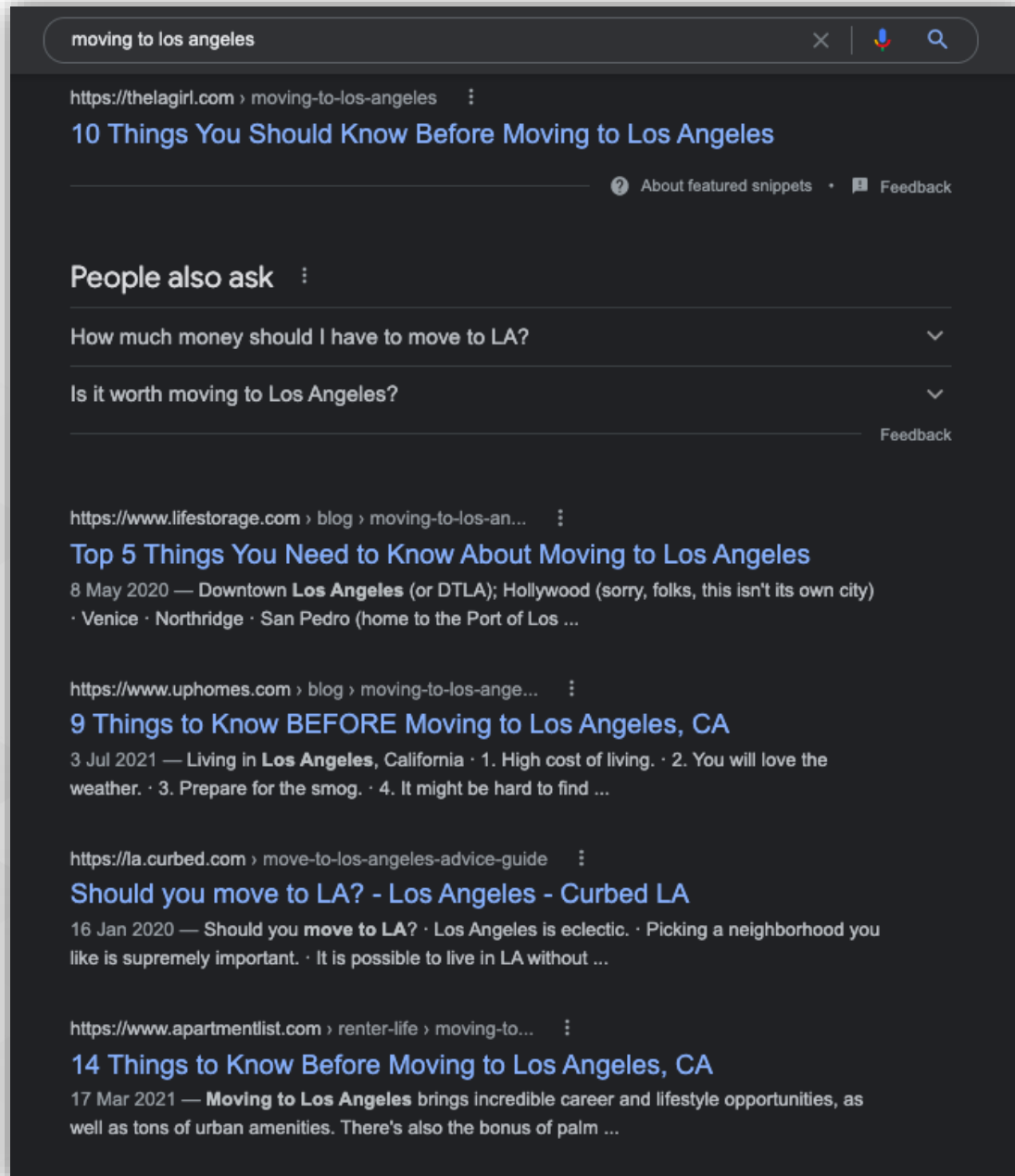
Don't be white noise. The lackluster repetition of the competitor articles is a great opportunity for you to easily stand out by deviating from the pack. In this case, you might create a title like, "Moving to Los Angeles - Insider's Guide for Brand Spanking New Angelinos".

A wildly inventive title among a dozen boring titles can reverse the status quo and get more clicks despite having a lower ranking position.

Believe me, if your Rank 5 article entices as many clicks as the Rank 1 article, you won't stay at Rank 5 for long. Google will bump you to Rank 1 or 2 for a trial period. If people interact with and stay on your article at least as much as the competition, then you'll retain your new rank. Super engaging titles are one secret to getting your foot in the door not only with potential visitors, but also the Google algorithm itself.

HEADINGS

The title tag is called the H1 heading. Beyond that, you'll organize your text into sub-sections. You use H2 headings to sub-divide the overall article, H3 headings to sub-divide the H2 headings, and so on.

Pro Tip: Include H2s and maybe H3s in a Table of Contents at the top of the article. It's a great way to get more user interaction, while increasing your amount of focus keywords right at the beginning of the article, which receives special emphasis from the Google algorithm.

It's important that you include your focus keyword and secondary keywords across your headings. It's a balancing act. Avoid stuffing your headings with keywords, but ensure there's a decent spread. Also be aware that H2 headings have more weight than H3 headings, and so on.

The simplest way to strike this balance is to use the free [Yoast SEO plugin](). It will give you a red, yellow, or green light depending on your focus keyword distribution in the headings and the text itself. Make adjustments accordingly.

METADESCRIPTION

The metadescription (the article description listed on the search results) is much less important than the title tag. It's not an SEO factor, meaning that Google doesn't use the text to help decide ranking position.

In many cases, Google will forgo your designated metadescription for an excerpt of your article text that includes phrases related to the search query. In the image above, you can see the phrases automatically bolded by Google.

Don't waste 30 minutes crafting an amazing metadescription, but still take a little time to summarize the article and its features.

However, it's still very smart to include FAQ schema markup in your text (guide below) to double the size of your metadescription and gain more "real estate" on the search results page.

FAQ SECTIONS

For WordPress users with Elementor, the process is simple. When adding a new section to your blog post, choose the Toggle widget, fill in your Q&A, and you're good to go.
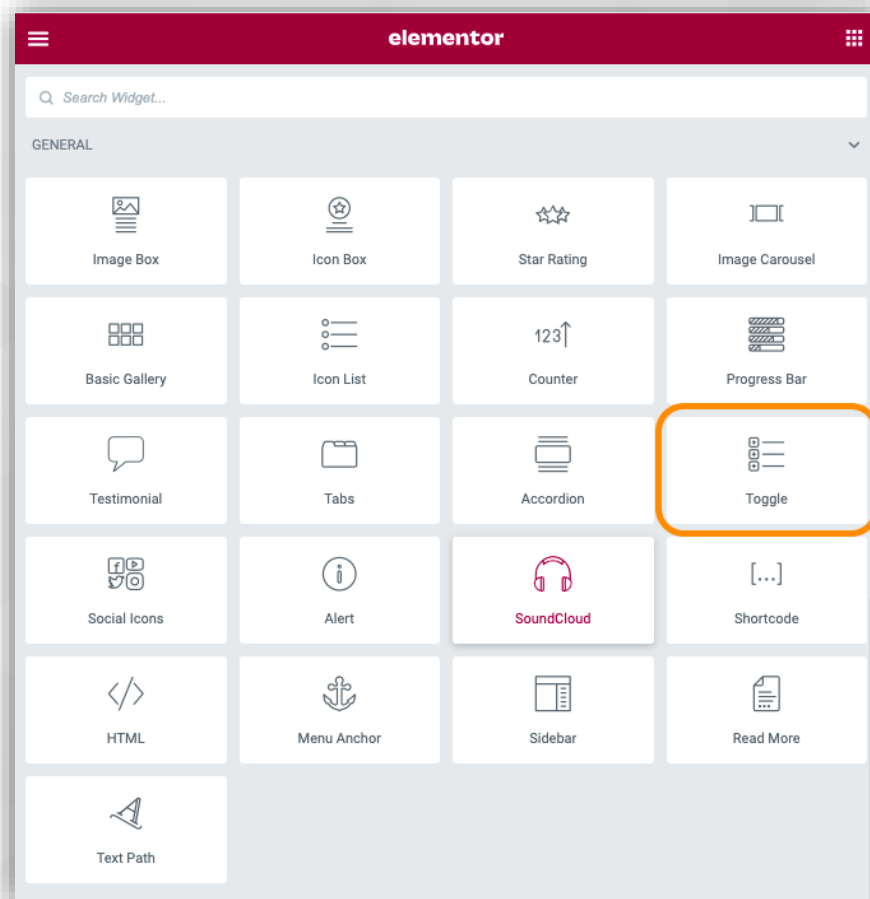
Other platforms have different processes for adding dropdown boxes, but if it's not immediately obvious, you should be able to Google for help and find a simple answer.

FAQ SCHEMA MARKUP

To add FAQ schema markup to your FAQ section, Elementor users can simply toggle the FAQ Schema option to Yes.
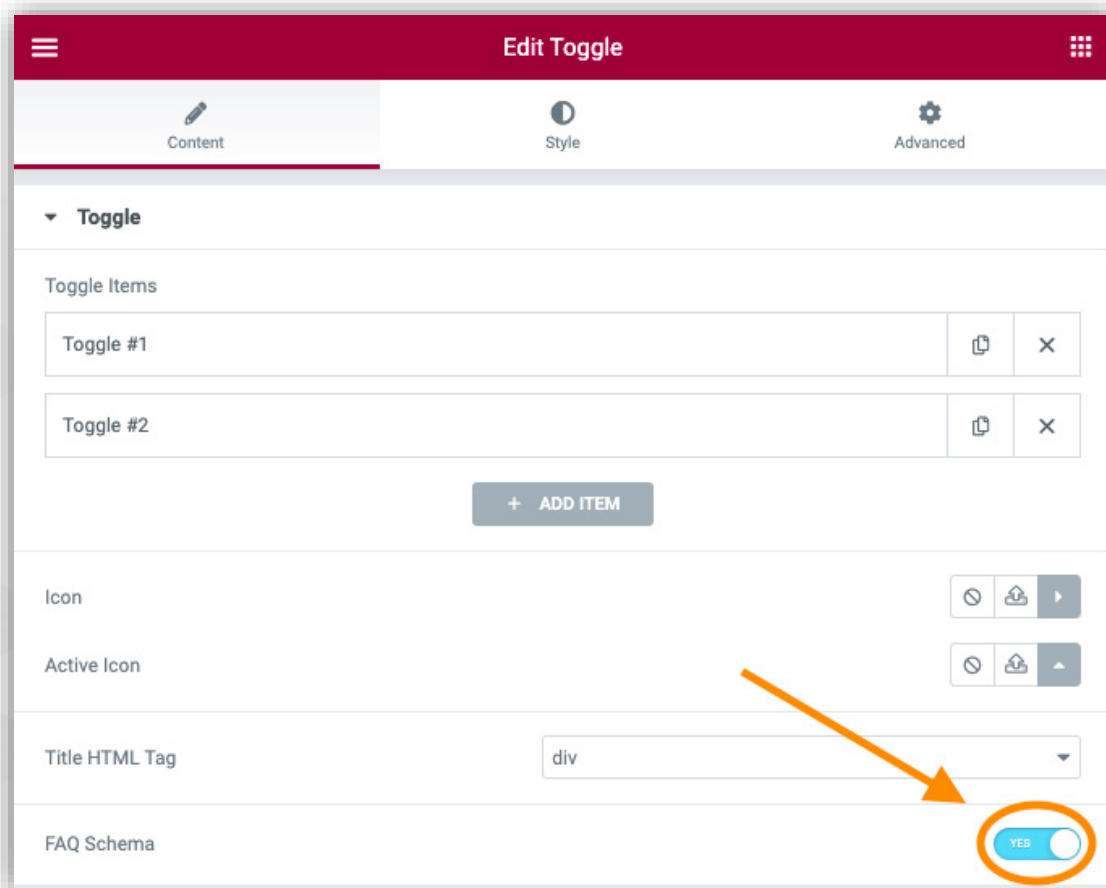
If you're using a more basic platform, you'll need to change the code. Make the process easy by using this FAQ Schema Markup generator. Then copy and paste the finished code into your article's HTML code in the place you want it to appear.

If you're a little confused, don't worry, it's not terribly complicated. When you type your blog content into WordPress text editor, there are two options. The first is called Visual, which is just the normal written text.

The other option is Text (or the coding), which just takes your written text and translates it into code. You move between the two by clicking the tabs.

Here's an example of the Visual (normal written text) editor.
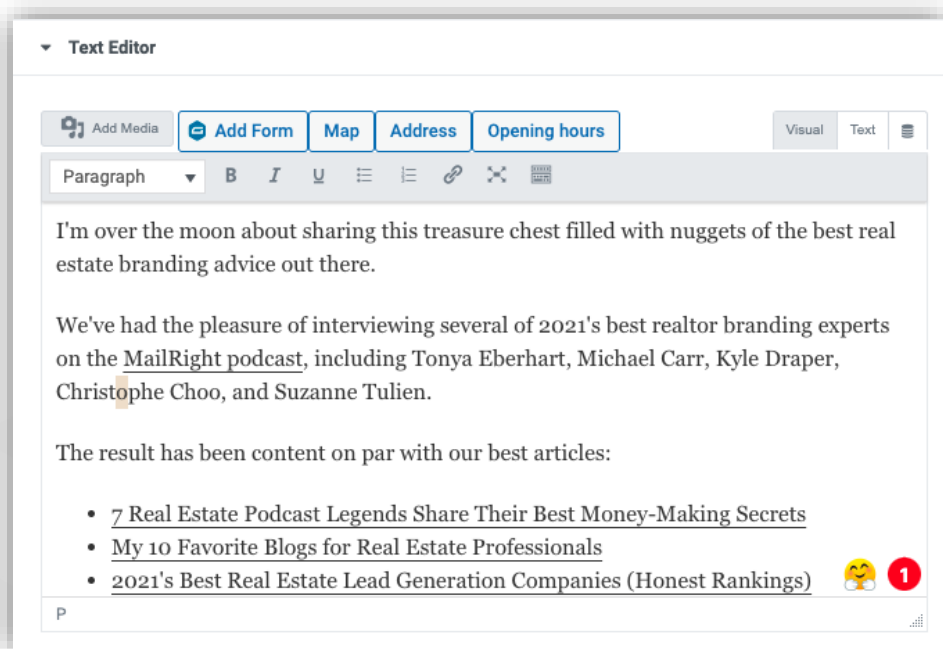
Here's an example of the code editor (called Text, which can be a little confusing).
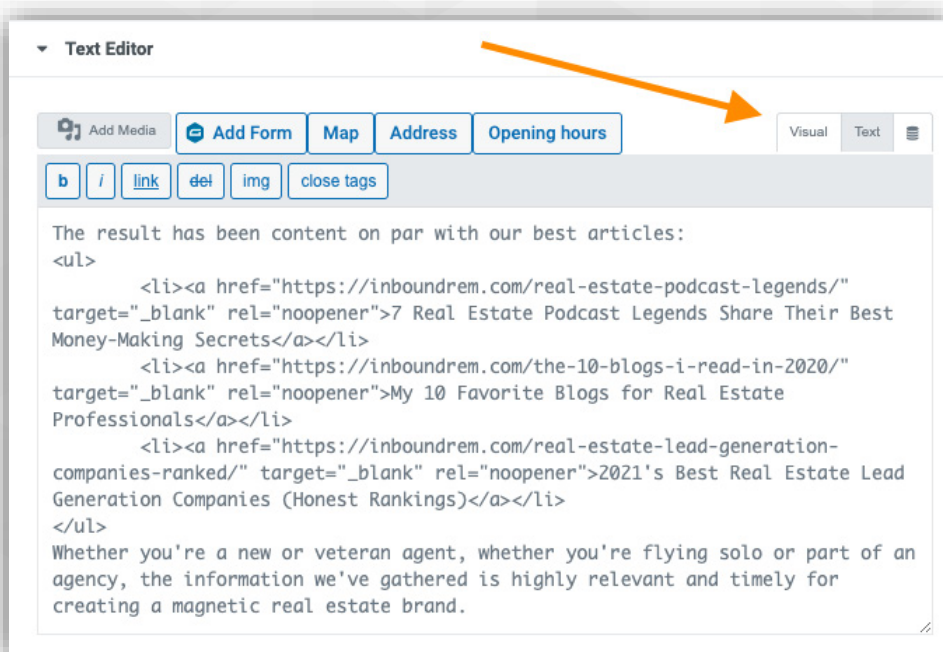
To insert your FAQ Schema Markup code, just scroll down to the place in the text you want to add an FAQ section that will also appear in the search results and paste it there.

It's a non-essential step, but a great way for young websites to have a much larger presence on the search results.

USER INTERACTION

Generally speaking, elements like keyword density, text length, title tags, and especially backlinks determine whether you'll get to the first page. From there, you'll start getting traffic and Google will use the additional data to decide if you deserve to remain there.

Metrics like time spent on page, bounce rate, and user interaction (also called user engagement) are particularly important for this second data set. They won't count for much at first, only because Google needs the data to reach a critical mass before the metrics become reliable indicators of value, as with any statistical study.

Of course, you don't want to spend a week on the first page and then drop off. User interaction is the key to long-term ranking. Put simply, user interaction is about on-page clicks. Here's some example features:

- Video

- Social Media Shares

- Comments & Responses

- Calculators

- Newsletter Sign-Ups

- Contact Forms

- Drop-Down FAQs

- IDX & Interactive Maps

- Internal Links

- External Links

- Downloads (like Infographics or eBooks)

- Quizzes & Surveys

- Image or Client Review Carousels

- Podcasts

- Chatboxes

You can easily embed almost all of these elements (except chatboxes and IDX) with Elementor or similar platforms. Keep in mind that it's not necessary to develop all of these resources yourself.

Every article should include social media share buttons, a comment section, a contact form, internal links, and external links. In addition, cornerstone content should include as many additional elements as you can manage. Videos, client review carousels, IDX, infographics, and downloadable PDFs are particularly effective.

COMMENTS

Increase your comments by encouraging visitors to ask questions. Be passionate about helping and suggest potential areas where you can expand on the existing content.

Ensure that you respond to every comment, even if it's just a thank you. However, it's important to approve comments before allowing them to post. You do that by clicking on the Comments section on your WordPress Dashboard.
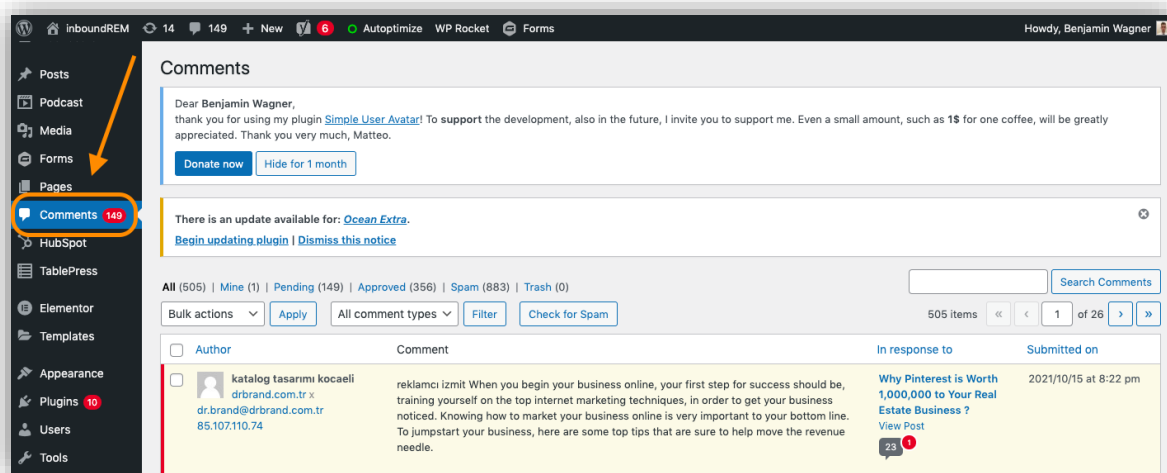
Especially as your website gains authority, some posters will leave highly generic comments in hopes of getting a free backlink. Here's a couple of examples.
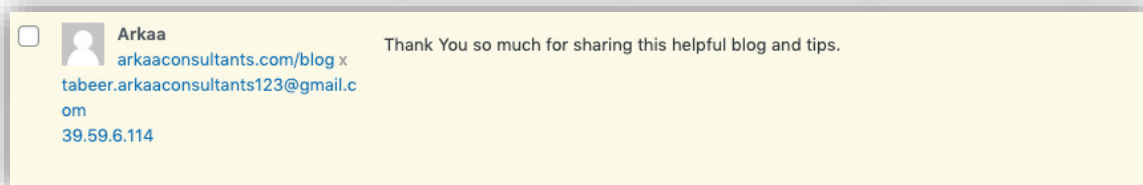
Personally, I don't approve comments unless they add significant value to the article or ask a good question. I deleted both of the above comments. If you want to approve the comment but disallow the backlink, you can click the small "X" next to the website URL.
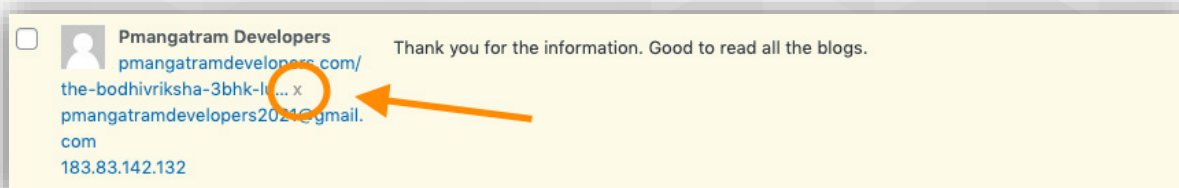
Then approve and respond to the comment as you normally would. I would recommend doing this for any website that looks remotely spammy. Feel free to play it safe and delete all of the website URLs from the comments, except high authority websites.

CHATBOXES

One of the simplest ways to incorporate a chatbox option to your website is the WP Chatbox plugin, which you can sync with Facebook Messenger from your Facebook Business page. Visitors can log in to their Facebook profiles or chat as a guest, so it's easy for everyone.
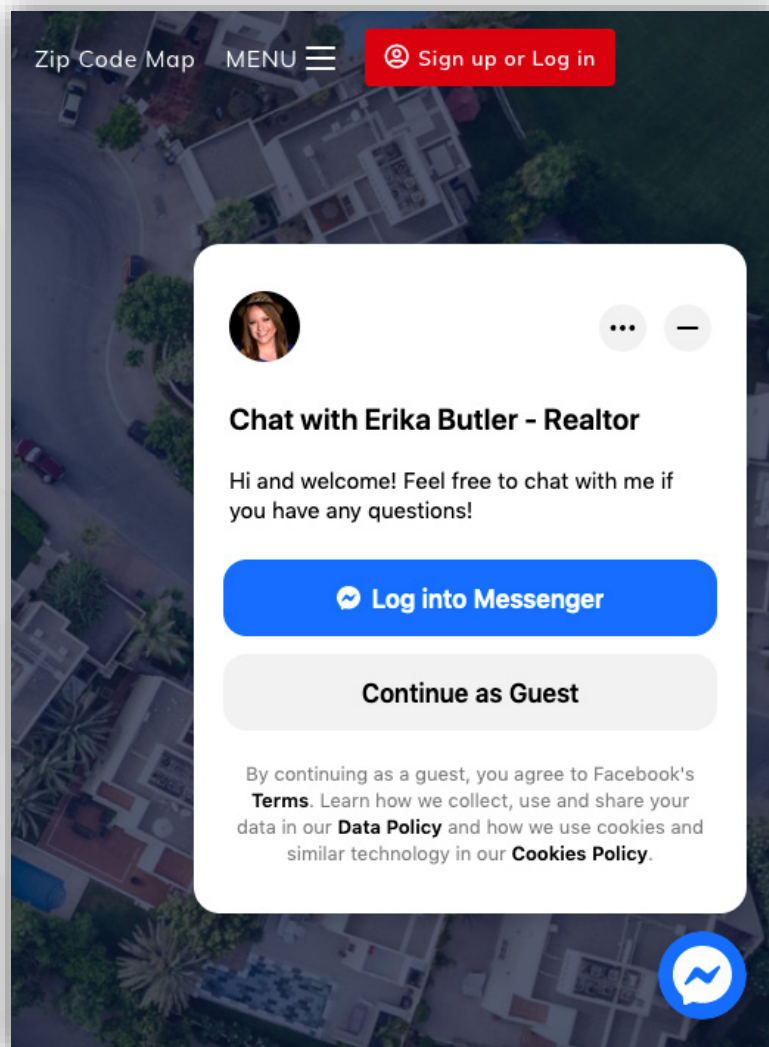
FINANCIAL CALCULATORS

The simplest way to embed a financial calculator on your site is through OMNI Calculators. You won't find a perfect match for your content every time, but they have 350 kinds of financial calculators that you can easily embed into your content for free.

For example, here's a simple Home Affordability Calculator. Click the embed option, and this window pops up.

Once you've copied the embed code, you insert the HTML Editor widget into your blog article.
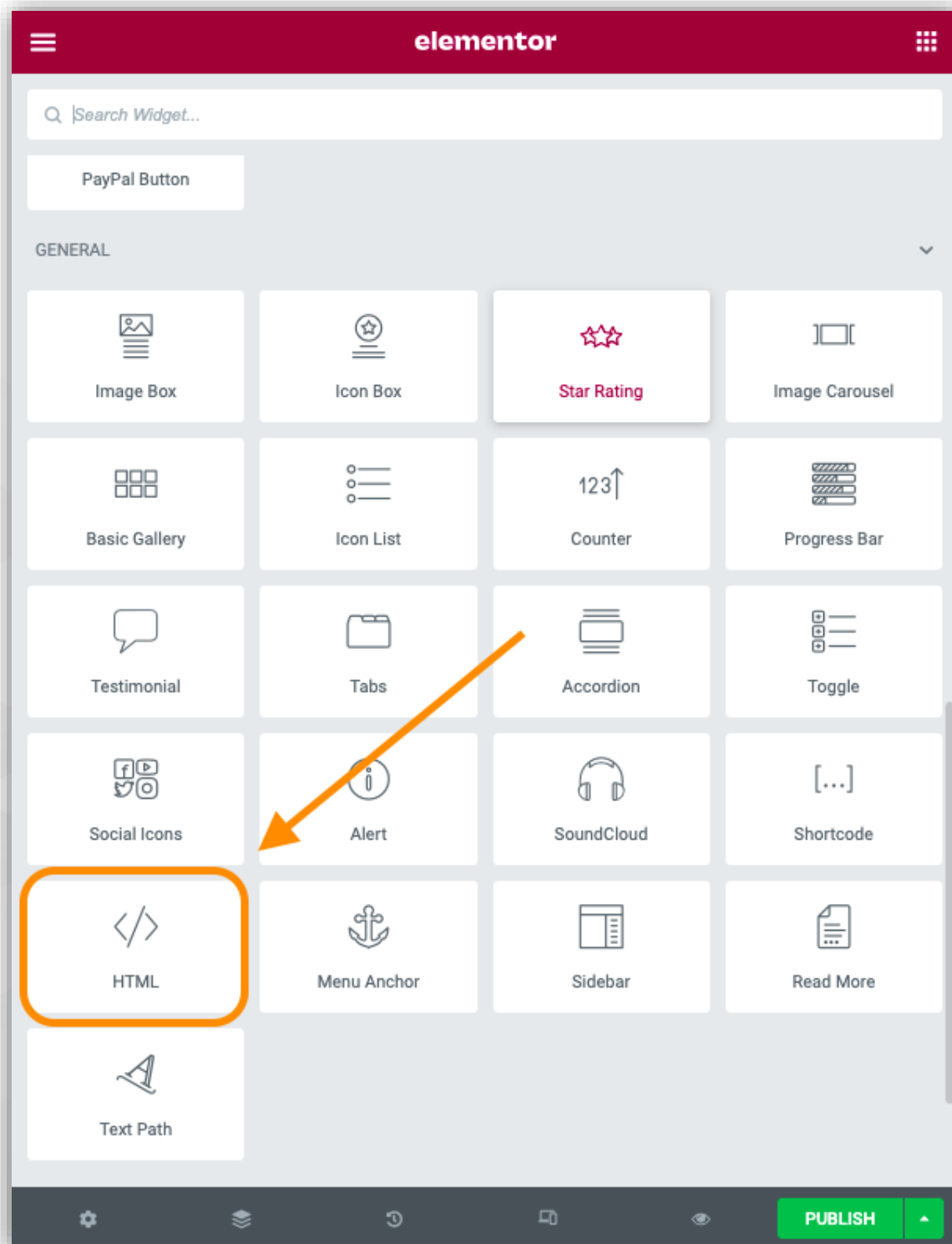
Then you paste the embed code into the HTML editor, and the calculator will appear in the article.
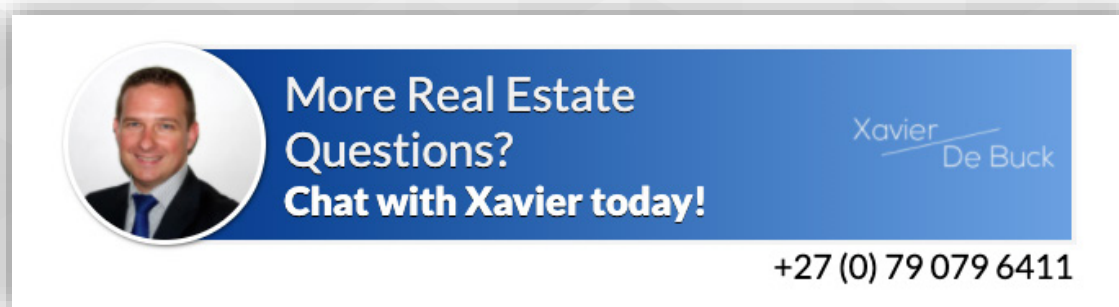
LEAD GENERATION TECHNIQUES

1. CALLS TO ACTION

CTAs can take different forms, but the most important type is encouraging potential leads to contact you. Check out these examples from different realtors. Each one is better than the last.

This simple example from LuxurySoCalRealty.com is nice because it's bold, has a text background, and supplies multiple contact avenues. It appears in the middle and at the end of the article. In my opinion, it's a good model for the bare minimum CTA.

It's important that your contact CTA stands out from the rest of your text. There's no need to be subtle about your CTAs. You're providing lots of great, free information, so there's nothing wrong with promoting yourself brightly and often.

This example from LuxuryHomesJohannesburg.com is an improvement over the first in two important ways. First, it includes a headshot. Second, it's a graphic, rather than a simple text.

If you're going to invest in a single piece of graphic design, do it with your contact CTA. Color and a personable face can be more effective than the juiciest text CTA.

Once again, Paige Martin takes the cake when it comes to effective marketing strategies. Her contact CTA includes a headshot, three contact options, social proof, and a downloadable resource. Like the Luxury So-Cal Realty CTA, it appears both in the middle and at the end of the article.

There's no reason you shouldn't take the time to create a similar contact form. The dividends will certainly be worthwhile.

Don't forget that the comment section is a great place to create additional CTAs. You might point to another article relevant to the commenter's query. If the person is a potential lead, you can provide a concise response and then encourage them to call you for more information.

Here's an example from my blog.
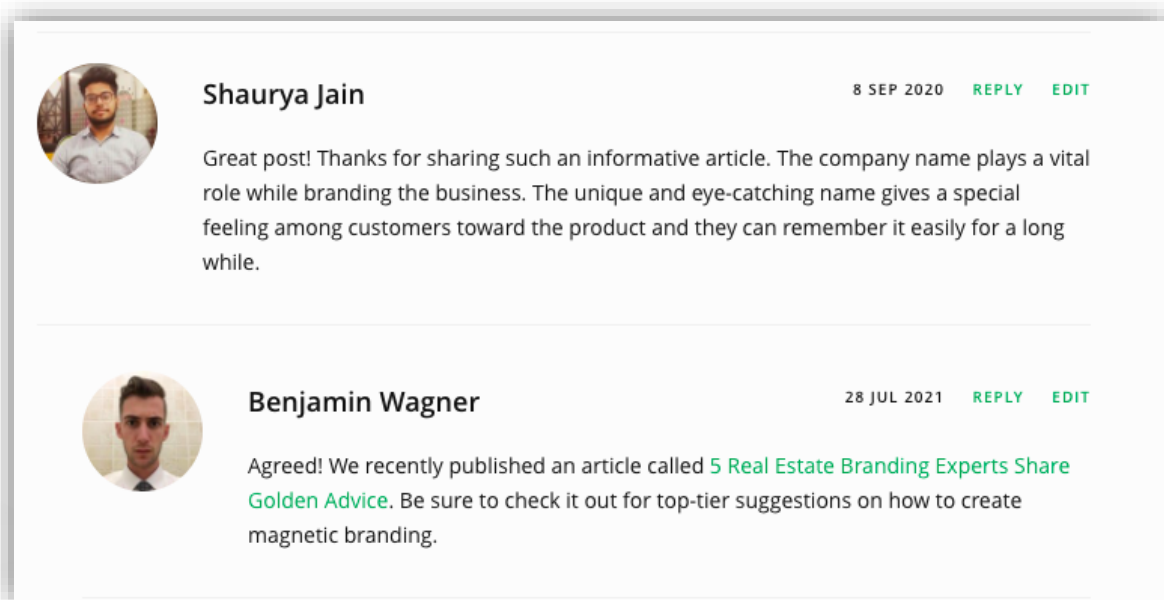
2. LEAD MAGNETS

Typical examples of lead magnets are eBooks, checklists, templates, and resource lists. This eBook itself is a lead magnet. Most likely you downloaded this eBook from my website, so you understand the premise of how to leverage these resources.

Perhaps the simplest way to add a lead magnet to your website is combining 2-3 related cornerstone content pieces into a downloadable PDF format.

Unfortunately, even feature-heavy platforms like Elementor don't have options to create this kind of lead magnet download banner. The same is true for custom CTA banners. It's something you'll have to hire a coder for. Of course, we can add these super important features to your website with ease.

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3. SOCIAL PROOF

Whether Facebook or Google, whether written or video, you NEED to have lots of great reviews to optimize your real estate digital marketing strategy. It's the foundation of digital lead generation.

GOOGLE REVIEWS

If you have a personal agent or agency website, you need to focus on Google Reviews.

The first reason is that you can pair your Google My Business page (where the reviews will be collected) with your website. Lots of strong reviews will signal to Google that your site is trustworthy, which is one of the main elements that the algorithm uses to decide how well your site ranks in the search results.

Beyond that, Google Reviews are an essential ingredient in the absolute, #1 best paid advertising strategy for realtors. Specifically, that's using the paid hyperlocal search packs to generate leads.

Whenever someone in your area googles for local real estate agents, a bar appears with 3 options of what Google considers the best realtors.

Those qualified leads are dirt cheap, costing $3-5 each. On average, 90% of people who click on your profile will call you, and 25% of those calls will convert. We explain how easy it is to set up, how to garner great reviews, and much more in our hyperlocal search pack guide.

SEO and hyperlocal search packs are the main two reasons you should prioritize Google Reviews.

FINAL THOUGHTS

I hope you've found lots of new information to put into practice. I can guarantee that the advice and techniques found in this eBook are the crystallization of 15+ years of expertise in real estate marketing.

In particular, I HIGHLY RECOMMEND:

1. Video marketing, even if it just means a 2-minute introduction video on your website and Facebook Business page
2. The power of leveraging Google Reviews on your Google My Business page
3. Webpages with ample opportunities for user interaction
4. Custom and visually engaging CTA banners

These elements are super important for any agent or agency who wants to have the leanest, meanest lead-generation website possible. Unfortunately, they are also tricky to master for anyone without significant time to invest in learning real estate digital marketing.

There's a final key element that I haven't covered in this eBook: **backlinks**. A backlink is a link to your website from another website. The more authoritative that website, the more valuable the backlink. Unless your website is already authoritative or you're targeting a keyword with a keyword difficulty of 0-2, then you won't rank without backlinks.

Here's the rub. It's possible to generate backlinks organically (getting backlinks without reaching out or buying them), but it won't happen until your website has significant momentum. In other words, you'll have to hire someone to do backlink outreach or pay for them.

And good backlinks are expensive, especially if you're buying in low quantities and don't know the absolute best companies. A single backlink from the New York Times can cost over $1000.

For that reason alone, it can be much smarter to hire a real estate digital marketing agency. Personally, my connections allow me to generate backlinks for clients for thousands less than they would pay themselves.

If you're a go-getter who wants to tackle real estate blogging by yourself or with your own team, more power to you! But if you'd like to have a radically transparent conversation about the long-term ROI we can provide you over the next years, let's do that!

My consultation calls are not sales calls--they are about seeing if we are a great fit for each other. Sometimes potential clients want to hire me, but I tell them they would be better off with a different service or waiting a few years before I can provide them with optimal value. I'd love to point you in the right direction as I have for thousands of others.

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