



Keyword Selection, Website Optimization & Site Promotion

Digital Marketing for the Real Estate Industry
Module 4

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Search Engine Optimization (SEO)

- Methods and techniques to help you get to page 1 ranking, relative to search keywords that are most popular & relevant for your business
- A beautiful website without visitors, and especially with no relevance, has no place on the Net



Basic Steps for SEO

There are four main steps in SEO:

- Identify best keywords
- Enhance your pages so they can attract search engine traffic (“on-page optimization”)
- Website promotion (“off-page optimization” or link building)
- Measure and tracking your results



Keyword Research



Tips & Tools for Keyword Research

- Keywords need to be used frequently on the search engines
- They need to be more specific (long tail) to a certain extent as you can't outrank old websites for general keywords (e.g. "real estate")
- Relevance to your niche or general business

Tool: Google Adwords Keyword Tool (Keyword Planner)



Suitable Keywords--Examples

- Think of your audience, your buyer/seller profile: people in your area that are interested in buying or selling e.g condos, which means that your keywords should be specific to real estate LOCATION in your area and relevant to your listings. Here are some examples, assuming that you are a real estate agent in Makati :
- Makati real estate
- Makati apartments for for rent ; Makati 3 BR Penthouses for rent
- Makati expat quality condos for rent
- Makati real estate broker
- Makati 1 BR Condos for sale

Tip: Keyword Ideas from Existing Inventory

The screenshot shows a Gmail inbox with a list of real estate listings. The left sidebar contains folders like 'Compose', 'Inbox (17,985)', 'Starred', 'Important', 'Chats', 'Sent Mail', 'Drafts (137)', 'All Mail', 'Spam (69)', 'Trash', 'Circles', 'Client inquiries', 'Follow up', 'Keys', 'Misc', 'NAR CREBA', 'Notes', and 'Priority'. The main inbox area shows a list of 10 emails, each with a sender (amu), a subject line, and a date. The subject lines are real estate listings for various condominiums, including '30T- 55T CONDOMINIUMS FOR LEASE', '6M - 10M CONDOMINIUMS FOR SALE', 'THREE BEDROOMS CONDOMINIUM FOR LEASE', 'PRIME CONDOMINIUMS FOR SALE', 'ONE BEDROOM CONDOMINIUMS FOR LEASE', '2M - 5M CONDOMINIUMS FOR SALE', '3M - 5M CONDOMINIUMS FOR SALE', 'ONE BEDROOM CONDOMINIUMS FOR LEASE', 'PASIG CITY CONDOMINIUMS FOR SALE', 'THREE BEDROOMS CONDOMINIUM FOR SALE', 'ONE BEDROOM CONDOMINIUMS FOR LEASE', 'LEGASPI VILLAGE CONDOMINIUMS FOR SALE', 'BONIFACIO GLOBAL CITY CONDOMINIUMS FOR SALE', and 'SAN JUAN CITY CONDOMINIUMS FOR SALE'. The dates range from October 2, 2013, to October 23, 2013.

Sender	Subject	Date
amu	30T- 55T CONDOMINIUMS FOR LEASE - OCTOBER 24, 2013 - with OR Cheenee N. Camu Broke	12:00 pm
amu	6M - 10M CONDOMINIUMS FOR SALE - OCTOBER 23, 2013 - /income Cheenee N. Camu Broker	Oct 23
amu	THREE BEDROOMS CONDOMINIUM FOR LEASE - OCTOBER 22, 2013 - semi furnished Cheen	Oct 22
amu	PRIME CONDOMINIUMS FOR SALE - OCTOBER 21, 2013 - parking slot Cheenee N. Camu Broki	Oct 21
amu	ONE BEDROOM CONDOMINIUMS FOR LEASE - OCTOBER 18, 2013 - , furnished Cheenee N. Can	Oct 18
amu	2M - 5M CONDOMINIUMS FOR SALE - OCTOBER 17, 2013 - Cheenee N. Camu Broker's Liaison	Oct 17
amu	3M - 5M CONDOMINIUMS FOR SALE - OCTOBER 16, 2013 - with income Cheenee N. Camu Broi	Oct 16
amu	ONE BEDROOM CONDOMINIUMS FOR LEASE - OCTOBER 14, 2013 - , furnished Cheenee N. Can	Oct 14
amu	PASIG CITY CONDOMINIUMS FOR SALE -OCTOBER 9, 2013 - /income Cheenee N. Camu Broki	Oct 9
amu	THREE BEDROOMS CONDOMINIUM FOR SALE - OCTOBER 8, 2013 - /income Cheenee N. Car	Oct 8
amu	ONE BEDROOM CONDOMINIUMS FOR LEASE - OCTOBER 7, 2013 - , furnished Cheenee N. Carr	Oct 7
amu	LEGASPI VILLAGE CONDOMINIUMS FOR SALE - OCTOBER 4, 2013 - with income Cheenee N.	Oct 4
amu	BONIFACIO GLOBAL CITY CONDOMINIUMS FOR SALE - OCTOBER 3, 2013 - improved unit Ch	Oct 3
amu	SAN JUAN CITY CONDOMINIUMS FOR SALE - OCTOBER 2, 2013 - , parking Cheenee N. Camu	Oct 2



Keyword Planner

Makati
Condo
for
rent

Google AdWords

Home Campaigns Opportunities Tools and Analysis Billing My account

Keyword Planner

Plan your next search campaign

What would you like to do?

Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service
Makati condos for rent

Your landing page
www.architerra.org

Your product category
Enter or select a product category

Targeting

- Philippines
- English
- Google
- Negative keywords short term

Customize your search

Keyword filters

- Avg. monthly searches ≥ 0
- Suggested bid \geq Php0.00
- Ad impr. share $\geq 0\%$

Keyword options

- Show broadly related ideas
- Hide keywords in my account
- Hide keywords in my plan

Keyword Planner Tips

Find new keywords related to a phrase, website, or category

Keyword Planner Tips

- Find new keywords related to a phrase, website, or category
- Keyword Planner is different from
- Keyword Planner is different from

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<http://adwords.google.com>

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Google AdWords

- Home
- Campaigns
- Opportunities
- Tools and Analysis ▾
- Billing ▾
- My account ▾

Key
Plan y
Wha

- Commercial & Investment **Real Estate**
 - Commercial **Real Estate Listings**
 - Escrow & **Real Estate Titling**
 - Housing Market & **Real Estate Prices**
 - Real Estate**
 - Real Estate Agents & Brokerages**
 - Real Estate Auctions**
 - Real Estate Investments**
 - Real Estate Law**
 - Real Estate Licensing**
 - Real Estate Listings**
 - Real Estate Rental & Leasing Forms**
 - Real Estate Software & Tools**
 - Real Estate Titling & Land Registry**
 - Rent To Own **Real Estate Listings**
 - TV **Reality Shows**
- Enter or select a product category ▾

Keyword Planner Tips
campaign
w keywords
to a phrase,
, or category
d Planne
d Planne
Keyword Tool

Targeting ?

Customize your search ?



Tips, Keyword Research

Checklist, keyword research process:

- Choose few, relevant keywords. Some examples include "*your area* real estate", "*your area* homes for sale", "*your area* real estate broker".
- Google's keyword tool to get additional related suggestions. Make sure you apply the correct country and language settings and check the *exact* match keyword type.
- Identify 5-10 core keywords from the suggestions, taking traffic volumes into account.



Website Optimization



Website Optimization: On-Page Optimization

- On-page optimization refers to what you can do on your website to make it more findable. Involves website HTML and coding to raise SERP ranking, to help indexing/sorting activities of search engines.

Meta and HTML Tags

- Title Tag –Eg. “Architerra Manila Properties—Better Ayala Alabang Homes” – max 70 char in length
- Meta Description– Text that only search engines can see; found after the title tag; a good description can attract more clicks; contains keywords
- Meta Keywords—not as important but still good to use as it tells search engines what your page is about



On-Page Optimization



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- Find REALTORS® ^{NEW}
- Finance
- Moving
- Home & Garden

0 Listings ▾ 0 Searches ▾

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• 156,098 Homes for Rent



Get *new listings* when they hit the market.

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Home Type: **Homes for Sale** Location:

Price Range: to Beds: **Any** Baths: **Any** Search on Map **Search**

Discover Your **NEW HOME**

Search by MLS # | Search Assist | **Advanced Search** Listings last updated 8 minutes ago

Source of: http://www.realtor.com/

Home Values

Top Rated Mobile Apps

Foreclosures

```

<!DOCTYPE html>
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<!--[if IE 6]><html lang="en" class="IE IE6 IE67"><![endif]-->
<!--[if !IE]>-->
<html lang="en" class="W3C">
<!--![endif]-->
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Find Real Estate Listings, School and Neighborhood Information and More - Realtor.com&reg;
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neighborhood information, stats, facts, realtors, realtor" /><meta name="description" content="Get real estate listings, school and neighborhood information,
and other important facts and stats you need to know before you move. It&#39;s all at Realtor.com." /><meta name="format-detection" content="telephone=no"
  
```

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On-Page Optimization

Website Content Tips:

- Best to use original, relevant & well-written content
- User-generated content (e.g. comments in your posts)
- Targeted keywords appear naturally thru the article
- Don't overuse your keywords
- Writing style: Summarize the content in first paragraph, then expound in the next



Original Content, Original Photos

[Request More Info](#)

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**REALTOR George
William Mendoza
PHILRES - PAREB -
PLAREB - CREBA NAR**

[Email REALTOR George William](#)

Phone: (+63917) 8008849

Cell: (+63917) 8008849

"ZEN INSPIRED HOME WITH FOUR BEDROOMS" [More Photos »](#)

Details

Type: Residential

Style: 3 Story

Bedrooms: 4 "PLUS DEN WITH TB"

Address: AYALA ALABANG VILLAGE

Development Level: Built

Bathrooms: 4

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Garage: 6-Stalls

Size: 750 sq. ft.

Lot Type: Rectangular

Lot Size: 1100sq. m.

Year Built: 2009

Description

Beautiful Brand new Zen inspired tri-level home. Located in a posh gated community with roving guards. Has big garden and lanai area. All windows are panoramic that allows natural light inside this modern home. Four big bedrooms with individual toilet and bath. Den with toilet and bath. Large living and dining areas with split type airconditioning, that has view of the garden and pool area. Big kitchen and second kitchen. Servants and Drivers quarters. Six car garage, lap pool. Fully landscaped.

ABOUT AYALA ALABANG

Ayala Alabang stands on 670 hectares of gently rolling land. It is about 18 kilometers south of Makati and about 20 minutes drive on the South Superhighway. The village is a totally integrated community, a "suburban miracle", a satellite city. It offers the conveniences of modern living outside the busy streets of the city. Bounded by two bodies of water, Manila Bay and Laguna Bay, the village is blessed by gentle breezes year round.

The village has all the conveniences it can offer. One does not have to go elsewhere for one's needs and even the areas surrounding the village benefit from Ayala's endeavors. Ayala Corporation taking full advantage of its many years of experience developed the village phase by phase.

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On-Page Optimization

- Make content easy to read: As if you're writing an essay in simple (high school) language
- Tell a story
- Use well-taken, relevant pictures for listings; for advisory articles, use meaningful pictures
- Mention your contact details—Name, address, telephone number, email address-- for listings at the bottom of each page



September 7, 2013



Asia Tower

Legaspi Village, Makati City

Floor Area : 75 square meters

Price : Php 60T/month

Details : one bedroom, one bathroom, storage room, newly renovated, furnished, parking, near greenbelt mall

For further details, please call our office.

thanks and regards.

robert

Robert G. Sarmiento Properties

Professional Affiliation :
PHILRES, San Juan Real Estate Broker's Association of the Philippines

President, Greenhills Chapter 2008-2009

RECENT POSTS

- o Asia Tower – One Bedroom for Lease
- o Kensington Place – Nicely Interioered Unit
- o Malayan Plaza – Upgraded Unit for Sale
- o Asia Tower – One Bedroom !
- o Regency at Salcedo, 3br for Lease

ARCHIVES

- o September 2013
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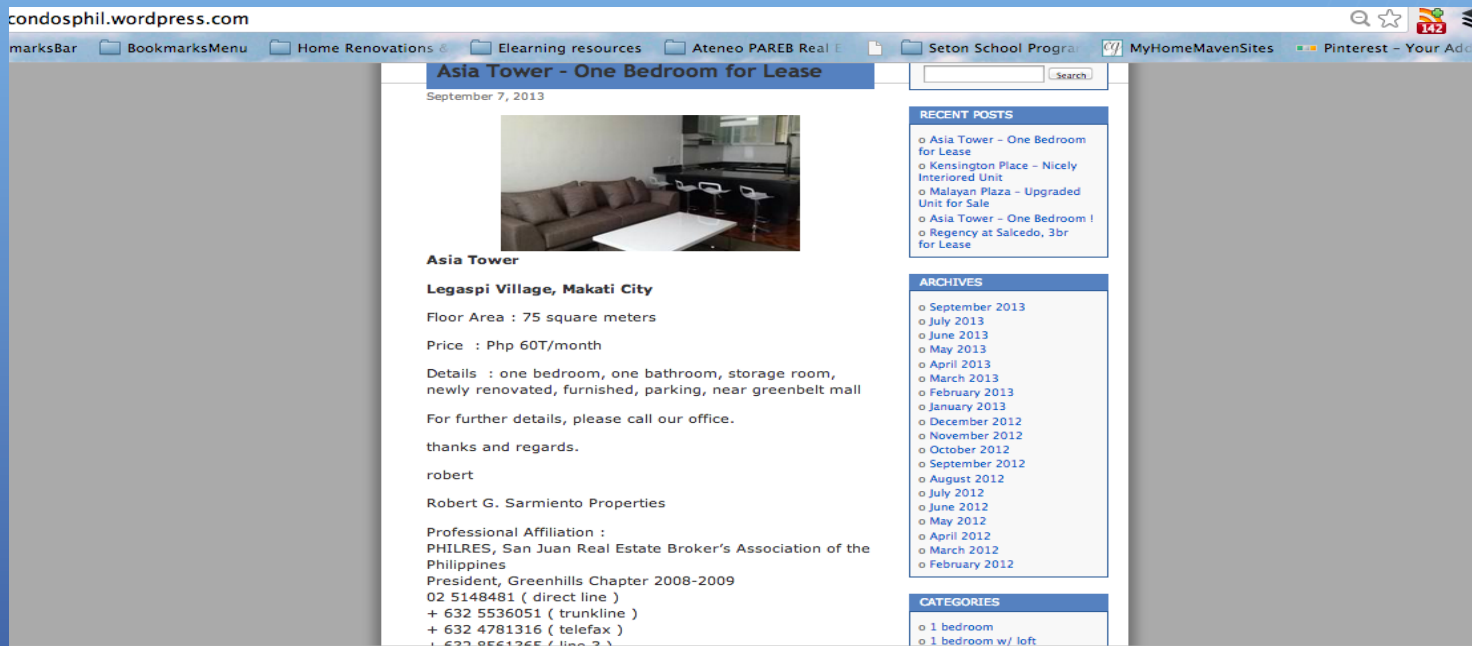
On-Page Optimization

Content useful to both your audience and search engines:

- Surveys/polls
- Website apps (e.g. mortgage calculator)
- Whitepapers/Research papers
- Podcasts (definition: <http://en.wikipedia.org/wiki/Podcast>)
- A knowledge database (FAQ)



Sub-Domain vs Main Domain Names



<http://condosphil.wordpress.com>; <http://www.robertgsarmiento.com>

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Your Condo in Manila

Forbeswood Parklane BGC Executive 1BR Condo for Sale with Golf Course View June 18, 2013

Forbeswood Parklane 1-BR Corner Unit on a High Floor June 4, 2013

Gramercy Residences Makati: Best-in-Class 2BR Condo for Rent May 30, 2013

2-BR Bellagio 3 Condo For Rent in the Fort May 28, 2013

Example Property 4 May 27, 2013

Categories

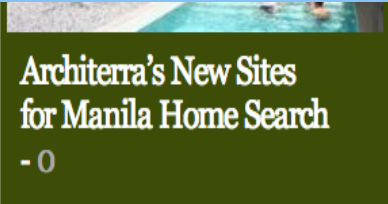
Developer

Ayala Land Premier

For rent

For lease, condominiums

For Sale, Condominium



One Serendra One Bedroom Special for Sale at Php 9.8M, furnished

August 29, 2010



by Maita Siquijor



Floor area: 63 square meters Description: One (1) bedroom, special unit, furnished; sale includes one (1) parking slot Asking price: NINE MILLION EIGHT HUNDRED THOUSAND PESOS (PHP 9,800,000), negotiable Please allow at least 2 days in advance for viewing. Email or call us at (632) 215-1431 or +63917-8035263.

Tagged: *Ayala Land Premier, Bonifacio Global City, Bonifacio Global City agent, Bonifacio Global City broker, Condos, For Sale, Maita Siquijor, One Serendra, Philippine properties, Residential condominiums for sale*

Posted in: *Ayala Land Premier, Condominiums, Developer, For Sale, Condominium, For Sale, Condos, Fort Bonifacio Global City, General listings, Philippine real estate*

Bellagio 1 @ the Fort a 2BR at Php 11.5M, fully remodelled!

<http://architerra.wordpress.com>

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Site Promotion



Link-Building Sources

General links:

- Web directories - - Yahoo Directories (paid; expensive); <http://www.yellow-pages.ph/manufacturing/search/stainless-steel-fabricators/metro-manila/cat/steel-fabricators>

Content distribution sites: Article bases

- PRWeb.com
- Ezine.com
- Articlebase.com



www.articlesbase.com/real-estate-articles/are-foreigners-allowed-to-own-philippine-real-estate-properties-5240310.html

Articlesbase

Accounting Banking Credit Currency Trading Day Trading Debt Consolidation Insurance Investing More Categories

Home Page Finance Real Estate

Are Foreigners Allowed to Own Philippine Real Estate Properties?

Sep 21, 2011

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While it is true that the Philippine laws restrict foreigners from buying and owning [real estate properties](#) in the Philippines, the constitution has stated certain exceptions allowing non-Filipinos to have their names written on authentic [land titles](#) in the country.

RELATED ARTICLES

Things to Remember in Buying La Union Real Estate Properties

Under the following circumstances, a piece of [property in](#) Philippines:

The law clearly implies that whatever is in the Philippines is owned and are rightfully for the Filipinos. But there is always an exception to any law, and in this case, there are exceptions. So in case foreigners would want to own [La Union real estate](#), there are still chances to do so. However, it has to be kept in mind that circumventing the law is strictly prohibited.



[Download Now!](#)

<http://www.articlesbase.com/real-estate-articles/are-foreigners-allowed-to-own-philippine-real-estate-properties-5240310.html>



Foreigners Dealing with Manila Real Estate in Makati City: Condos, Apartment Rentals, or Hotel Rooms?

Aug 02, 2010 0 136

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- [The CRM that Sales Loves](#) Zoho CRM - Free for 3 Users. Track your Business Online Zoho.com/CRM
- [Rooms For Rent](#) Rooms For Rent Within Your Budget. Check Them Out Now At AyoDito.ph! www.ayodito.ph/Room
- [Bedding Set Suppliers](#) Choose from 1M+ Verified Suppliers. Contact Directly & Get Live Quotes! www.Alibaba.com
- [Sulit.com.ph](#) Register today in The Philippines' #1 Buy & Sell Website! www.sulit.com.ph/Register
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Quite a few foreign nationals pick the Philippines as an excellent choice specifically with all of the credits that try to inspire foreign investment. It gives many residential possibilities for these foreigners to choose from, whilst others decide to rent a residence. Still you will find options specifically when they do not actually consider a long stay. It would look like the very best option.

A long-term residential choice can be an apartment. Foreign citizens who rent an apartment in Manila, specifically in the CBD of Makati, will be thrilled by the standard availability of many services all over the region. In case they're earning a living, they could gain access to their office space in Makati within the space of simply a few minutes. Leasing is great for foreign nationals who aren't really intending on staying for several years in the country.

Ads by Google

A Makati condo presents a more long lasting answer for people that desire to retire in the country. Commonly, foreigners really don't have the authority to obtain Manila real estate, which can be the reason why several decide to rent. What is good with this condominium choice is that foreigners are in fact permitted to obtain the unit, so long as just 40 percent of the condo property's floor space is possessed by foreign nationals. Those who have family members and who want to retire in the Philippines anyhow will realize this is perfect for them.

The very best Makati condo units include 24-hour

myproperty.ph
WE HAVE OPTIONS FOR EVERY HOME BUYER.
WHICH ONE WILL YOURS BE?
click here

HOUSE FOR SALE CONDO FOR RENT RENT TO OWN HOUSE FOR RENT

“Makati condo” keywords hyperlinked to website

RELATED ARTICLES

Fort Bonifacio; Philippine Real Estate's Next Prime Manila

Makati truly is an excellent area as the region itself is fairly secure, packed with plenty of policemen and



RENTINMAKATI.COM

Recommend 160 people recommend this. Be the first of your friends.

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Home Advice Frustrated? **New!** List Your Property About Us Contact Us

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RENT

BUY

OFFICE
SPACE

Location:

Anywhere in Makati

Property Type:

An Apartment / Condo

Property ID :

Price Range:

PHP to

Bedrooms:

Any

Bathrooms:

Any

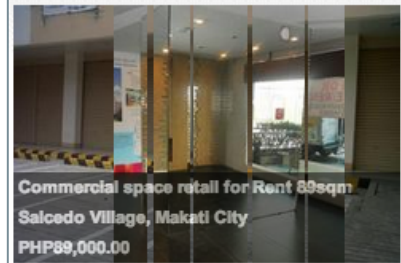
Size: SQM

Any

Short Term Rentals Only

SEARCH

Featured Properties



Commercial space retail for Rent 89sqm
Salcedo Village, Makati City
PHP89,000.00

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Home Buying

First Time Home Buyer Questions: A Manila Home Guide

Posted by Maita Siquijor on Sep 13, 2012 in Home Buying, Home Living | 0 comments



Are you a first-time home buyer of Manila, Philippines property? Then you're about to make one of the biggest purchases in your lifetime.



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<http://www.maitasiquijor.com/2012/09/first-time-home-buyers-questions/>

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Build? | Home Style? | Where to Look? |

1. Rent or Own?

No one said a home isn't a home if you don't own it. But there's always a certain pride of accomplishment that goes with home ownership. Here are some considerations:

Renting: Pros: You're not tied to your present home. You can move freely as work and inclination may take you. Major house repair and improvement expenses are your landlord's, not yours. Cons: All your rental payments are money down the drain. Unless you charge your rent as an expense (of your own company), then you receive no tax shield benefits in your ITR.

Owning: Pros: No one's every going to make you move again without your calling the shots. Gain equity that improves your balance sheet; with home ownership, you also gain an asset that may be an income-generating property one day. If you take out a home loan on it, you also build up your credit score rating and history with the banks. Cons: It's a long-term financial and emotional commitment to keep and maintain the value of your purchased home. Check yourself if you can live up to the

Two social media sharing options are shown. The first is for Siquijor (@ResidenceManila) with image IMG_0399 and link fb.me/6uSAGCEb5. The second is for Malta Herce (@ResidenceManila) with image IMG_0395 and link fb.me/Mf2DG6xe. Below these is a 'Tweet to @ResidenceManila' button.

Categories

- Home Buying
- Home improvement
- Home Life Inspirations

<http://www.maitasiquijor.com/2012/09/first-time-home-buyers-questions/>

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Off-Page SEO: Link Sources

- Blogs of people in your niche:
PRB-RES Directors Blogs/ active blogs or sites of fellow Real Estate Brokers
- Guest posting of your article on another's site/personal blog
- Real Estate/Consumer/Expert review sites:
Realtor.com; OurAwesomePlanet.com
- Educational institutions, charity sites
DLSU, Ateneo, UP, FEU; DMCI Foundation, Philippine Red Cross
- News forums, press release websites
Blogger; ManilaBulletin (mb.com.ph);PhilstarOnline



Off-Page SEO: Link Sources

- Government sites
BIR.gov.ph, SSS.gov.ph, City Government sites
(City of Taguig)
- LinkedIn, Facebook, Tumblr, Multiply, Google+, Pinterest
- Videos on YouTube, Vimeo
- Any relevant site that has a good ranking:
JobsDB.com, Sulit.com.ph, Online publications sites e.g. Inquirer.net, where you can leave your link while giving a meaningful comment



Monitoring with Analytics

- [Google Analytics](#)—also found in Blogs
- Alexa.com—for site traffic rankings
- **Site Graders:**
<http://marketing.grader.com>



Simple Graders

HubSpot's Marketing Grader

Grade your marketing. Make it better. Outpace your peers.

Grade Me



Enter your website address and we'll work up a full report on how you're doing with your marketing online.



Overall

Blogging

Social Media

SEO

Lead Generation

Mobile



www.realtor.com

Blogging



The more you blog,
the higher you'll score.

Quickly plan your upcoming blog
posts with a blog planning template.

Free Download

Checklist [Hide](#)

6/6

- ✓ Set up a blog. [Show details](#)
www.realtor.com/blogs/
- ✓ Set up an RSS feed. [Show details](#)
www.realtor.com/news/feed/
- ✓ Link to your blog from your home page. [Show details](#)
- ✓ Add social sharing buttons to your blog. [Show details](#)



References: Social Media Sites

- YouTube: www.youtube.com
- Vimeo: www.vimeo.com
- Facebook: www.facebook.com
- Wikipedia: www.wikipedia.com
- Multiply: www.multiply.com
- Twitter: www.twitter.com
- Blogger: www.blogger.com
- Blogspot: www.blogspot.com
- Crunchbase: www.crunchbase.com
- Delicious Bookmarks: www.delicious.com
- Digg: www.digg.com
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- LinkedIn: www.linkedin.com
- Micro Persuasion: www.micropersuasion.com
- Propeller: www.propeller.com
- StumbleUpon: www.stumbleupon.com
- Reddit: www.reddit.com
- Tumblr: www.tumblr.com



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- The McGraw-Hill 36-House Course on Online Marketing, Thomas (McGraw Hill, 2011)
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