

6 Ways to Boost Your SEO Ranking

Boosting the SEO ranking of a real estate website can significantly enhance online visibility and attract more potential clients. Here are five easy-to-implement actions that real estate agents can take:

1. Optimise Website Content with Relevant Keywords ([Click to see examples](#))

Why they're important: Keywords help Google understand the topic and relevance of your content. Proper keyword usage ensures that your content matches what users are searching for.

What Google is looking for: Google looks for keywords that are naturally integrated into content, indicating that the page is relevant to specific search queries. Overuse or "stuffing" of keywords can result in penalties, as it appears unnatural and spammy.

Action: Conduct keyword research to identify relevant terms and phrases that potential clients are searching for. Incorporate these keywords naturally into your website content, including blog posts, property listings, service pages, and meta descriptions.

Steps:

- Use tools like Google Keyword Planner, Ahrefs, or SEMrush to find relevant keywords.
- Create content that addresses common questions and interests of your target audience.
- Ensure that keywords are included in titles, headings, and throughout the text without keyword stuffing.
- Check out <https://seowriting.ai/>

2. Improve Website Loading Speed (Test yours here <https://pagespeed.web.dev/>)

Why it's important: Slow-loading pages frustrate users, leading to higher bounce rates and lower engagement. Fast-loading pages enhance user experience and satisfaction.

What Google is looking for: Google favours websites that load quickly because they provide a better user experience. Fast page speed is a signal that a site is well-optimized and user-friendly.

Action: Ensure your website loads quickly to enhance user experience and meet search engine requirements. Slow-loading websites can negatively impact your SEO ranking.

Steps:

- Test speed on <https://pagespeed.web.dev/>
- Compress and optimise images.
- Use a reliable hosting provider.
- Implement browser caching.
- Minimise HTTP requests by combining files.
- Use a content delivery network (CDN).

3. Create High-Quality, Regular Content ([Click to see 8 example prompts](#))

Why it's important: Quality content is the backbone of a good user experience. When users find valuable and relevant information, they are more likely to stay longer on the site, share the content, and return for more.

What Google is looking for: Google aims to provide users with the best possible answers to their queries. Quality content signals to Google that your website is a reliable source of information, leading to higher rankings.

Action: Consistently publish high-quality, informative content related to real estate. This can include blog posts, market reports, how-to guides, and neighbourhood spotlights.

Steps:

- Set a content calendar to ensure regular posting.
- Focus on providing value to your audience with each post.
- Use a mix of formats such as text, infographics, and videos.
- Promote your content on social media and through email newsletters.

4. Optimise for Mobile Devices

Why it's important: A large portion of internet traffic comes from mobile devices. A mobile-friendly site ensures a good user experience for these users, reducing bounce rates and increasing engagement.

What Google is looking for: Google prioritises sites that offer a seamless experience across all devices. Mobile-friendliness is a ranking factor because it reflects the site's usability for a significant portion of users.

Action: Ensure your website is mobile-friendly, as a significant portion of users access websites via mobile devices. Google prioritises mobile-friendly websites in its search results.

Steps:

- Use a responsive web design that adjusts to different screen sizes.
- Test your website on various mobile devices to ensure usability.
- Optimise font sizes and button placements for touchscreens.
- Ensure that images and videos are properly scaled for mobile viewing.

5. Build High-Quality Backlinks [\(Click to see examples\)](#)

Why they're important: Backlinks from reputable websites serve as endorsements of your content's credibility and authority. They help Google determine the trustworthiness of your site.

What Google is looking for: Google values quality over quantity in backlinks. Links from authoritative, relevant sites are more impactful than numerous links from low-quality sites. This helps Google ensure that the top search results are trustworthy and authoritative.

Action: Acquire backlinks from reputable websites to boost your website's authority and improve its SEO ranking. High-quality backlinks signal to search engines that your content is valuable and trustworthy.

Steps:

- Create shareable content that others will want to link to.
- Reach out to local businesses, industry blogs, and news websites for guest posting opportunities.
- Submit your website to online directories and real estate listing sites.
- Engage in local community events and sponsorships to gain mentions and links from local websites.

6. Collect Google ratings

Why they are important: Google ratings and reviews significantly impact how potential customers perceive your business. High ratings and positive reviews build trust and credibility, which are essential for attracting new clients.

What Google is looking for: Google values businesses that provide excellent customer experiences. High ratings and numerous positive reviews signal to Google that your business is trustworthy and reliable, contributing positively to your SEO rankings.

Action: Encourage satisfied customers to leave reviews on your Google My Business page. Respond promptly and professionally to all reviews, both positive and negative, to show that you value customer feedback and are committed to improving your services. This engagement not only boosts your credibility but also positively impacts your local SEO, helping you rank higher in search results.

Steps:

- **Ask for Reviews:** Request reviews from satisfied clients via email, text, or in person with a direct link.
- **Respond to Reviews:** Acknowledge all reviews professionally and promptly, addressing any concerns and showing appreciation.
- **Provide Exceptional Service:** Ensure outstanding client experiences through clear communication and exceeding expectations.
- **Promote Your Google My Business Page:** Share your review link in email signatures, websites, and social media profiles.

Top 40 Real Estate Keywords

1. **Real estate agent near me** - Localised searches are crucial for targeting potential clients in specific areas.
2. **Real estate agency** - Broad but essential, this helps establish general visibility.
3. **Homes for sale** - A high-traffic keyword that attracts buyers directly.
4. **Houses for rent** - Key for capturing rental market interest.
5. **Real estate near me** - Another localised search term important for visibility.
6. **Commercial real estate** - Targets businesses looking for property.
7. **Luxury real estate** - Appeals to high-end market segments.
8. **Real estate investment** - Attracts investors looking for opportunities.
9. **Property for sale** - General yet vital for any real estate listing.
10. **Real estate listings** - Broad search term useful for comprehensive listing pages.
11. **Real estate Agent** - Important for those specifically searching for agents.
12. **Best real estate agent** - Attracts clients looking for top-tier service.
13. **Buy a house** - Direct call-to-action keyword for buyers.
14. **Sell my house** - Targets sellers looking to list their property.
15. **Real estate company near me** - Local business search, critical for proximity SEO.
16. **Real estate developer** - For capturing interest from developers and contractors.
17. **Open houses** - Useful for event-based searches related to property viewing.
18. **Real estate market** - General term that can draw in a wide audience.
19. **Real estate appraiser** - Niche but necessary for valuation services.
20. **Investment properties** - Specific to those looking to invest in real estate.
21. **Real estate listings near me** - Targets local property searches.
22. **How to buy a house** - Attracts first-time homebuyers.
23. **Real estate for sale** - General keyword useful for all listings.
24. **Best real estate agent near me** - Helps clients find top agents in their area.
25. **Homes for sale near me** - Localised search term for buyers.
26. **Cheap houses for sale** - Attracts budget-conscious buyers.
27. **New construction homes** - Targets buyers looking for new builds.
28. **Real estate investment opportunities** - Specific to investors looking for deals.
29. **Best areas in [location]** - Helps users looking for quality living areas.
30. **Real estate market trends** - Attracts users interested in market analysis.
31. **Real estate agents near me** - Important for those needing brokerage services.
32. **House hunting tips** - Useful for blog content aimed at potential buyers.
33. **Real estate agent reviews** - Attracts clients looking for reputable agents.
34. **Luxury homes for sale** - Targets high-end property buyers.
35. **How to sell a house** - Useful for content targeting home sellers.
36. **Real estate closing costs** - Specific to buyers and sellers concerned with transaction fees.
37. **Commercial properties for lease** - Targets businesses seeking rental spaces.

38. **Real estate photography tips** - Useful for agents and sellers wanting to improve listings.
39. **Investment property for sale** - Attracts investors looking to purchase properties.
40. **How to find the best real estate agent** - Allows you to be helpful and point them in your direction

8 example prompts you can use to create SEO content.

SEO Tips to Include for Each Article:

- Use relevant keywords naturally throughout the content.
- Incorporate internal and external links.
- Optimize meta titles and descriptions.
- Use headings (H1, H2, H3) to structure the content.
- Include 3 prompt examples I can use to generate a high quality relevant image on midjourney

1. Local Market Insights

Prompt: "Write a detailed analysis of the current real estate market trends in [Your City/Suburb], Australia. Include insights on property values, average time on the market, popular property types, and future market predictions. Incorporate local data and statistics to support your analysis."

Key Points to Include:

- Current property values and trends
- Average days on the market
- Popular property types (e.g., apartments, houses, townhouses)
- Predictions for the next 6-12 months
- Relevant local data and statistics

For the purpose of SEO:

- Use relevant keywords naturally throughout the content.
- Incorporate internal and external links.
- Optimize meta titles and descriptions.
- Use headings (H1, H2, H3) to structure the content.
- Include a prompt I can use to generate a high quality relevant image on midjourney

2. Tips for Home Sellers

Prompt: "Create an informative guide for homeowners in [Your City/Suburb], Australia, on how to prepare their property for sale. Include tips on staging, necessary repairs, effective marketing strategies, and choosing the right real estate agent."

Key Points to Include:

- Home staging tips
- Common repairs and improvements to consider
- Effective marketing strategies
- How to choose a real estate agent
- Testimonials and success stories from past clients

3. Neighborhood Spotlights

Prompt: "Develop a comprehensive spotlight on the [Neighborhood Name] area in [Your City/Suburb], Australia. Highlight key features such as local amenities, schools, transport links, community events, and the lifestyle benefits of living in this neighbourhood."

Key Points to Include:

- Overview of the neighborhood
- Local amenities (shops, parks, restaurants)
- Quality of local schools
- Public transport options
- Community events and activities
- Lifestyle benefits and resident testimonials

4. Investment Opportunities

Prompt: "Write an article on the best real estate investment opportunities in [Your City/Suburb], Australia. Discuss different types of properties (e.g., residential, commercial), upcoming developments, and tips for first-time investors."

Key Points to Include:

- Types of investment properties
- Current and upcoming developments
- Factors to consider when investing

- Tips for first-time investors
- Case studies or examples of successful investments

5. Home Buying Guide

Prompt: "Create a comprehensive home buying guide for first-time buyers in [Your City/Suburb], Australia. Cover the entire process from getting pre-approved for a mortgage to closing the deal. Include tips on what to look for in a property, understanding market conditions, and negotiating offers."

Key Points to Include:

- Steps in the home buying process
- Getting pre-approved for a mortgage
- What to look for in a property
- Understanding current market conditions
- Tips for negotiating offers
- Checklist for closing the deal

6. Renovation Advice for Homeowners

Prompt: "Write an article providing renovation advice for homeowners in [Your City/Suburb], Australia. Focus on cost-effective renovations that can increase property value and appeal to potential buyers. Include before-and-after examples, cost estimates, and ROI projections."

Key Points to Include:

- Popular renovations that increase property value
- Cost-effective renovation ideas
- Before-and-after renovation examples
- Cost estimates for common renovations
- Return on investment (ROI) projections
- Tips for choosing reliable contractors

7. Seasonal Real Estate Tips

Prompt: "Develop a seasonal guide for homeowners in [Your City/Suburb], Australia. Provide tips for selling or buying a home during different seasons (summer, autumn, winter, spring). Highlight seasonal market trends, staging tips, and potential challenges."

Key Points to Include:

- Overview of seasonal market trends
- Seasonal staging tips (e.g., summer curb appeal, winter coziness)

- Potential challenges for each season
- Seasonal maintenance tips for homeowners
- Examples of successful seasonal sales

8. Real Estate Technology Trends

Prompt: "Write an article on the latest real estate technology trends impacting the market in [Your City/Suburb], Australia. Discuss innovations such as virtual tours, AI-driven property valuations, digital marketing tools, and smart home technology. Explain how these technologies benefit buyers and sellers."

Key Points to Include:

- Overview of emerging real estate technologies
- Benefits of virtual tours and 3D walkthroughs
- AI-driven property valuation tools
- Effective digital marketing tools for real estate
- Smart home technology trends
- Case studies demonstrating technology benefits

SEO Tips for Each Article:

- Use relevant keywords naturally throughout the content.
- Incorporate internal and external links.
- Optimize meta titles and descriptions.
- Use headings (H1, H2, H3) to structure the content.
- Include high-quality images with descriptive alt text.
- Ensure mobile-friendliness and fast loading times.

Quick guide to improving your backlinks

1. Real Estate Listing Sites

- **Domain.com.au**: A major property listing site in Australia.
- **Realestate.com.au**: One of the most popular real estate websites in Australia.
- **Allhomes.com.au**: Focuses on listings in Canberra and surrounding regions.
- **Homely.com.au**: Offers property listings and neighborhood reviews.

2. Local Business Directories

- **Yellow Pages Australia (yellowpages.com.au)**: The classic business directory.
- **True Local (truelocal.com.au)**: A local business directory with user reviews.
- **StartLocal (startlocal.com.au)**: An Australian business directory.
- **AussieWeb (aussieweb.com.au)**: A directory of Australian businesses.

3. Industry-Specific Blogs and Websites

- **Real Estate Institute of Australia (reia.com.au)**: The national professional association for real estate practitioners.
- **Property Update (propertyupdate.com.au)**: Provides property investment advice and market insights.
- **Your Investment Property Magazine (yourinvestmentpropertymag.com.au)**: Offers advice and market trends for property investors.
- **Real Estate Talk (realestatetalk.com.au)**: Features interviews and articles from industry experts.

4. Local News Websites

- **Brisbane Times (brisbanetimes.com.au)**
- **Sydney Morning Herald (smh.com.au)**
- **The Age (theage.com.au)**
- **Courier-Mail (couriermail.com.au)**
- **The Australian (theaustralian.com.au)**: National news with property sections.
- **ABC News (abc.net.au/news)**: National broadcaster with local news sections.

5. Community and Local Government Websites

- **City Council Websites:** Many city councils have business directories or community sections.
 - **City of Sydney** (cityofsydney.nsw.gov.au)
 - **Brisbane City Council** (brisbane.qld.gov.au)
 - **Melbourne City Council** (melbourne.vic.gov.au)
- **Local Chambers of Commerce:**
 - **NSW Business Chamber** (nswbusinesschamber.com.au)
 - **Victoria Chamber of Commerce and Industry** (victorianchamber.com.au)

6. Educational Institutions

- **University Websites:** Engage with local universities for community projects or guest lectures.
 - **University of Sydney** (sydney.edu.au)
 - **University of Melbourne** (unimelb.edu.au)
 - **University of Queensland** (uq.edu.au)

7. Real Estate Forums and Q&A Sites

- **PropertyChat** (propertychat.com.au): An Australian property investment forum.
- **Somersoft** (somersoft.com/forums): A forum for Australian property investors.

8. Social Media Platforms

- **LinkedIn:** Publishing articles and posts linking back to your website.
- **Facebook:** Joining and contributing to local community groups.
- **Instagram:** Sharing property listings and local market insights.

9. Guest Blogging

- **Local Lifestyle Blogs:** Collaborate with local lifestyle or community blogs.
 - **The Urban List** (theurbanlist.com): Features lifestyle content for various Australian cities.
 - **Concrete Playground** (concreteplayground.com): Covers events and news in major Australian cities.

10. Press Release Distribution Sites

- **Medianet** (medianet.com.au): An Australian press release distribution service.
- **Aussie PR** (aussiepr.com.au): Offers press release distribution and media relations in Australia.



By focusing on these Australian-specific sites, real estate agents can build high-quality backlinks that are relevant to their local audience, improving their SEO ranking and attracting more local clients.