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SEO PLANNING
FOR REAL ESTATE

TABLE
OF CONTENTS

INTRODUCTION

SEO PLANNING
FOR REAL ESTATE

Search Engine Optimization (SEO)
planning is a key part of any digital marketing strategy.

The primary objective of having an end-to-end SEO plan for your real estate project is to improve your website performance and generate organic leads.

To take a recap on SEO basics, read the blog:
Launching a website – An SEO Expert's Perspective

If done right, an SEO plan will assist your website to rank high in searches on search engines like Google, Bing, Yahoo & Safari. If not done in a structured way, it seems an even more complex process. This is due to the fact that with real estate projects, large or small, the target and objective definition is a difficult part to achieve. For example, an enterprise cadre real estate company will have separate projects for budget home buyers and luxury home buyers at multiple locations. A small or medium level real estate company may have a mix of both budget & luxury homes under a single project.

So, to effortlessly manage self-sustainable online traffic and generate organic leads, here is how your SEO plan must look like.

CHAPTER 1

DEFINE & MAP OUT PROJECTS

For your SEO plan to succeed and generate more organic leads, it is essential to know what exactly to expect from each project. Start with mapping out each project and describing it clearly. Here is how you can start.

PROJECTS IN FOCUS			
REGION	PROJECT NAME	PROJECT DESCRIPTION	PROJECT URL
Mumbai	ABC Heights	• Budget 1, 2 & 3 BHK homes • Medium budget segment • Multi-tower project with around 1000+ inventory in a developing area of the city • Close to major business parks and offers all basic lifestyle amenities. • Has a community set-up for the working class buyer	www.abc.com/heights
Pune	ABC Greens	• Luxurious 2, 3 BHK homes near the main city. • High budget homes, mainly for investments. • 300+ inventory to be launched in Phase 1. • Has many modern amenities and lifestyle features.	www.abc.com/greens
Delhi	ABC Meadows	• Lavish 3, 4 BHK apartments and 4 BHK bungalows in the best location of the city. • 200+ inventory for the elite business class buyers. • Has all modern amenities and recreational facilities. • Close to Airport & Railway station.	www.abc.com/meadows

CHAPTER 2

IDENTIFY KEYWORDS TO FOCUS

Identifying the right search words that your prospective buyers use during their awareness phase is the most important part of the SEO plan.

For the real estate industry, keywords must be mapped into three categories, each with its own objective. These keywords can be categorized into:

A. BRAND KEYWORDS

Keywords with the name of a brand and/or project. The objective here is creating brand awareness and presence. The Key Performance Indicator (KPI) in this case should be the total number of

Example: ABC Meadows; ABC Meadows Luxury Lifestyle Homes.

B. MICRO MARKET KEYWORDS

These keywords are a combination of brand/project name and all the key nearby locations that buyers might look for. Depending on the proximity of the project to the nearby areas, one can create certain highly searched keywords.

Another important aspect of real estate SEO is having sufficient information about micro markets/location with a dedicated wiki-page with all necessary information about the locality, resource availability, ambiance and services available. This builds confidence within your TG and solves their queries about the area. Digitally, this gets captured when buyers search real estate properties along with any of above-mentioned area specific details.

The KPI in this case will be page rankings for that particular keyword.

Example: ABC Heights High Street Road, ABC Heights Park Lane.

C. PRODUCT / CONFIGURATION - BASED

Your buyers might directly search for residential projects based on the type of property they are looking for, irrespective of the brand.

Example: 2 BHK flats in Bandra, 3 and 4 BHK apartments in South Delhi.

Create a list of such keywords and monitor their performance on a regular basis. Here is one example for your reference.
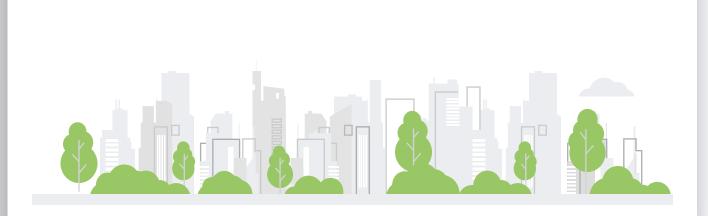
FOCUS KEYWORDS				
CATEGORY	KEYWORD	IMPRESSIONS	CURRENT RANK	TARGET RANK
Brand	ABC Greens	11810	2	1
	ABC Luxury Flats	--	4	3
Micro-Market	Meadows Greens Bandra	2423	5	4
Product/ Configuration Specific	4 BHK Flats In Mulund West	27	20	19
	3.5 BHK Flats In Mulund West	--	14	13
	3 & 4 BHK Flats In Mulund West	--	13	12
	Luxury 3 BHK Flats In Mulund West	--	19	18

Having keywords across all categories ensures an all-around impact for your brand, project and lead quality. Once the keywords are mapped appropriately, you will most likely get more organic traffic to your project's website and sell inventory at a good Cost-Per-Booking ratio. However, the battle is only half won. Unless the SEO team executes the plan well, this is just another plan with a potential successful outcome and not a guaranteed one.

To ace at SEO for your real estate project, the next step is to carry out optimization activities on your website i.e. on your page (on-page SEO) and on third party influencers' websites (off-page SEO).

CHAPTER 3

ON-PAGE SEO

1. META TAG OPTIMIZATION:

Meta Title Tags are a major factor in helping search engines understand what your page is about. They are the first impression your target audience has of your page.

While optimizing meta tags for real estate projects, one must keep in mind the same rule applied while defining focus keywords: meta-tagging your webpage according to the purpose of the page, inventory configurations, location. Additionally, brand pages should be tagged properly and must provide the information that your buyer seeks. This will help search engines to understand them and rank them higher.

Here is an example that you can use to organize your meta tagging.

URL (Existing)	TITLE (Max 70 Char.)	DESCRIPTION (Max 170 Char.)	KEYWORDS
www.abc.com/heights	ABC Heights by ABC Group 1.5, 2 & 3 BHK Flats in Kanjurmarg East	ABC Heights by ABC Group is a premium residential project of beautifully designed 1.5, 2 & 3 BHK Flats spread across lush landscapes in Kanjurmarg East, Mumbai.	ABC Heights, ABC Group (Branded keywords) 1.5, 2 & 3 BHK Flats (Product + Configurations) 1.5, 2 & 3 BHK Flats in Kanjurmarg East (Product + Location)

2. CONTENT OPTIMIZATION:

Content optimization is the process of making sure the content for your website is written in a way that it can reach the largest possible target audience
For **real estate projects,** the content topics must follow 3 rules from the buyers' perspective.

A. _____

Real estate buying is not frequent, it is essentially a once or twice-in-a-lifetime purchase. Your buyer must trust your project through knowledgeable and informative content. Here is one such example of highly credible content that drove remarkable results, due to its informative nature.

B. _____

Buyers often find buying process difficult. So you should help buyers to get acquainted with your project through useful content. You should make buying experience as much easy & smooth as possible. Guide-type content does this, while also allowing your SEO more space to add focused keywords

C. _____

Set the expectations and provide descriptive experience. To make your buyer trust you for that dream purchase, you must understand their aspirations and what they are looking for. Once you understand your buyer's aspirations, it's time to use the power of your content to showcase how your project understands their expectations better

D. _____

For metro and urban city projects, the credibility of developers and historical information is what builds trust and increase buyers intent. To achieve this website must have Snippets of previously completed projects. Another important buyers seek is general real estate market insights, news & trends, having them on your website will increase their user experience.

Here is one of the best examples for real estate.

In a crowded digital marketing world, content is king. Publishing your content on other sites is beneficial, but publishing it on your own site as well is even more effective. One of the best ways to do this is through a blog.
Posting blogs on your website will have the following technical advantages:

1. Fresh Content: Google gives precedence to sites that continually update content.

2. Enhanced Internal Linking: internal linking helps search engines understand what's on your website. When you link a key phrase in your blog post to a relevant page on your website, search engines take note.

3. More Indexed Pages: when you post a new blog, every post is indexed in search engines as a single page.

4. Content Variety: blogging helps your content fit into more search queries, increasing the number of potential click-throughs.

3. KEYWORD OPTIMIZATION FOR MOST SEARCHED RELEVANT KEYWORDS

Use the highest ranking keywords for your project on the website. And leave the long-tail and contextual keywords for blog posts and off-page activities.

PROJECT	KEYWORDS	AVG. MONTHLY SEARCHES	COMPETITION
ABC Heights www.abc.com/heights	2 BHK Flat in Kanjurmarg East	XXXXX	High
ABC Heights www.abc.com/heights	ABC Heights Baner	XXXXX	Low

The metrics to measure the success of Keyword Optimization are keyword ranking and organic traffic.

4. URL OPTIMIZATION

An SEO-friendly URL structure can help the indexation process of your website. Keeping URLs as simple, relevant, compelling and accurate as possible is the key to make users as well as search engines understand them. Here are few examples of how to do this for the real estate vertical.

URL	OPTIMIZED URL
http://www.abcgreens.co.in/apartment	http://www.abcgreens.co.in/3-3.5-4-bhk-flats-in-mulund-west-mumbai/amenities
http://www.abcgreens.co.in/clubhouse	http://www.abcgreens.co.in/3-3.5-4-bhk-flats-in-mulund-west-mumbai/amenities
http://www.abcgreens.co.in/floorplans	http://www.abcgreens.co.in/3-3.5-4-bedroom-apartments-floor-plans
http://www.abcgreens.co.in/amenities	http://www.abcgreens.co.in/3-3.5-4-bhk-flats-in-mulund-west-mumbai/amenities
http://www.abcgreens.co.in/contact	http://www.abcgreens.co.in/real-estate-project-in-mulund-mumbai/contact-us
http://www.abcgreens.co.in/enquiryform	http://www.abcgreens.co.in/real-estate-project-in-mulund-mumbai/contact-us

5. WEBSITE PAGE SPEED OPTIMIZATION.

Website speed is a crucial factor Google looks for when crawling your website. It gives preference to fast-loading websites and this helps in improving your ranking. As a part of your SEO plan, page load speed should be analyzed and optimized to reduce bounce rates. The metrics to measure the success of Website Page Speed Optimization are loading speed & bounce rate.

6. XML, HTML SITEMAP & ROBOTS.TXT FILE CREATION AND MAINTENANCE

XML Sitemap- It is usually an XML document, which contains a list of pages on your website that are chosen to tell search engines to index (save).

HTML Sitemap- It allows site visitors to easily navigate a website. Also, it presents a very efficient way to distribute your link juice among the pages of your site.

Robots.txt- Before a search engine crawls (visits) your site, it will look at your robots.txt file for instructions on where they are allowed to crawl and index on the search engine results.

These activities should be conducted as hygiene factors, complying with Google's algorithms to improve the user experience. The indirect metrics for all of the above are organic traffic and smooth running of the website.

7. ADDRESSAL OF TECHNICAL ISSUES ON WEBSITE LIKE W3C ERRORS, BROKEN LINKS, REDIRECTION, ETC.

Internal Linking - It is a link that points to another page on the same website and helps to spread link equity (ranking power) around the website. For real estate projects, this is very important. Because typically, there are multiple point of interactions even over the website where the buyer is either directed to pages that showcases floor-plan, inventory image, project prospectus or brochures. With time, these projects change and so does their communications. So a proper internal linking of pages must be tracked.

Broken Links - Search engines see links as a vote for a website's quality. Links to your website and links within your website can affect where your website ranks in search results. So, it's a best practice to either remove or update broken links. Broken Links negatively affect SEO.

W3C Errors - W3C validation ensures the site works properly on your browser as well as other major browsers such as Firefox, Chrome, IE, etc. A website that contains many validation errors can negatively impact your ranking.

Other technical aspects include WW resolves, HTTPS implementation, URL redirection and 404 error pages.

These activities should be conducted as hygiene factors, complying with Google's algorithms to improve user experience. The indirect metrics for all of the above are organic traffic & smooth running of the website.

8. SCHEMA IMPLEMENTATION

Schema.org Markup (often called Schema) is a semantic vocabulary of tags (or microdata) that you can add to your HTML website to improve the way search engines read and represent your page in SERPs. The metrics to measure the success of Schema Implementation is the keyword ranking..
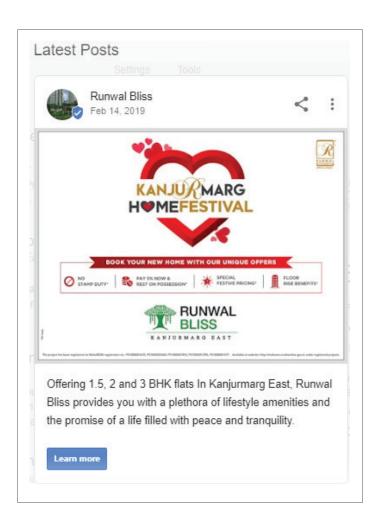
OFF-PAGE SEO

Having your website optimized means 2/3rd of your tasks are done. But a prospective real estate buyer is also influenced by multiple sources during his research and evaluation phase. Typically, the presence of your project on these platforms gives more credibility to your project.

1. GOOGLE POSTS ON BUSINESS LISTING ACCOUNT

Google Posts is a feature that allows people and businesses to create content directly on Google which appears highly ranked in Google search results. This helps to get visitors from brand searches and also helps people find the project easily.

Here is an example for how a real estate project must post on Google.

2. BUSINESS LISTING

Business profile creation is a simple way to improve search visibility. Business listing on 3rd party websites helps brand keywords rank better in local market and maintains organic traffic thorough brand keyword. These websites are generally local guides and directories that people use for their region-specific searches.

Here is a list of local business directories relevant to the real estate industry:

- Lacartes.com
- HotFrog.in
- Mysheriff.co.in
- Tupalo.net

3. QUORA SUBMISSION

Quora answer posting will improve the real estate project presence by addressing user queries. Post answers for user queries and provide backlinks to your website. Do keep in mind to choose questions according to the project-wise keywords you have been targeting, and put the same keywords included in the answer.

Example:
See answers to this Quora question "What are new luxurious apartments in Mumbai?"

Varun Raghav, studied at Gujarat Technological University (2012)
Updated Mar 4, 2019

Real Estate in Mumbai   Mumbai, Maharashtra, India

What are the new luxurious apartments in Mumbai?

Not for nothing is Mumbai the city that people aspiring to be a part of here in India. It is the city where dreams are made every second and where riches galore can be had but only by the very best. You could be one of the select few people. Also, you may be looking for a home in this city. In that case, you should definitely look at an option such as **Lodha Altamount** ⧉. Now the question is how you decide whether some apartment is up to par with your expectations in this particular regard. Well, the first criterion that you can look for in your preferred luxurious apartment is the name of the makers.

Without fail, the best in class are also made by architects and interior decorators who happen to be the best of the lot as well. You also need to note that in this regard the names of the likes of **Lodha Maison** ⧉. These happen to be custom constructions as well. This means that the best would make it for you and just like the way that you would want them to do. One more name that needs to be mentioned in this particular context is that of **World Villas** ⧉. All these have been made by Lodha Luxury, one of the top names in the Mumbai luxury real estate circuit.

18 Views

4. SOCIAL BOOKMARKING

Social Bookmarking helps in faster indexing pages of your website in Google, by creating backlinks from reputed websites.

In India, real estate developers are already doing this and getting good results. A few good examples of social bookmarks are listed down. It will serve as a good reference point for those who want to get started with it.

- Flipboard
- Tumblr
- Reddit

These are a few examples that focus on getting referral traffic from famous social platforms with strong user bases who trust their content.

5. IMAGE SUBMISSION

Sharing project images on image sharing sites helps generate referral traffic to the website. These images can also be indexed in Google images.

These 3 examples will provide you a brief idea of image submissions for organic traffic generation.

Pinterest	Visual.y	Flickr.com

6. VIDEO SUBMISSION

It's a process of submitting your videos on video submission sites to get quality backlinks. Also, video submission sites are very effective in increasing brand awareness as well as promoting a brand.

7. VIDEO OPTIMISATION

While posting videos on third party platforms, you should write keyword-rich titles and descriptions along with keyword tags. It helps to improve keyword ranking and website traffic.

Embed Video link: https://www.youtube.com/watch?v=CKKFFq2Tavw&feature=youtu.be

The above-mentioned off-page activities are meant to achieve following results:

- Get quality backlinks from high authority domains
- Increase relevancy and improve keyword ranking

   Generate referral traffic to website.

Requirement for off-page activities:
- Any profile created for platforms such as Tumblr, ScoopIt, etc.

Tasks & Frequency:

1. SEO Audit - one time
2. SEO Monthly Plan / Quarterly Plan
3. SEO Monthly Performance Report
4. Quarterly / Yearly Performance Report (as per requirement)

Below is a list of tools to be used for SEO:

1. Google Analytics
2. Google Search Console / Webmaster Tool
3. Google Tag Manager
4. Google Business Listing
5. SEMrush

CONCLUSION

Performing SEO activities for real estate projects needs better planning, diligence, and management. Handling multiple projects at the same time can at a time be difficult. Refer this E-book to streamline your SEO activities as a part of real estate digital marketing project.

While this is just a beginning, if you are a real estate marketing leader, we suggest you work on lead management & nurturing plans.

**Start with a free trial of an
exclusive real estate marketing automation tool.**

START TRIAL