



# Real Estate SEO

## ARE REALTORS® OVERLOOKING A GOLD MINE OF LEADS?

Zillow and Trulia recently announced a merger. If the deal goes through, these giants could form a monopoly on Real Estate search terms, snagging most of the top-ranking organic results. Does this mean REALTORS® should give up on SEO? Not at all!

They just need to adopt a different strategy. websitebox did a survey to find out what Realtors are doing for SEO now, and made some interesting discoveries...



### WHY IS SEO IMPORTANT?

It can help your online marketing take flight

90% of home buyers searched online during their home buying process

90%

300%

Search is the #1 driver of traffic to websites, beating social media by more than 300%

75% of users never scroll past the first page of search results



### LEAD GENERATION



We asked Realtors® what their current #1 lead source is VS. What they believe their #1 lead source could be...



Current #1 Lead Source

Potential #1 Lead Source

61%

45%



Referrals

5% 1%

Print Marketing

5% 4%

Email Marketing

5% 31%

SEO

3% 2%

Outdoor Advertising

2% 4%

Pay-Per-Click Marketing

8% 7%

Lead Generation Company

11% 6%

Other



### THE POTENTIAL OF SEO



**83%** of REALTORS® believe that SEO is the most important source of Lead Generation when it comes to online marketing.

### WHAT SEO TECHNIQUES OR STRATEGIES DO REALTORS® USE NOW?



Keyword Research

Identify the search terms that people actually use.

53%

Website Code

Use keywords in website coding (meta-tags) and page naming.

35%

Backlinks

Links on other websites that point back to your site.

15%

Content

Post relevant blogs, articles, photo captions, charts, and other information on a website.

45%

Haven't Done Anything

1 out of 4 REALTORS® have done nothing for SEO.

25%



### REALTORS® SEE THE POTENTIAL BUT REFUSE TO INVEST

**80%** Want to spend less than \$500/year

**85%** Want to spend less than 10 hours a month



### THEY KNOW THEY HAVE A PROBLEM



9 out of 10 Realtors believe they should spend more time on SEO



### WHAT'S STOPPING THEM?

**75%** of REALTORS® don't know how to create content on SEO



Believe the tools on the market just don't get the job done

**69%**

**75%** Want to be in charge of their SEO but don't have the time or money



### HERE IS WHAT THEY CAN DO



1. Go after long-tail keywords

2. Write informative content

3. Create backlinks to your site

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