

# Improve Your Website's Search Engine Optimization

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## SEO Can Be Intimidating

- ▶ Can be a full time job if you let it
- ▶ Can be complicated or too technical
- ▶ Can cost a lot of money to achieve it

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## It Doesn't Have To Be Difficult

- ▶ I am not an expert, however, I have had great success. Proof is in the pudding.
- ▶ In this short time, we'll cover some easy ways to improve your rankings
- ▶ Some of you will have other ideas, so please speak up.

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**Identify and Incorporate What Words Your Target Market Will Type to Find you (key words).**

▶ Keywords for your product:

- Home(s)                      Houses(s)
- Condo(s)                    Condominium(s)
- Townhome(s)              Townhouse(s)
- Investment Property(ies) Income Property(ies)
- Apartment(s)              Duplex(es)
- Tri-Plex(es)                Four Plex(es)
- Quad Plex(es)             4-Plex(es)

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**Identify and Incorporate What Words Your Target Market Will Type to Find you (key words).**

▶ Keywords for your area:

- City                          State
- County                      Neighborhood

Common Names such as:

- South Hill                  Northend
- Downtown                etc

If you have college properties, include the name of the college.

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**Identify and Incorporate What Words Your Target Market Will Type to Find you (key words).**

▶ Keywords for the service you provide:

- Rent                              Lease
- Lease Option                  Lease Purchase
- Property Management        Residential
- Commercial                    Multi-family
- Single Family                  Apartments
- Tenant Placement              Lease up

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### More Examples of Keywords

- ▶ Go to [www.FRPMrentals.com](http://www.FRPMrentals.com)
- Scroll to the bottom of the home page for a list of about 75 different keyword and phrases.
  - Research this list in search phrase databases.
  - [www.wordtracker.com](http://www.wordtracker.com)
  - [www.keyworddiscovery.com](http://www.keyworddiscovery.com)

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### Choose a URL Name

- ▶ Choose a name that can be remembered easily
  - Rentals.com is a good example
  - FRPMrentals.com is not
- ▶ Chose a name that is relative to your target market search and key words
- ▶ Be careful, look at current similar names
  - Boise-rentals.com vs BoiseRentals.com

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### Landing Pages and Re-Direct Pages

- ▶ Paid sites like RentalsHomesPlus create landing pages for specific areas and services
- ▶ You too can do that
  - Create a landing page devoted to owners
  - Create a landing page catered to tenants
  - Create separate landing pages per area you service for both owners and tenants

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## Website Design

- ▶ Design your site around the keywords and phrases you identified
- ▶ Download must be fast. Many of your users are searching via their PDAs and phones.
- ▶ Site must be easy to navigate
- ▶ Don't sacrifice simplicity by adding too much. Put the filler stuff beneath the page fold.

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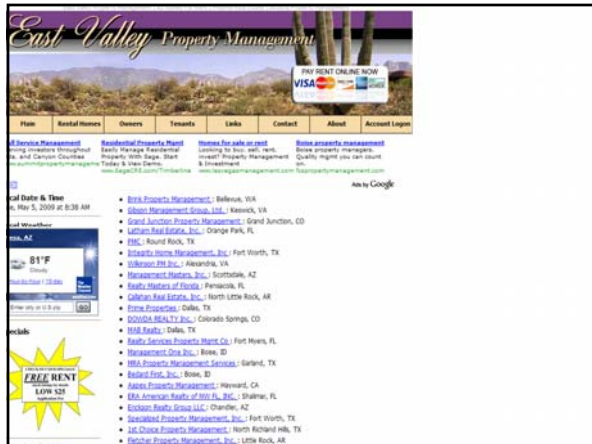
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### Drive Traffic to Your Site

- ▶ Include your website address on all advertisements
- ▶ When posting to other rental listing sites, be sure they link to your site
- ▶ [On-line statements](#)
- ▶ Upload periodicals

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### Drive Traffic to Your Site

- ▶ Newsletters
- ▶ Post tenant and owner forms on site
- ▶ Marketing utilizing links
  - [New Owner Email](#)
- ▶ On-line Maintenance request

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### Drive Traffic to Your Site

- ▶ Create a Links Page:
  - NARPM ®
  - Chapter website
  - Any web based program used by the employees such as MLS
  - Anything relative that will get lots of use, like RentalHomePros.com
- ▶ Make your website your home page

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## Create a Site Map

- ▶ Site maps help the web-bots see :
  - All of your web pages
  - how often each web page is visited
  - how often your web pages are updated
  - other URL's that are missed by normal web crawling.

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## Use Dynamic Links Versus Static



The screenshot shows a search interface for rental properties. It includes a search bar, a dropdown menu for 'All Cities', a text input for 'City', and several filter sections: 'Beds' with radio buttons for 1+, 2+, 3+, 4+, and 5+; 'Bathrooms' with radio buttons for 1+, 1.5+, 2+, 2.5+, and 3+; and 'Monthly Rent' with a range selector from '\$ Any price' to '\$ Any price'. A 'Search' button is at the bottom right. A disclaimer is visible below the filters.

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## Use Keywords to title your URL's within each webpage

- ▶ For example:  
Currently your home page has a URL link titled "Active Listings"

**CONSIDER CHANGING TO**

"Portland Rental Listings"

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## Measuring your Results

- ▶ Do your own search using your key words or phrases
- ▶ Once you find your listing click on CACHED
- ▶ Verify snap shot date is after your recent changes.
- ▶ Annotate the results in excel
- ▶ Do this after each change. Trial and Error.
- ▶ Look at the #1 sites for things you can incorporate into your site

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## Add a Blog to Your Site

- ▶ Blogs are full of relative content
- ▶ Blogs make you look like the expert
- ▶ Blogger – <https://www.blogger.com/start> (free)
- ▶ Typepad – <https://www.typepad.com>
- ▶ Wordpress – <http://wordpress.org/>
- ▶ Launch blog with ten postings

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## Pay Per Click Campaigns

- ▶ Placement is good
- ▶ Will improve your organic placement
- ▶ Google - <http://adwords.google.com>
- ▶ Yahoo - <https://marketingsolutions.login.yahoo.com>
- ▶ MSN - <https://adcenter.microsoft.com>

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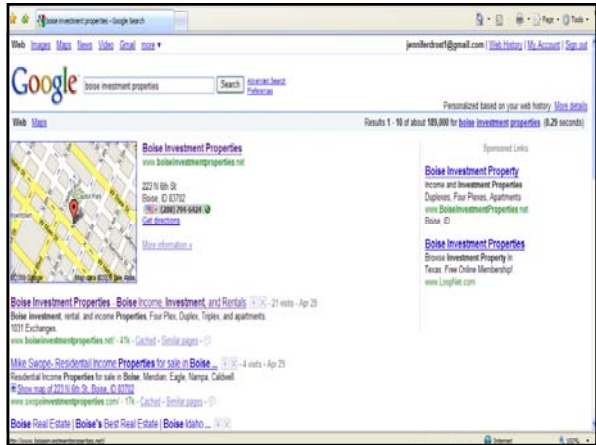
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## Summary

- ▶ Identify your key words and phrases
- ▶ Name your URL
- ▶ Incorporate your key words and phrases in all pages of your website
- ▶ Create Landing and Re-Direct Pages
- ▶ Link to relative sites
- ▶ Design your site to load fast

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### Summary

Drive traffic to your site

- On-line statements for owners
- On-line statements for tenants
- On-line newsletters
- Post periodicals
- Upload forms
- On-line maintenance request
- Links page

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### Summary

- ▶ Create a Site Map
- ▶ Use Dynamic links
- ▶ Use Keywords to name your URLs
- ▶ Create a Local Business Center Listing
- ▶ Use keywords & phrases in Meta-tag & title pages
- ▶ Consider adding a blog
- ▶ Consider a pay per click campaign
- ▶ Test results using cached snapshots
- ▶ After doing all of this and you still aren't #1, consider hiring a professional

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### Summary

- ▶ Feel free to visit my sites as many times as you want
- [www.FRPMrentals.com](http://www.FRPMrentals.com)  
[www.BoiseInvestmentProperties.net](http://www.BoiseInvestmentProperties.net)  
[www.Boise-Rentals.com](http://www.Boise-Rentals.com)

Thank you

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