

Improve Your Website's Search Engine Optimization

Tony A Drost, MPM® RMP®

2010 NARPM®
SC Regional Conference

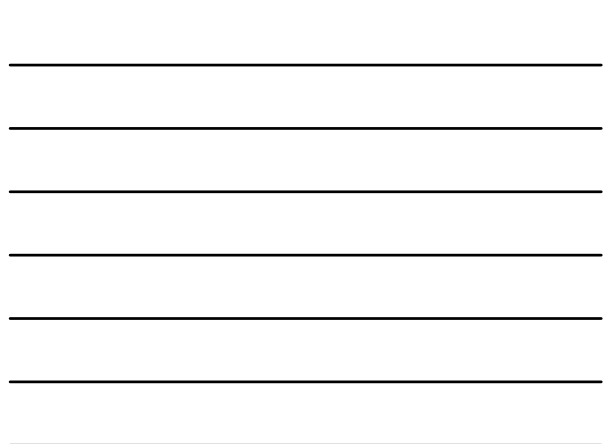
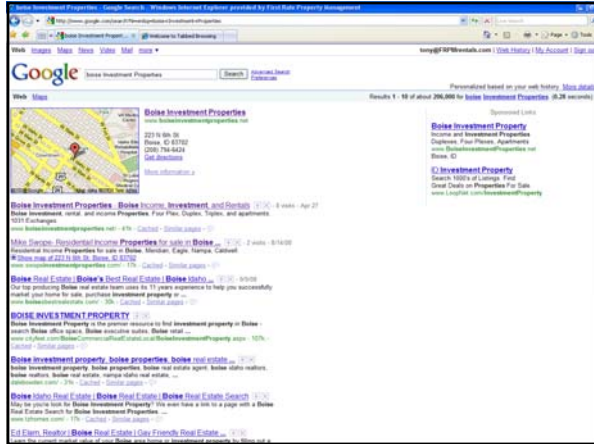
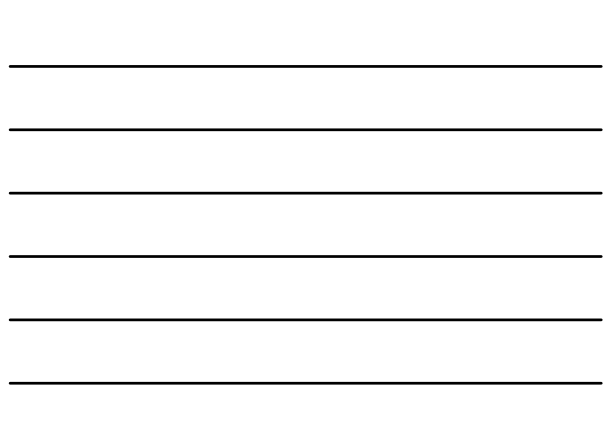
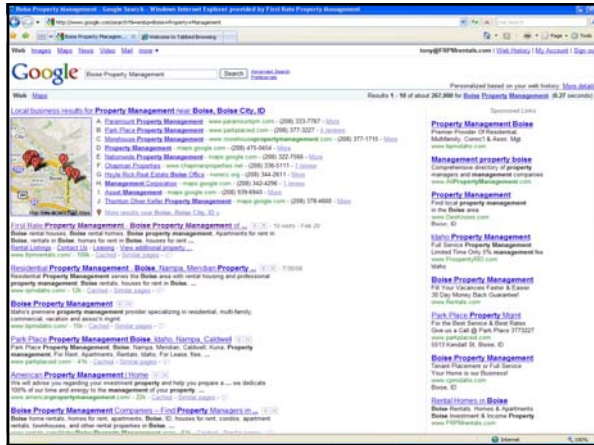
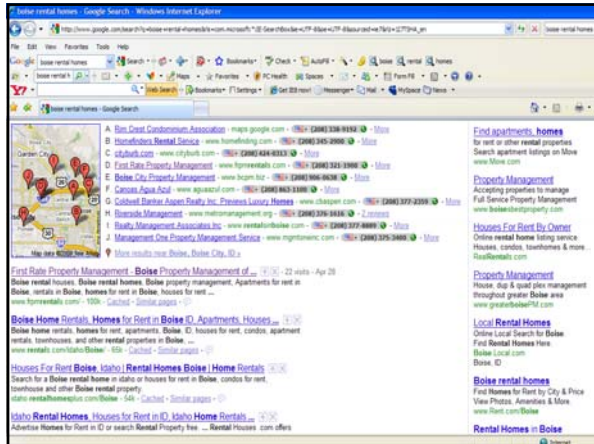


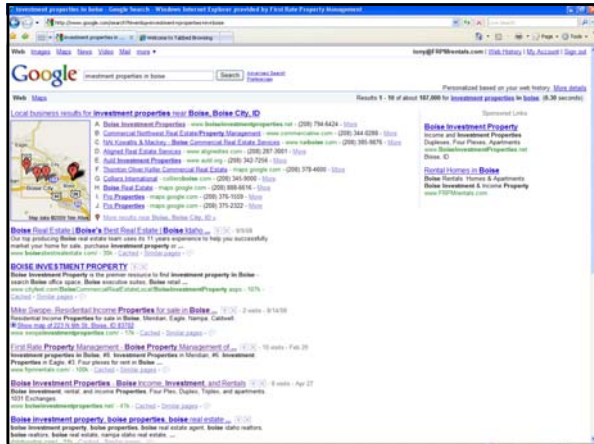
SEO Can Be Intimidating

- ▶ 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

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.







Identify Your Target Market

- ▶ Who do you want to find your website?
 - Prospective Tenants?
 - Prospective Owners?
 - Both?

I recommend identifying one or the other. However, once you identify your primary target, you can focus on common keywords for both tenants and owners.

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)

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.

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

More Examples of Keywords

- ▶ Go to 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
 - www.keyworddiscovery.com

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

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

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.

PROPERTY MANAGEMENT
Renting Just Got Easier

First Rate Property Management | Boise, Idaho | Info@FRPMRentals.com

SINGLE FAMILY HOME RENTALS: for lease or rent

First Rate Property Management (FRPM) has hundreds of single family residences, consisting of homes, executive homes, condos, and town houses for rent or lease. Many of our homes, condos, and townhomes are new. If you are looking for a rental home, condo, or town house for rent or lease in Southwest Idaho including Boise, Eagle, Meridian, Ada County, Star, Middleton, Kuna, McCall, Hampt, Caldwell, or Mountain Home areas, we are the rental service for you. We have hundreds of rental units surrounding the Boise State University (BSU) area, which is located in the South East part of Boise, Idaho. For a small surcharge, FRPM is able to offer many of our rental properties and rental units on a month-to-month rental basis. Many of our townhouses, condos, single-family homes, and executive homes allow pets. A larger deposit and rent will be required. We can meet your rental housing needs. Our professional leasing agents will make sure your rental search is a positive experience. We will help you find your perfect home, executive home, condo, or town house and make the rental and leasing process painless. If you have rented a home anywhere else, you'll love the First Rate difference.

MULTI-FAMILY RENTALS: for lease or rent

First Rate Property Management (FRPM) also has hundreds of multi-family units, consisting of duplexes,

East Valley Property Management

Home | Rental Homes | Owners | Tenants | Links | Contact | About | Account Login

RENTING JUST GOT EASIER

East Valley Property Management (EVP) has hundreds of single family residences, consisting of homes, executive homes, condos, and town houses for rent or lease. Many of our homes, condos, and townhomes are new. If you are looking for a rental home, condo, or town house for rent or lease in Southwest Idaho including Boise, Eagle, Meridian, Ada County, Star, Middleton, Kuna, McCall, Hampt, Caldwell, or Mountain Home areas, we are the rental service for you. We have hundreds of rental units surrounding the Boise State University (BSU) area, which is located in the South East part of Boise, Idaho. For a small surcharge, EVP is able to offer many of our rental properties and rental units on a month-to-month rental basis. Many of our townhouses, condos, single-family homes, and executive homes allow pets. A larger deposit and rent will be required. We can meet your rental housing needs. Our professional leasing agents will make sure your rental search is a positive experience. We will help you find your perfect home, executive home, condo, or town house and make the rental and leasing process painless. If you have rented a home anywhere else, you'll love the East Valley difference.

Multi-Family Rentals: for lease or rent

East Valley Property Management (EVP) also has hundreds of multi-family units, consisting of duplexes,

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

Drive Traffic to Your Site

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

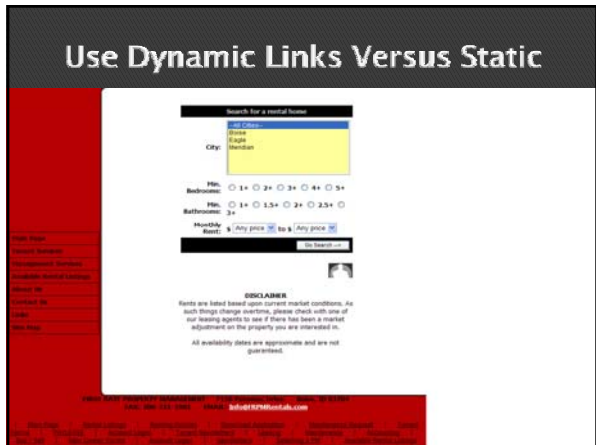
Drive Traffic to Your Site

- ▶ 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

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.

Use Dynamic Links Versus Static



Search for a rental home

City: [dropdown menu]

Beds: 1+ 2+ 3+ 4+ 5+

Baths: 1+ 1.5+ 2+ 2.5+

Rent: \$ Any price to \$ Any price

DISCLAIMER
Rents are listed based upon current market conditions. As each thing change overtime, please check with one of our leasing agents to see if there has been a market adjustment on the property you are interested in.
All availability dates are approximate and are not guaranteed.

Use Keywords to title your URL's within each webpage

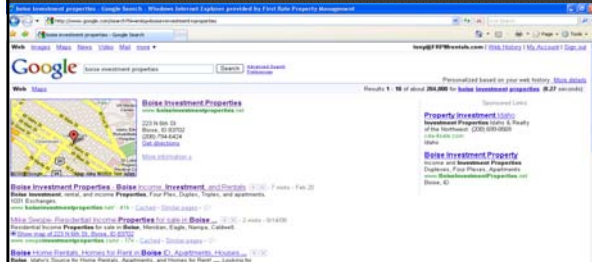
- ▶ For example:
Currently your home page has a URL link titled "Active Listings"

CONSIDER CHANGING TO

"Portland Rental Listings"

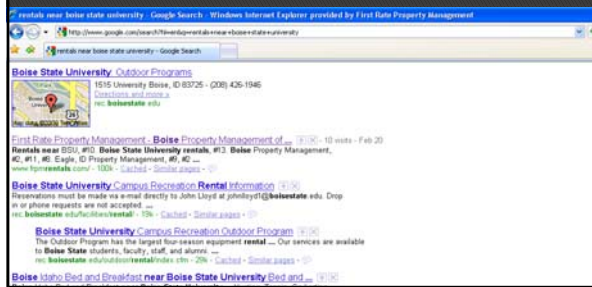
Create a Local Business Center Listing

- ▶ It's Free
- ▶ It's placed on the top of the page
- ▶ It uses GOOGLE MAPS



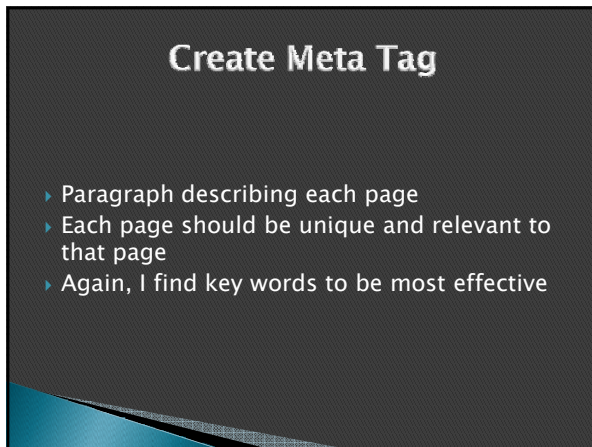
Create a Unique Title per Page

- ▶ Intended to describe the content of that page
- ▶ For SEO, using keywords seems to work best



Create Meta Tag

- ▶ Paragraph describing each page
- ▶ Each page should be unique and relevant to that page
- ▶ Again, I find key words to be most effective



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

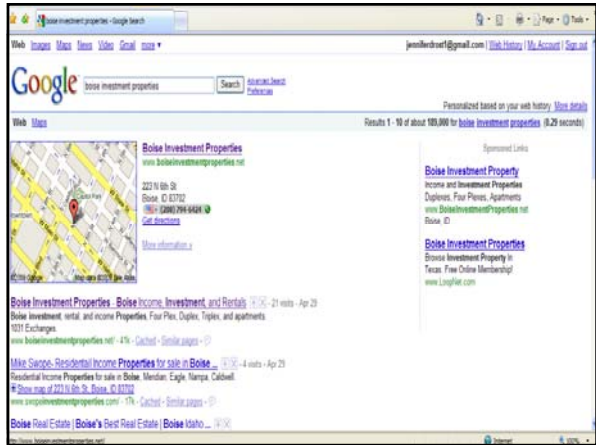


Add a Blog to Your Site

- ▶ 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

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>



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

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

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

Summary

- ▶ Feel free to visit my sites as many times as you want
- www.FRPMrentals.com
www.BoiseInvestmentProperties.net
www.Boise-Rentals.com

Thank you
