



Marketing Course

**Get Found
on Google
with SEO**



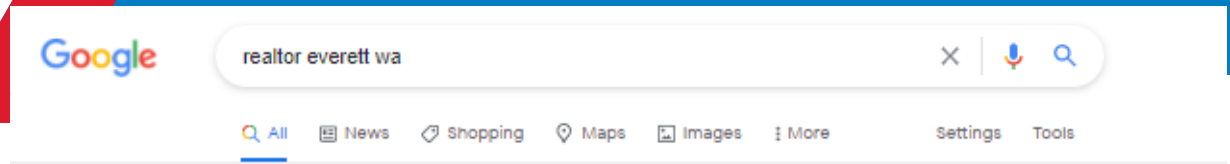
Tuesday, June 15 @10 AM

Get Found with SEO

There are over 70,000 Google searches each second. That's almost 227 million an hour and about 5.4 billion Google searches per day.



Get Found with SEO



GOOGLE SCREENED | Real estate agents nearby

 Mike Novak - The Novak Team... 4.3 ★★★★★ (98) 4 years in business Open now until 7 PM	 Matt Hawkins - Keller Williams... 5.0 ★★★★★ (3) 4 years in business Open now until 7 PM	 Aaron Wilder Home LLC 5.0 ★★★★★ (16) 5 years in business Open now until 6 PM
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[More real estate agents](#)

Google Screened: Top shown are paid

Real Estate Agent Everett - Lowest Commission Full Service
 List your house for 1/2 per cent with full service. Top agent, 29 years experience.
[Sell Your Home](#) · [Financing Information](#) · [Home Valuation](#) · [Buy A Home](#) · [Ask Us A Question](#)

Ad · <https://www.myagentfinder.com/>

Find The Right Realtor - Everett Realtors
 Connect With Top Realtors Serving Your Local Market! We Will Work With You To Find A Realtor With the Experience Right For Your Needs. Top Local Agents. Get Matched for Free. Unbiased Results. Connect w/ Local Experts. Fast Personalized Service. [View Top Realtors](#).
[Local Listing Agents](#) · [I am Relocating](#) · [I am Buying a Home](#) · [I am Selling a Home](#)

Google Ads: All paid

Everett, WA Real Estate - Everett Homes for Sale | realtor.com®
 View 329 homes for sale in Everett, WA at a median listing price of \$479975. See pricing and listing details of Everett real estate for sale.

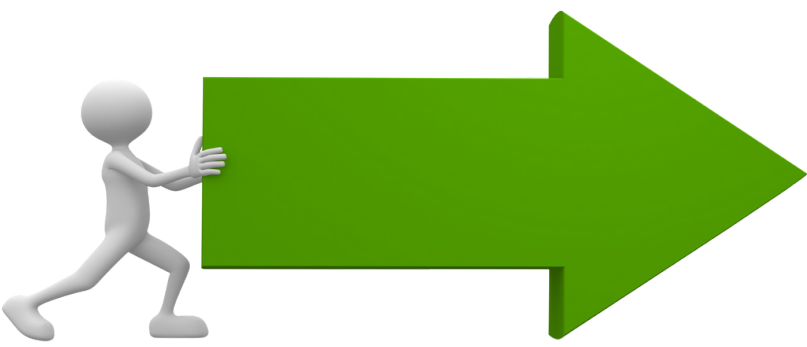
98203 Browse real estate in 98203, WA. There are 73 homes for sale in ...	98204 Homes for Sale Browse real estate in 98204, WA. There are 73 homes for sale in ...
98201	Bayside

Google Organic: Website SEO

Rating: 4.7 ★★★★★ (13) · Real estate agency
 7+ years in business · 2902 Colby Ave · (425) 252-4422
 Open · Closes 5PM

[Website](#) [Directions](#)

Map/local: Google My Business



SEO = SEARCH ENGINE OPTIMIZATION

Website Relationships - Links - Content - ALT Tag - Meta Descriptions

Get Found with SEO



SPRINT



MARATHON

HORIZON = 6 MONTHS TO 5 YEARS



Get Found with SEO



75%

Of Google search clicks go to organic results.

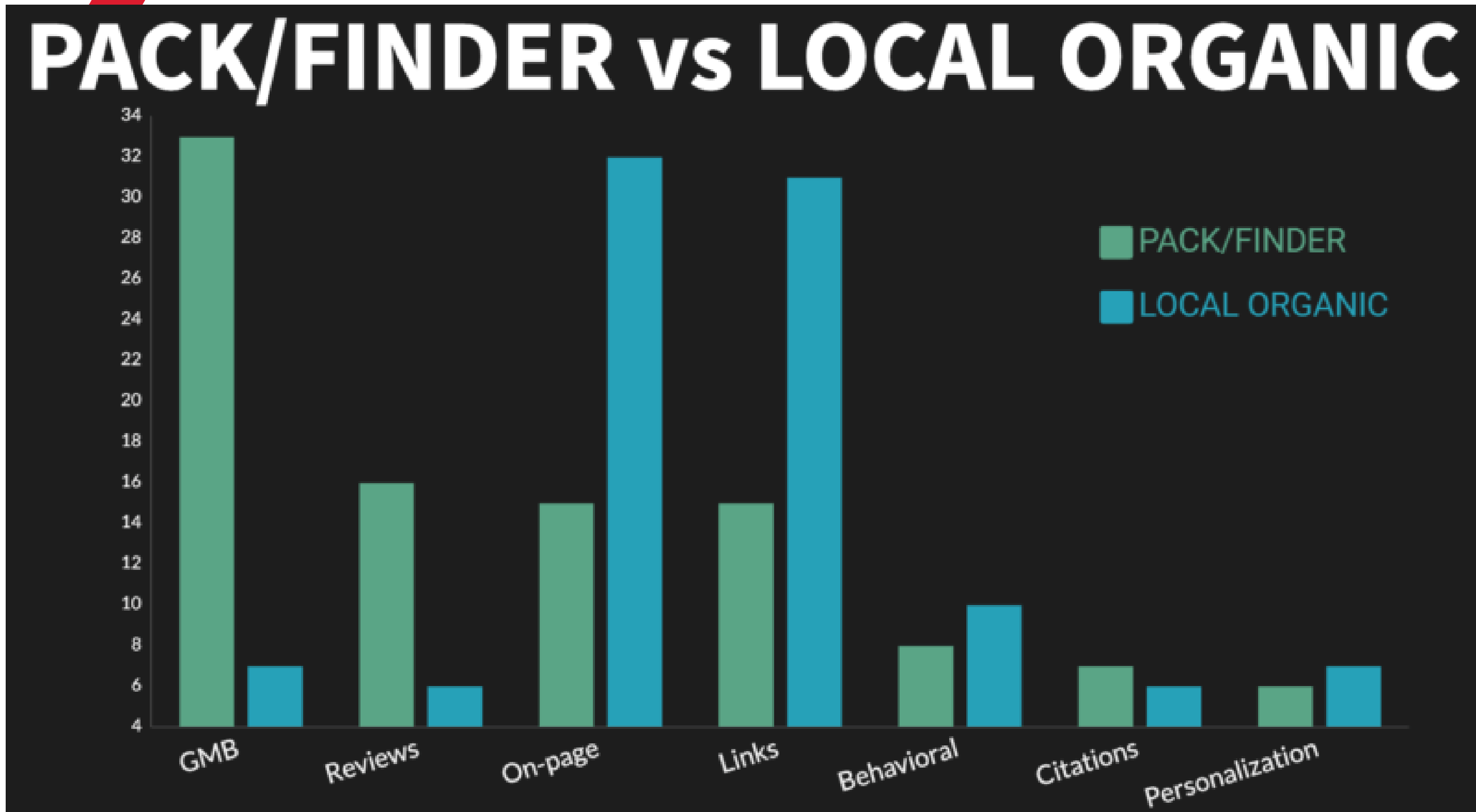


Get Found with SEO

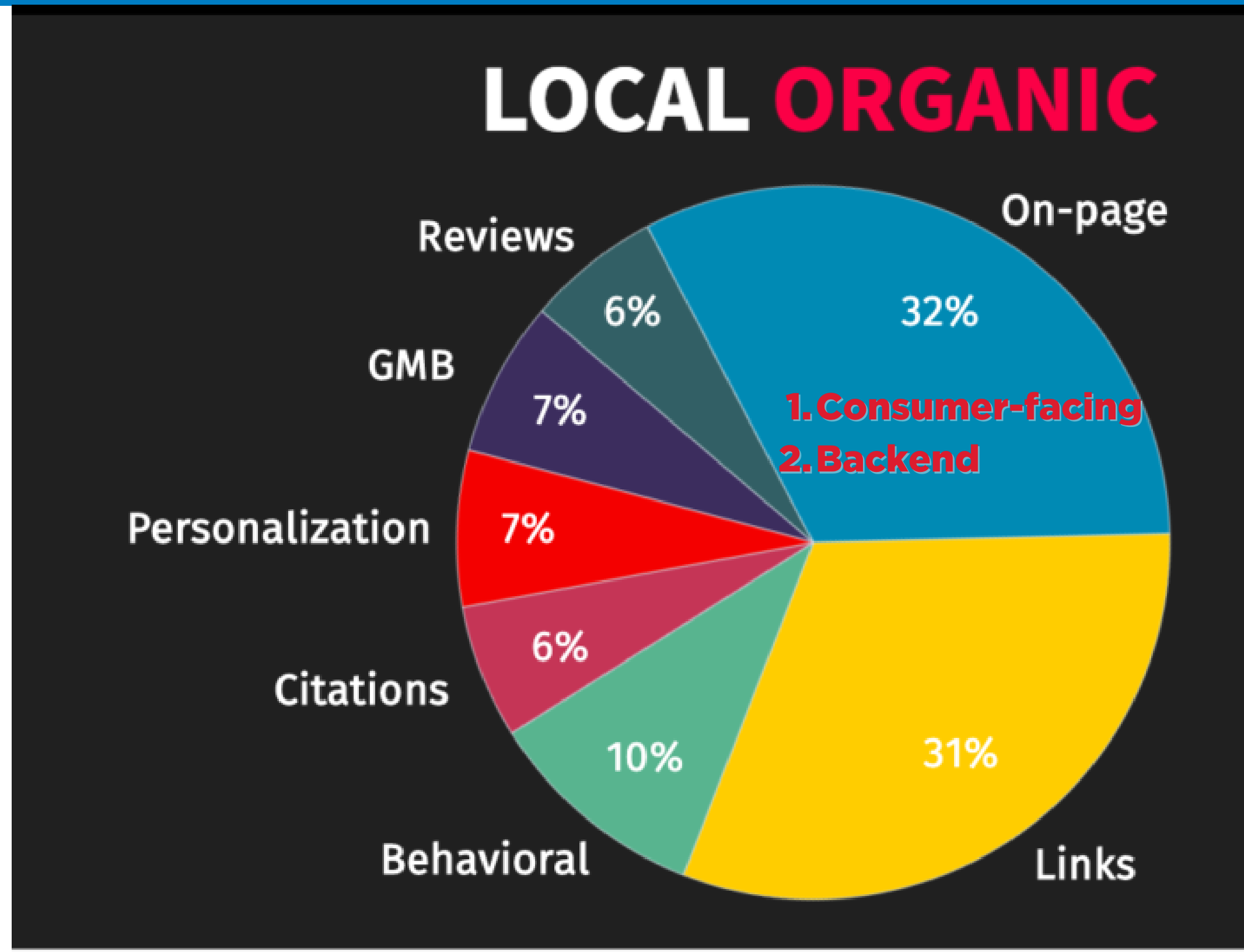
Yes, you still need to build your brand!

But, people need to be able to find you first!

Get Found with SEO



Get Found on Google



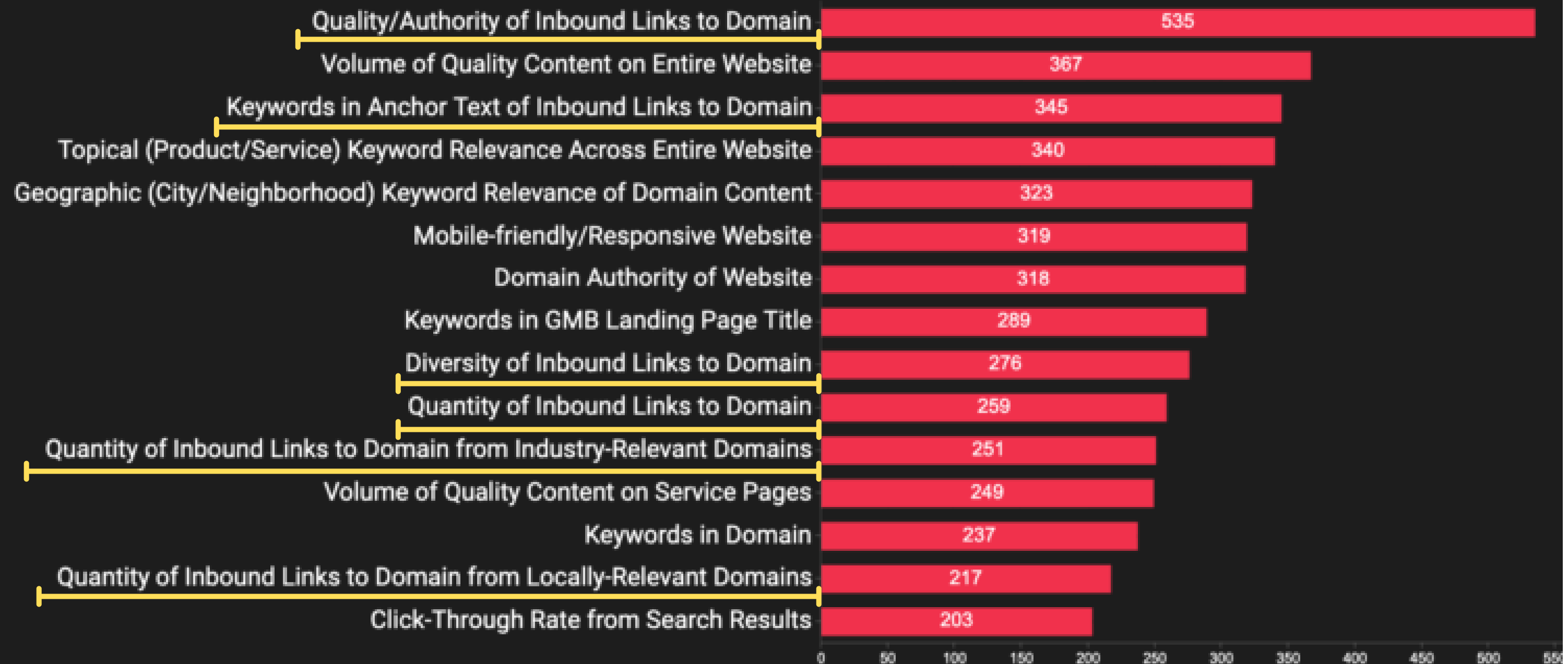


Get Found on Google

Links connect us like a web

Get Found on Google

TOP 15 LOCAL ORGANIC FACTORS



Get Found on Google

**White/yellow
page and
business
listings don't
count**



3 Sources for Reliable Links

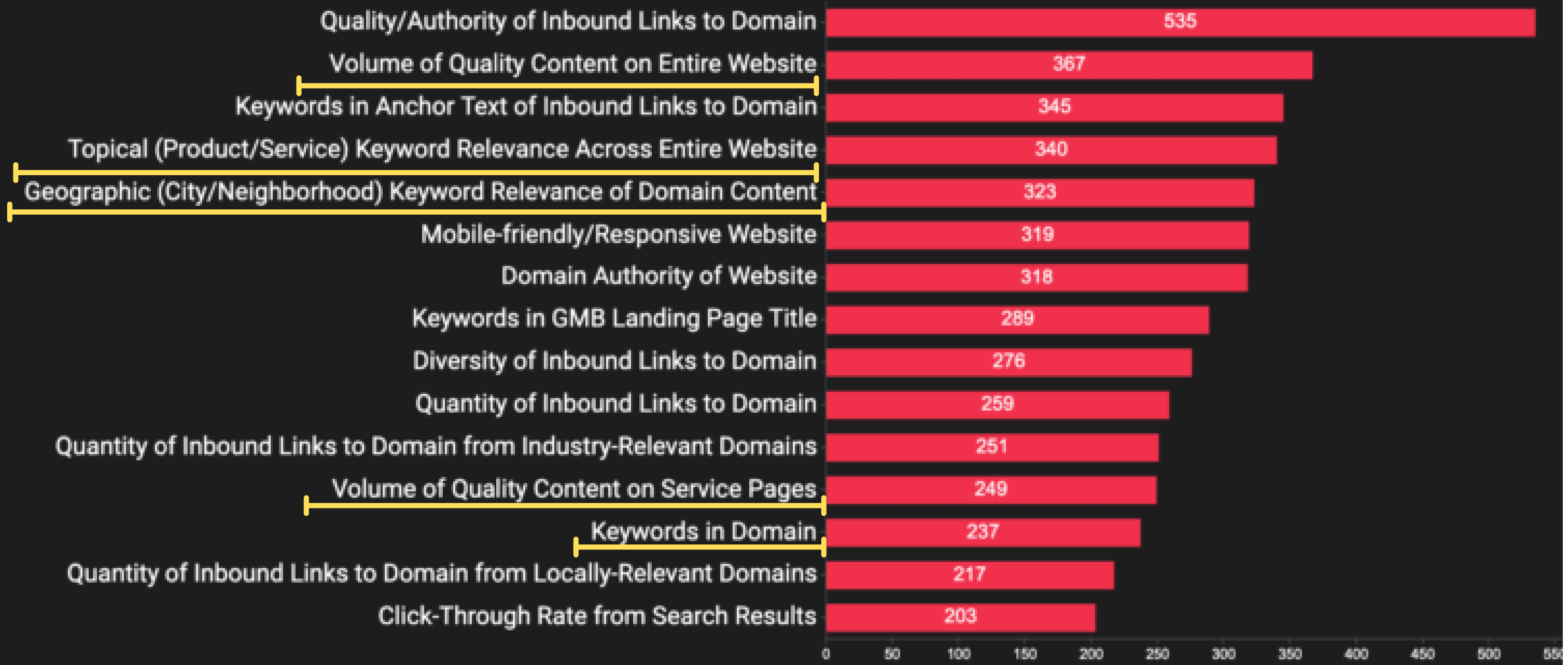
1. Guest blog - remaxtc.com, other industry-relevant websites
2. Sponsor community events - vendor fairs, running/walking events
3. Trade links with other professionals - contractors, mortgage lenders, title companies

Website Content



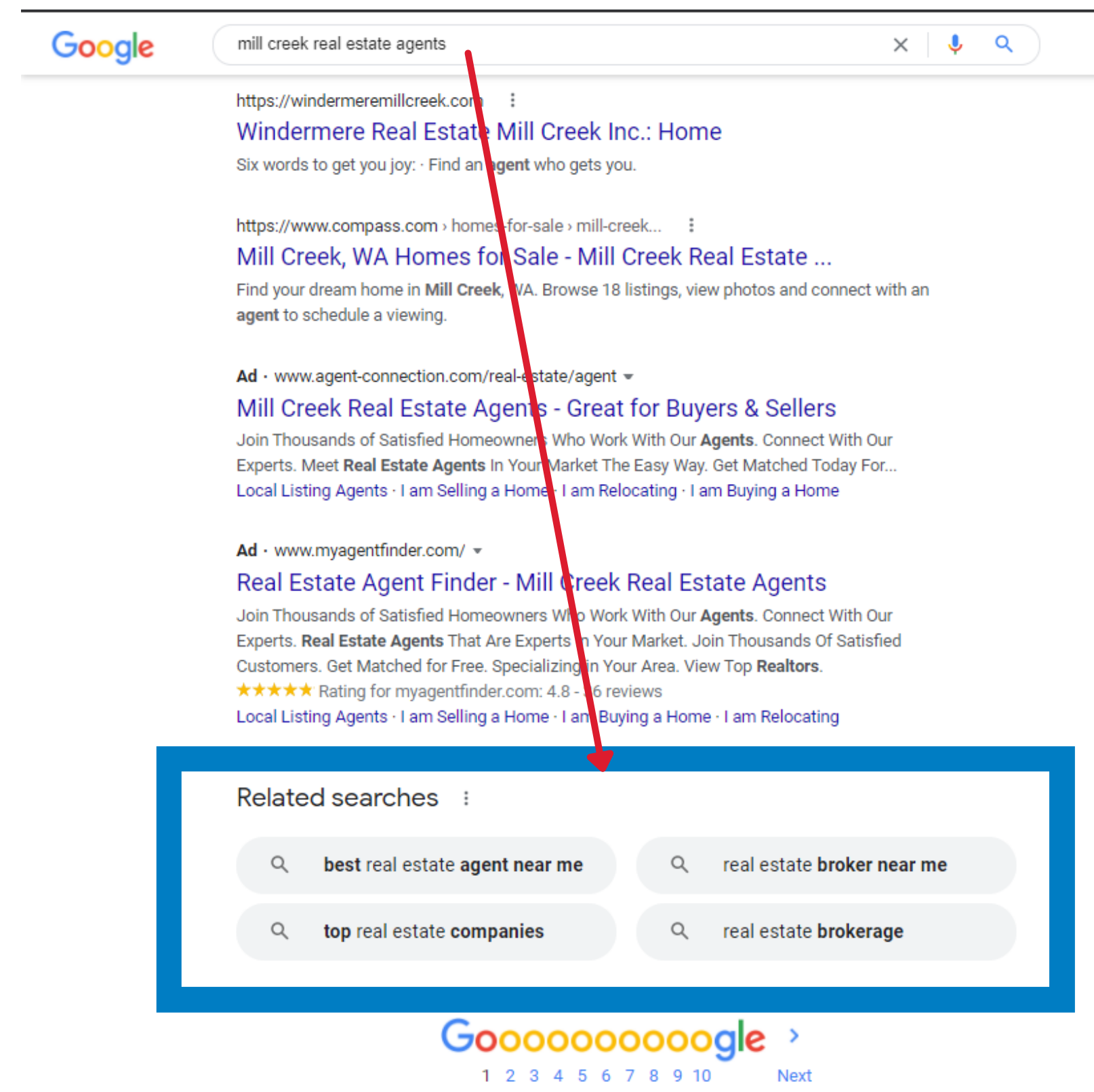
Get Found on Google

TOP 15 LOCAL ORGANIC FACTORS



Get Found on Google

**Write content
with keywords
and keyword
phrases in mind**



**No
keyword
stuffing**



Get Found on Google

**FIND
YOUR
NICHE**

Real estate

VS

Waterfront real estate

VS

Lake properties for sale



Get Found on Google

Google Ads | Keyword plan

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#)

waterfront real estate remaxtc.com United States English Google Jun 2020 - May 2021 [DOWNLOAD KEYWORD IDEAS](#)

Use different keywords for more results [Edit](#)

Broaden your search: [+ waterfront property](#) [+ real estate](#) [+ waterfront industries](#) [+ waterfront](#) [+ real estate listings](#) [+ real estate agents](#) [+ real estate brokerages](#)

[Exclude adult ideas](#) [ADD FILTER](#) 26 keyword ideas available [Columns](#) Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> waterfront real estate	100 - 1K	Low	-	\$0.12	\$1.01	
Keyword ideas						
<input type="checkbox"/> waterfront property for sale	1K - 10K	Medium	-	\$0.09	\$0.97	
<input type="checkbox"/> waterfront land for sale	1K - 10K	Medium	-	\$0.07	\$0.88	
<input type="checkbox"/> waterfront properties	1K - 10K	Low	-	\$0.11	\$1.20	
<input type="checkbox"/> waterfront houses for sale	1K - 10K	Medium	-	\$0.15	\$1.20	
<input type="checkbox"/> waterfront home	1K - 10K	Low	-	\$0.20	\$1.19	
<input type="checkbox"/> waterfront for sale	100 - 1K	Medium	-	\$0.09	\$0.75	
<input type="checkbox"/> lake properties for sale	1K - 10K	Medium	-	\$0.10	\$0.74	
<input type="checkbox"/> waterfront realty	100 - 1K	Low	-	\$0.23	\$2.12	
<input type="checkbox"/> waterfront land	100 - 1K	Medium	-	\$0.07	\$0.54	

Show rows: 10 1 - 10 of 26

Keyword Planner can be used to generate keyword ideas, but it doesn't guarantee improved performance. You're responsible for your keyword choices and for complying with our advertising policies and any applicable laws.

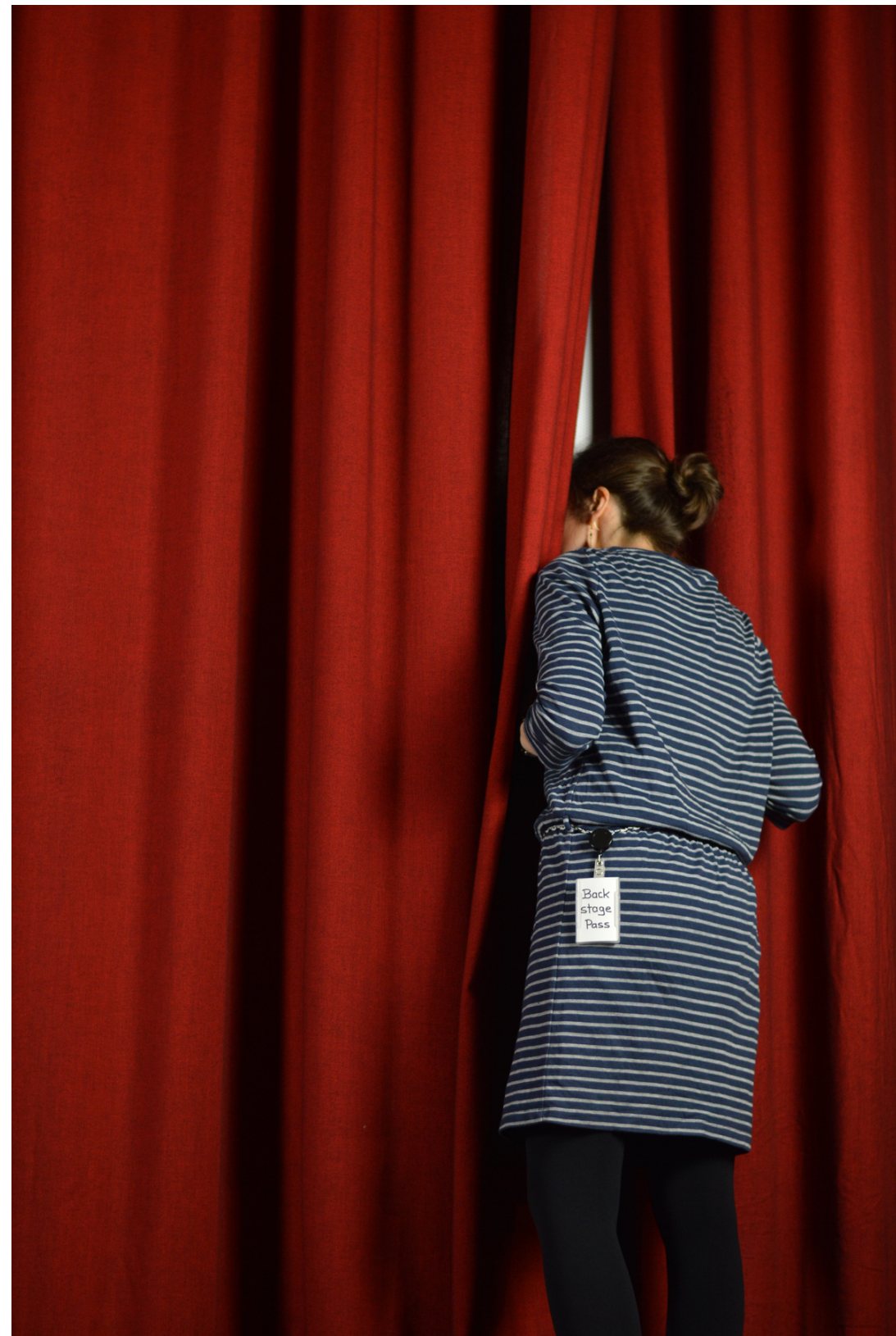
[REFINE KEYWORDS BETA](#)

[EXPAND ALL](#)

Brand or Non-Brand
Non-Brands, waterfront realty

Real Estate
houses for sale, land for sale

[GIVE FEEDBACK](#)



Don't forget backstage

1. ALT tags on images and links
2. Hover text on links
3. Page titles
4. Page "slug" or URL
5. Page descriptions and meta descriptions

