

Optimize Google Business

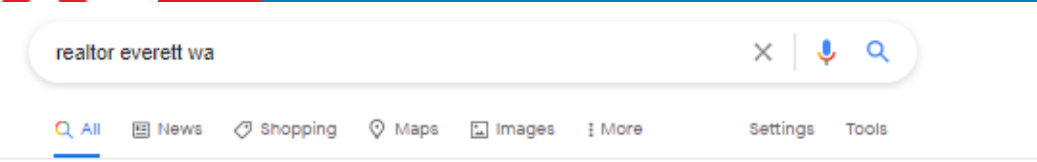


Tuesday, April 13 @10 AM




Marketing Course

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.

Optimize GMB



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 ...
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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**

Optimize GMB

Google real estate mill creek wa

Rating Hours

Windermere Real Estate
3.9 ★★★★★ (8) · Real estate...
7+ years in business · 15418 M...
Open · Closes 6PM · (425) 337-...

Lamb Real Estate
5.0 ★★★★★ (102) · Real est...
7+ years in business · 15117 M...
Open · Closes 7PM · (425) 243-...

John L Scott
3.9 ★★★★★ (26) · Real estat...
7+ years in business · 15522 M...
Open · Closes 5PM · (425) 743-...

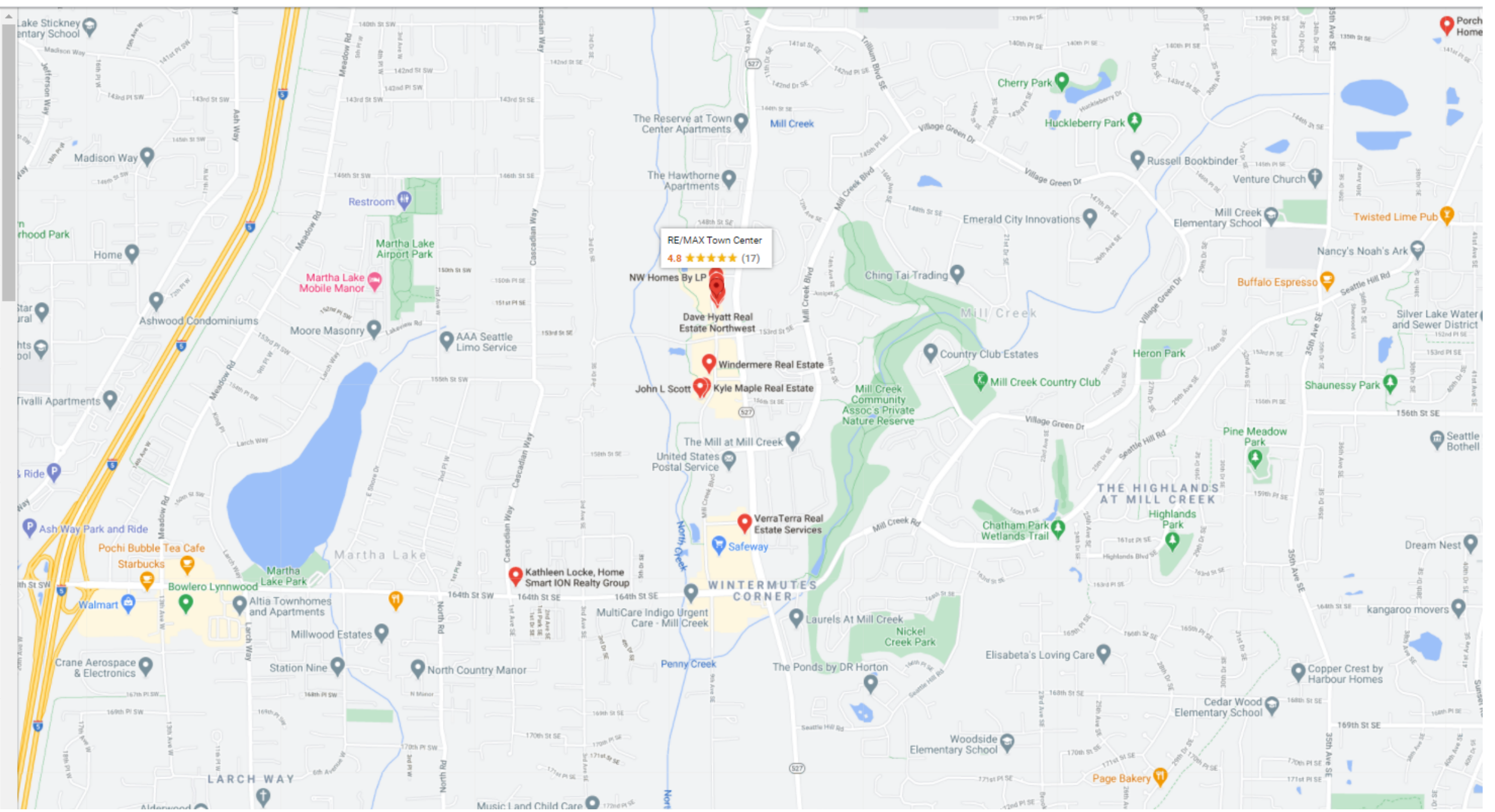
Sold By Justus - Mill Creek Washington Real Estate
No reviews · Real estate agency
7+ years in business · 15129 Main St C101 · I...
Open · Closes 6PM

RE/MAX Town Center
4.8 ★★★★★ (17) · Real estat...
7+ years in business · 15117 M...
Open · Closes 5PM · (425) 224-...
✗ Onsite services ·
✓ Online appointments

VerraTerra Real Estate Services
3.1 ★★★★★ (32) · Real estat...
10+ years in business · 16212 ...
Open · Closes 5PM · (206) 408-...

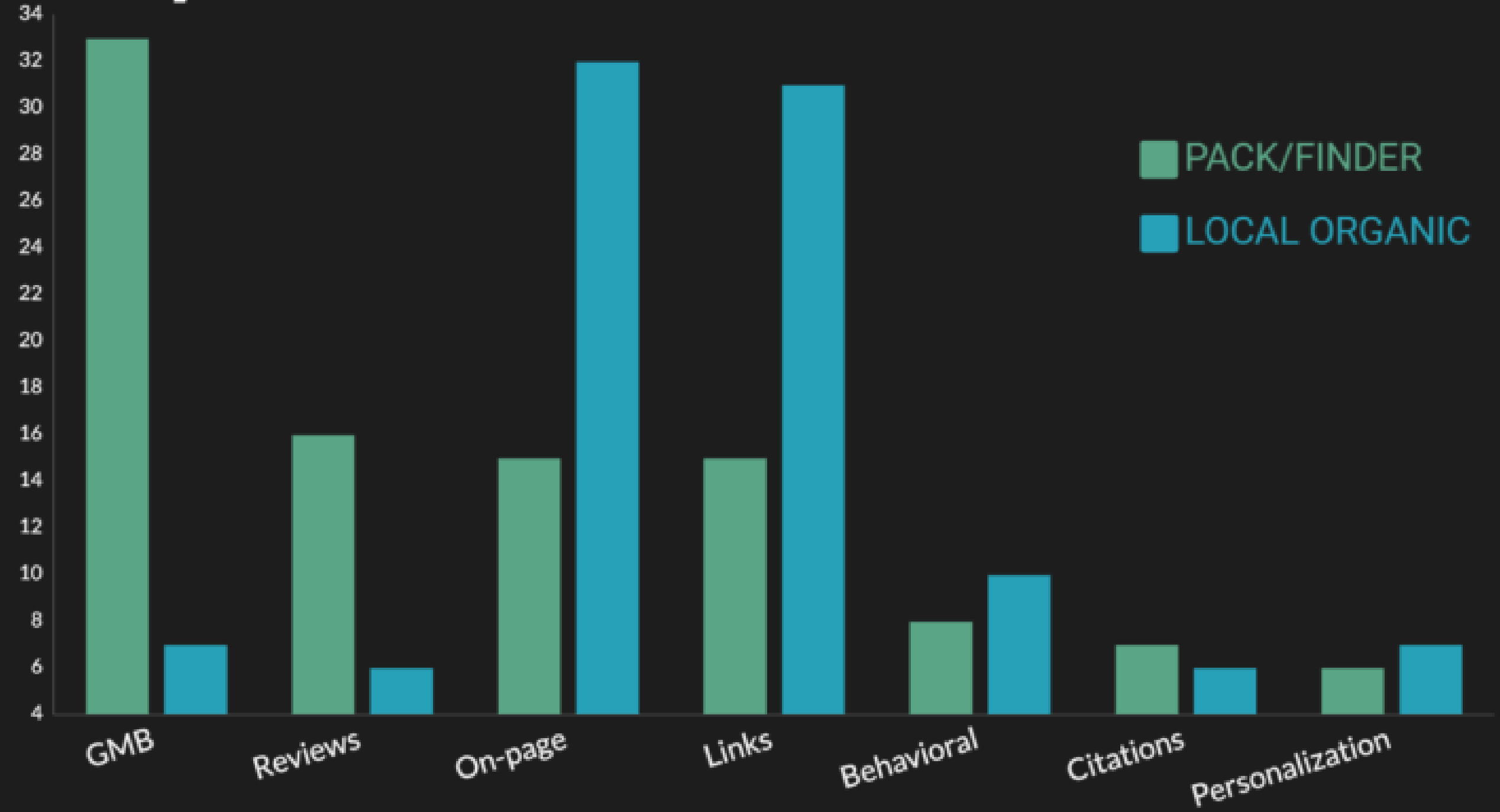
Kyle Maple Real Estate
5.0 ★★★★★ (5) · Real estate...
5+ years in business · 15522 M...
Open · Closes 9PM · (425) 512-...
✓ Onsite services ·
✓ Online appointments

NW Homes By LP
5.0 ★★★★★ (1) · Real estate...
15117 Main St B106 · In the Mil...
Open · Closes 8PM · (206) 920-...
✓ Onsite services ·
✓ Online appointments



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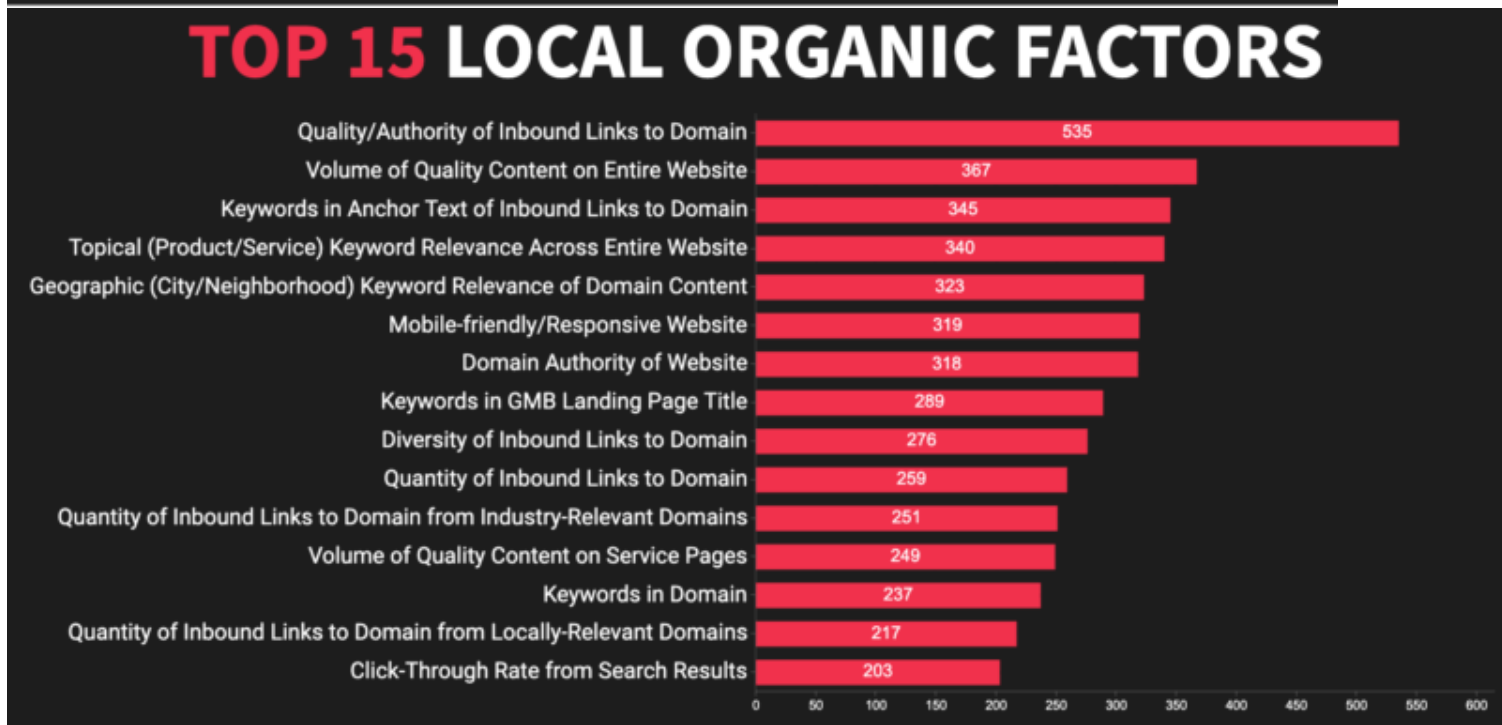
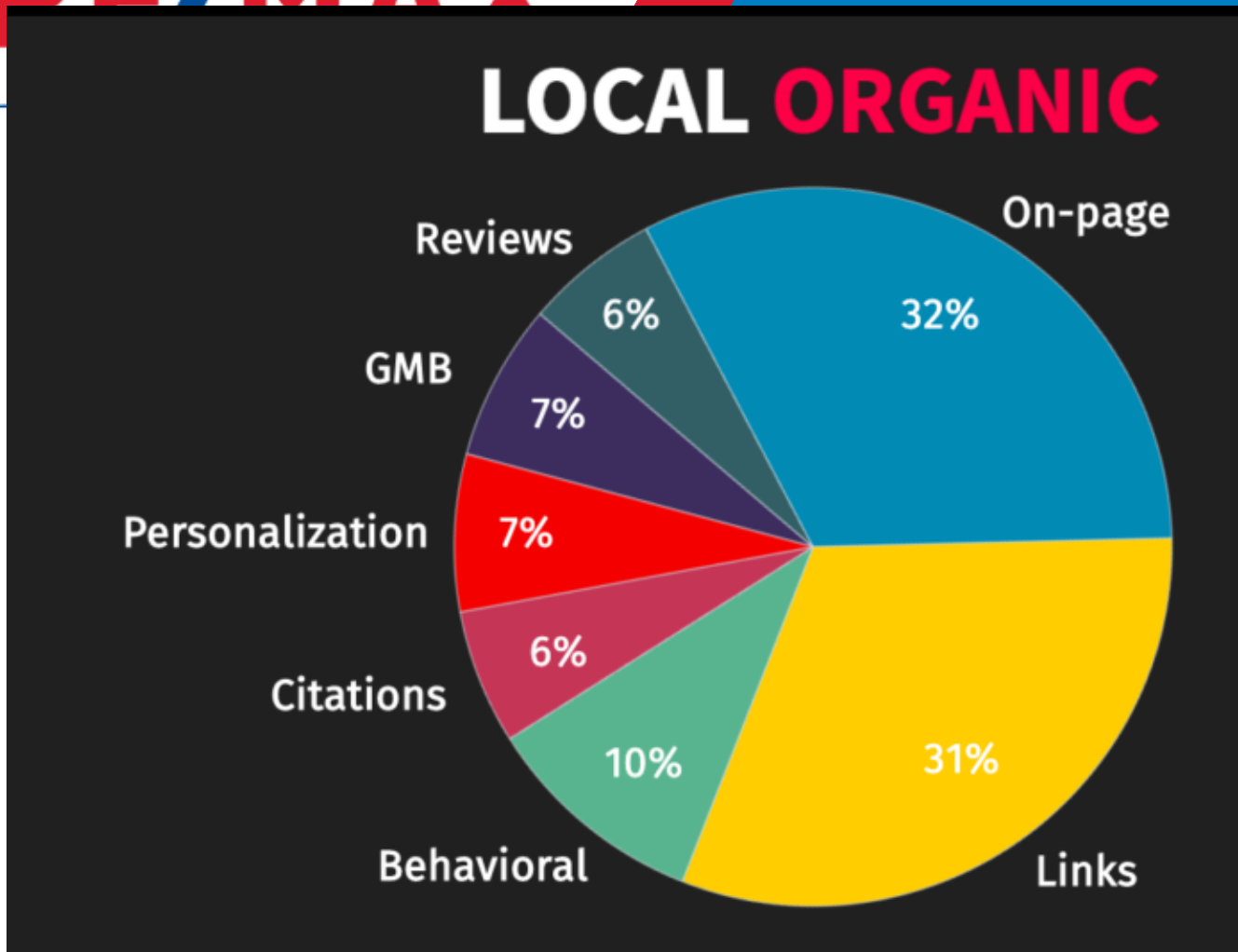
PACK/FINDER vs LOCAL ORGANIC



1. Google My Business Signals (Proximity, categories, keyword in business title, etc.)
2. Link Signals (Inbound anchor text, linking domain authority, linking domain quantity, etc.)
3. Review Signals (Review quantity, review velocity, review diversity, etc.)
4. On-Page Signals (Presence of NAP, keywords in titles, domain authority, etc.)
5. Citation Signals (IYP/aggregator NAP consistency, citation volume, etc. *i.e. yellow pages or other business directories)
6. Behavioral Signals (Click-through rate, mobile clicks to call, check-ins, etc.)
7. Personalization (what happens once on the site*)
8. Social Signals (Google engagement, Facebook engagement, Twitter engagement, etc.)

<https://moz.com/local-search-ranking-factors>
*AWS note

Optimize GMB



Source: <https://whitespark.ca/blog/2020-local-search-ranking-factors-presentation/>

Google larry miller realtor

About 2,550,000 results (0.71 seconds)

<https://www.realtor.com/realestateagents/larry-p-mil...>
Larry P. Miller, Broker - Mill Creek, WA Real Estate Agent ...
 Find real estate agent & Realtor® Larry P. Miller, Broker in Mill Creek, WA on realtor.com®, your source for top rated real estate professionals.

https://www.realtor.com/larry-miller___1469580
Larry Miller - Real Estate Agent in Your Area | realtor.com®
 Background Larry Miller has been involved in real estate since 1987. Over 10 years were in commercial real estate and the last 14 years have been helping

<https://www.remax.com/real-estate-agents/larry-mill...>
Larry Miller, Mill Creek, WA Real Estate Associate - RE/MAX ...
 Get to know Mill Creek Real Estate Associate Larry Miller at RE/MAX Town Center and find ratings, reviews, recent listings, contact information and more!

<http://larry-miller.com>
Larry Miller
 Client Testimonial..."I don't think that there is a better real estate agent in the Galaxy than Larry Miller. Larry helped with the initial review and analysis and made ...

<https://www.longandfoster.com/LarryMiller>
Larry Miller | Real Estate Agent | Long & Foster
 Larry Miller. Long & Foster Lake Monticello-Fluvanna Palmyra, VA - Realty. 3661 Lake Monticello Road Palmyra, VA 22963. Direct Office ...

<https://www.homes.com/real-estate-agents/larry-miller>
Larry Miller, Real Estate Agent in Mill Creek, WA | Homes.com
 Real Estate Agent Larry Miller of Mill Creek. Read reviews, see agent listings, and contact for all your real estate needs.

<https://www.facebook.com/.../Real-Estate-Agent-Larry-Miller-Real-Estate-Home/>
Larry Miller Real Estate - Home | Facebook

Larry Miller Real Estate
 Real estate agency in Issaquah, Washington

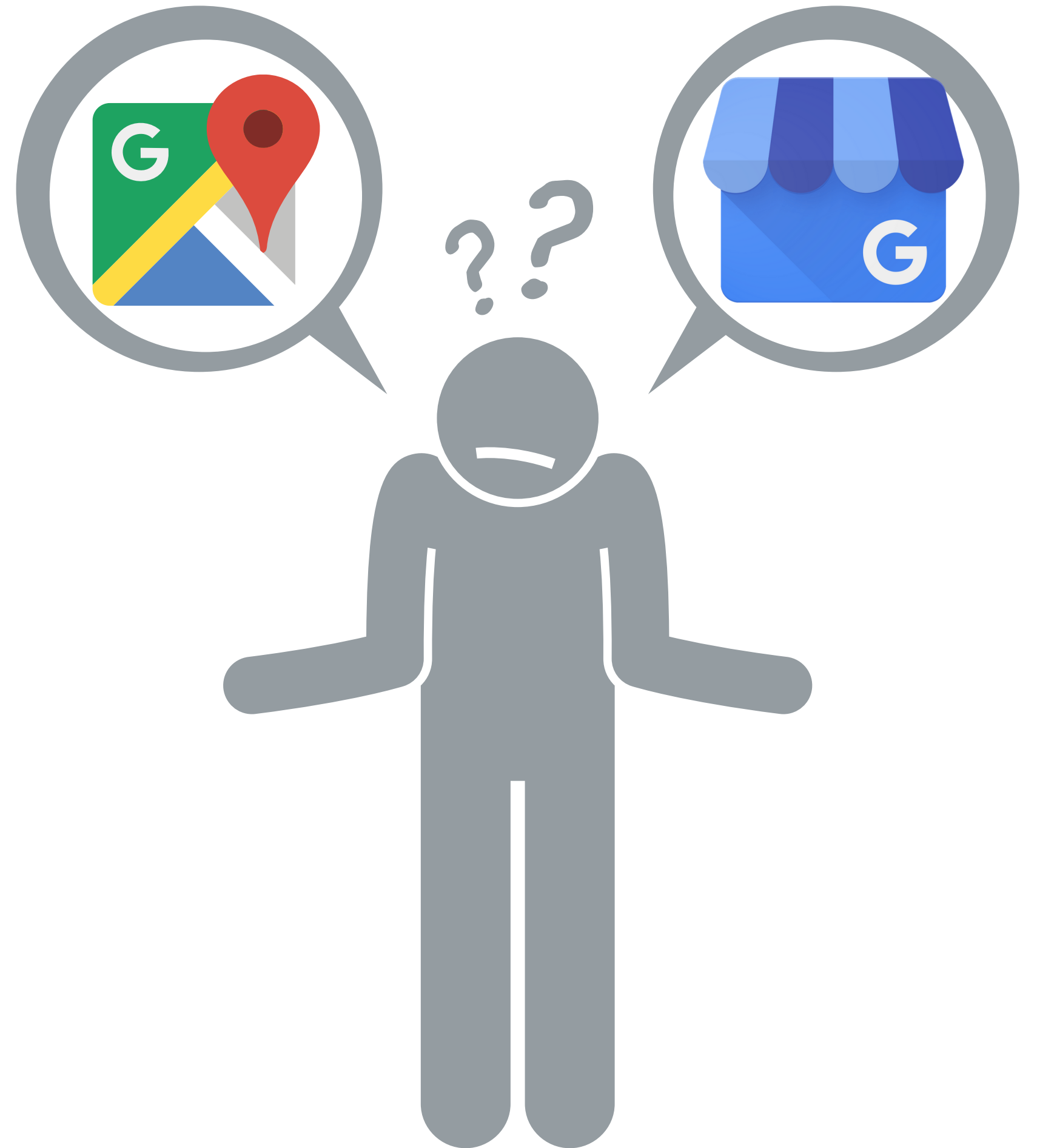
Address: 1810 15th Pl NW, Issaquah, WA 98027
 Hours: Open · Closes 5PM
 Phone: (425) 681-7535

Reviews
 Be the first to review

People also search for
 View 15+ more

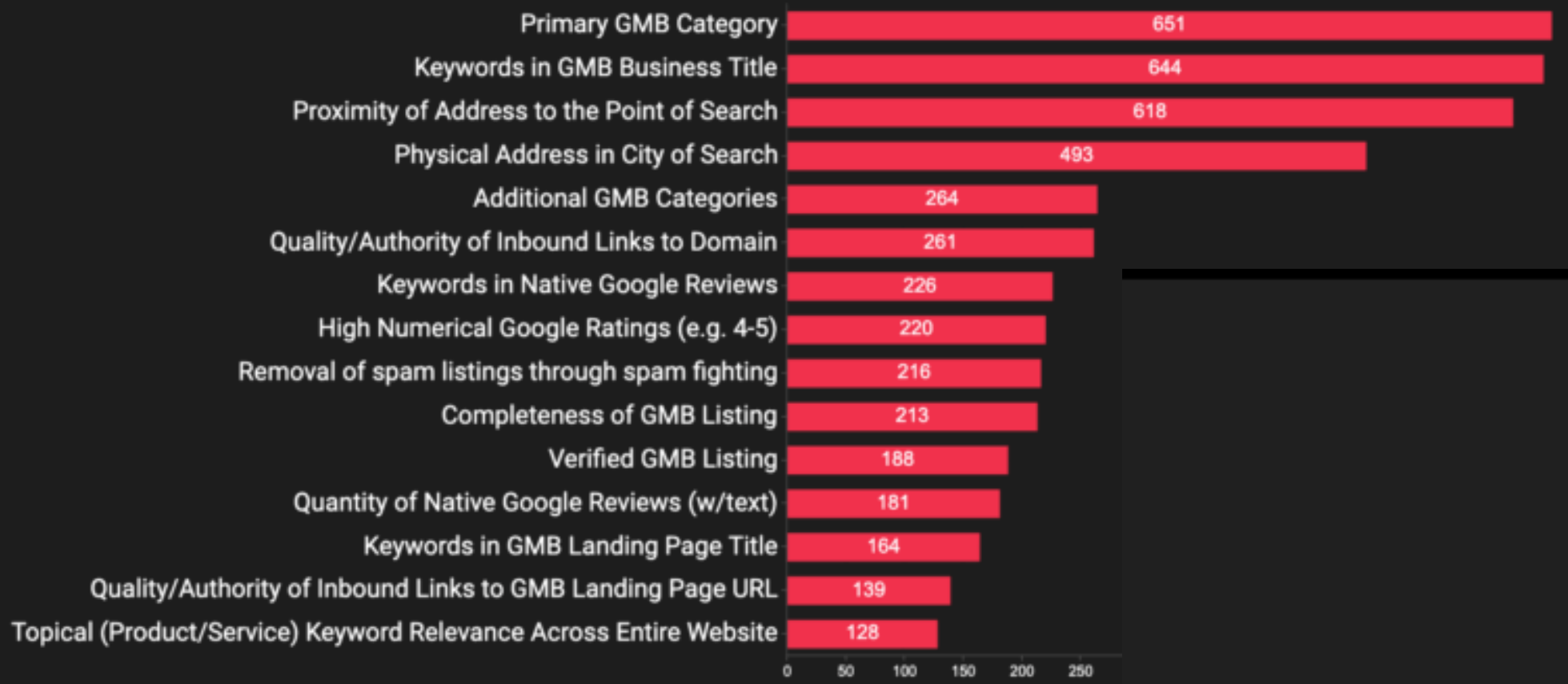
**To be found on Google
Local / Maps, what is the
number one factor?**

- 1. Keywords in your
business name?**
- 2. Completeness of
Business profile?**
- 3. Number of reviews?**
- 4. Primary business
category?**

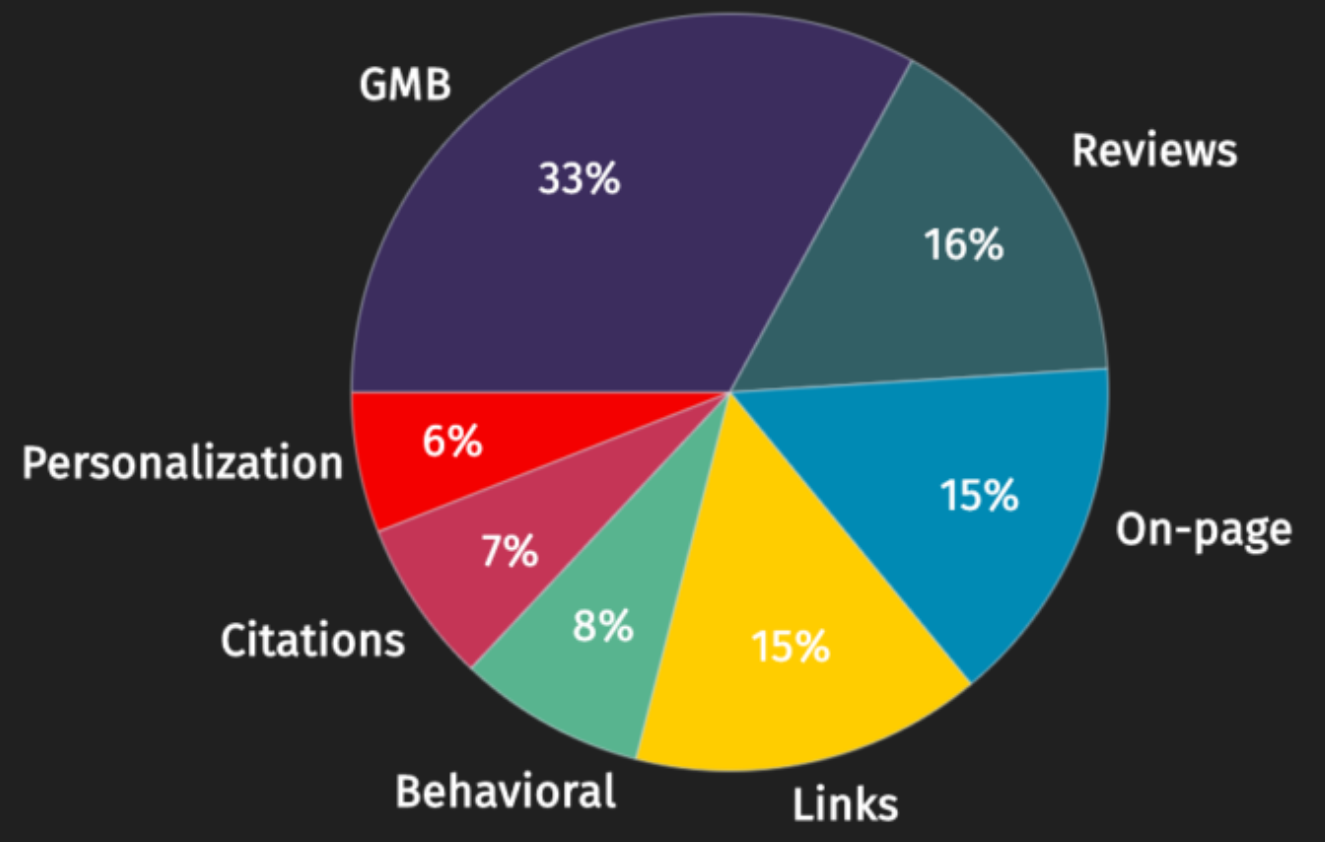


Optimize GMB

TOP 15 LOCAL PACK/FINDER FACTORS



LOCAL PACK/FINDER



Optimize GMB

1. Make sure "realtor" or "real estate" or "homes" is in your business name.
(careful not to make up a new name)
2. Enter the correct business categories (use pleper.com)
3. Actively seek reviews, reply to all reviews good and bad
4. Consider linking to a website that has keywords in the URL and Title
 - a. Example: www.bestrealtorever.com/about-john-doe-mill-creek-realtor
5. Complete all your info including detailed descriptions and short link
6. Add services as products (also services as services)
7. Upload high quality images (once a week)
8. Make regular posts (whatever goes on FB & IG)
9. Turn on messaging (download the app)