

# 3 SEO Hacks for Real Estate & Local Business

With Darby Rahme



# A Quick Word About Me

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President of Warrior Digital  
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I founded Warrior Digital in 2012 as a full-service digital agency servicing the real estate industry in Canada. Warrior has worked with Fortune 500 and top real estate companies including: Manulife Financial, Oxford Properties Group, & QuadReal Residential.

This year Victory Digital was founded here in Bulgaria to educate the next generation of marketers on real estate industry best-practices in SEO and digital marketing.





## The Hacks in Brief

### Let's cut to the chase.

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- ✓ Understand your (or your client's) business goals so that you can clearly define success.
- ✓ Look for keyword gold: targeting the right keyword will make or break your SEO campaign.
- ✓ Don't try to be smarter than Google! Rank like with like.





# The Three Hacks

Spoiler alert: one is a strategy.

Each of the three hacks sets the stage for the next.



## Define Goals

Clearly define the goal for your SEO work overall or a campaign in particular.

## Strike Keyword Gold

Find hyper-relevant keywords by including relevant local, industry, and audience terms.

## Give Google What it Wants

Rank like with like, make sure your content aligns with what Google currently likes.

## Off to the Races!

You've set yourself up for SEO success!

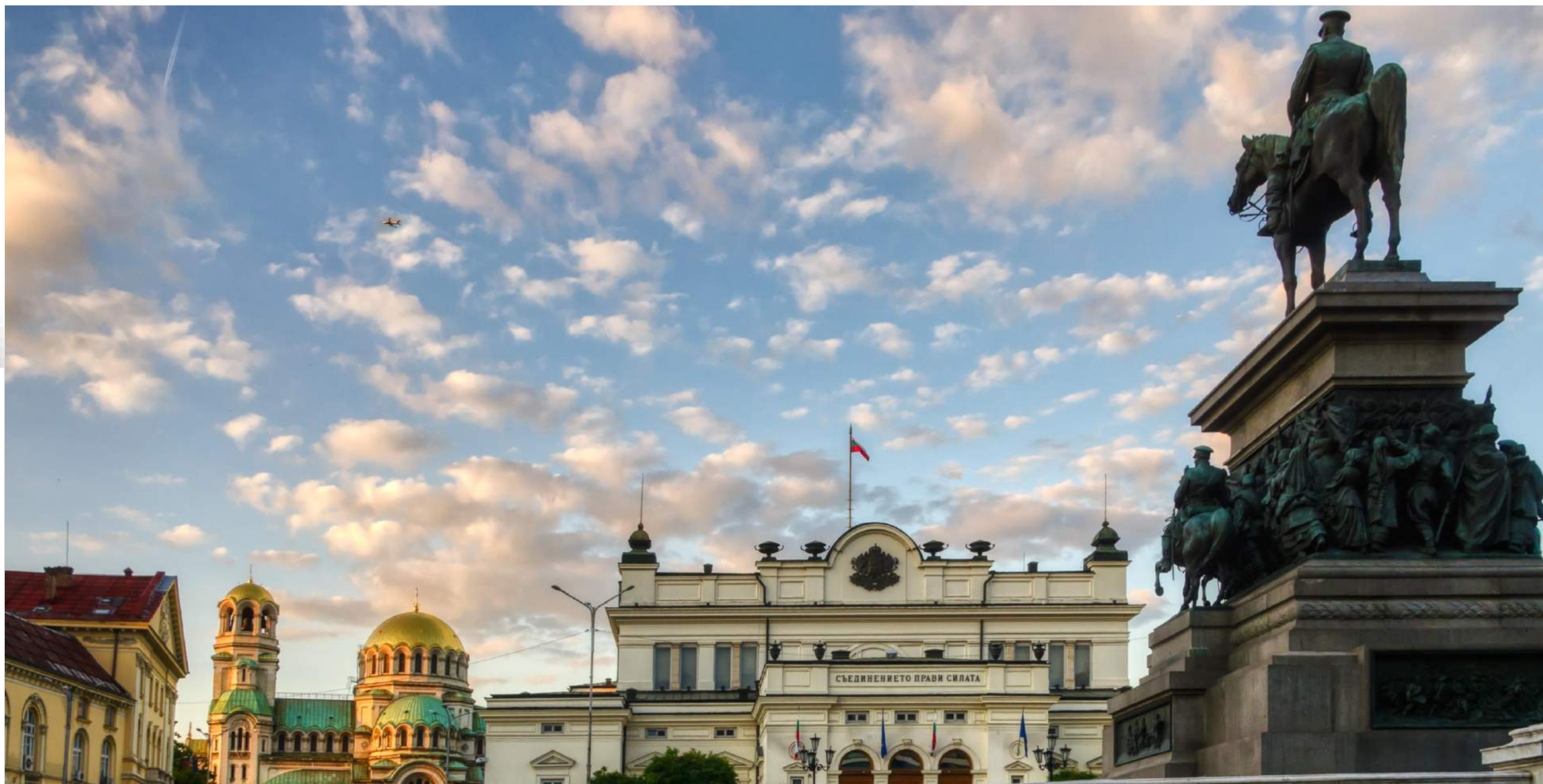




# Define Success

Clarify Your Business Goals





## Your Goals

- Is the goal to increase traffic overall or to just increase leads/sales?
- Are you trying to reach a very niche, or a broad audience?
- How quickly do you expect to see results?

## Your Reality

- How strong is your website's backlink profile & domain authority?
- How good are your current rankings?
- Can you leverage existing content?

# What is Success?

Clarity = Prosperity

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Clearly defining the goal of your SEO work will help you decide on the best strategy for your client.

We all want to find high volume, low competition keywords to target, but that's not always possible.



# Having a Clear Goal Matters

Getting clear saves tears.

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- You need to know your goal in order to choose the best audience to target. Clarifying the goal with a client ensures that you are both on the same page. Setting a goal for your own business helps you streamline your SEO efforts.
- Once you have set a clear goal (e.g., to increase leads generated by a website) you can clarify your target audience. Who exactly are you trying to reach? What stage of the sales cycle are they in? What do they want, and what motivates them to seek out your business?
- Once you understand your target audience, you can consider what kind of content would meet their needs. Can you use existing content, or will you need to create new content?
- Once you have a clear goal and an understanding of your target audience, all that is left to do is to find the perfect keywords to target...







# Strike Keyword Gold

By Looking in the Right Places



# Page 1 Keyword Opportunities

Find the best keywords to rank for.

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Targeting the right keyword is the difference between getting your website on page 1 and languishing on page 2 or 3.

- ✓ Understand the local market.
- ✓ Drill down to find hyper-local keywords.
- ✓ Include relevant industry terms.
- ✓ Consider the target audience.





# Use Geographical Keywords

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## City

- Toronto apartments for rent
- Sofia houses for sale
- Sofia bike repair

## Development

- CityPlace condos Toronto
- San Stefano Plaza apartments
- bike repair in Sofia Business Park

## Suburb

- North York apartments for rent
- Lozenets houses for sale
- Lozenets bike repair

## Intersection

- Yonge and St. Clair apartment rentals
- apartments near Dondukov and Rakovski
- bike repair at Blvd Vasil Levsky and Ul. General Parensov

## Neighbourhood

- Yorkville apartments for rent
- Oborishte houses for sale
- Oborishte bike repair

## Landmarks

- apartments near university of toronto
- apartments for sale near Park Zaimov
- bike repair near Borosova Gradina





# Explore Industry Terms

## Know your market

### 01

Consider relevant industry terms:

- townhouse vs. townhome
- pre-sale condos
- semantic SEO tips

### 02

Consider your audience:

- student apartment rentals
- over 55 communities
- SEO for beginners
- easy French lessons

### 03

Know the local lingo:

- appartements 3 ½ (Quebec)
- 1 bedroom 1.5 baths (U.S. and Canada)
- 1BHK (India)







# Rank Like With Like

Give Google What it Wants



# Giving Google What it Wants

## Do your research!

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- Once you have a shortlist of keywords to consider targeting; it's time to get Googling! Do a search for each of the target keywords on your shortlist.
- Click on the top 5 results on the SERP for each of the prospective target keywords.
- Determine what kind of content those pages have – e.g., articles, business pages, large companies, directories, listing sites, products in ecommerce stores.
- Ensure that you have or can create content of a similar nature to those top 5 search results. If you can't – don't target that keyword!





# In Summary

## Let's wrap this up.

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### 01

Have a clear goal:

- Broad or niche traffic (at the beginning or end of the sales cycle)
- Traffic vs. lead generation/sales
- Set a realistic goal based on the website's current performance

### 02

Strike keyword gold by:

- Localizing (city, neighbourhood, landmarks, etc.)
- Using industry terms
- Appealing to your audience (students, beginners, etc.)

### 03

Give Google what it wants:

- Research the SERP's for your keyword shortlist
- Use or create content that is similar in nature to the top 5 results for your target keywords





## Get all my Keyword Hacks

### Local Keywords Cheat Sheet

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- ✓ Visit: <https://bit.ly/35QjMGK>
- ✓ Enter your email address to get the instant PDF download.
- ✓ Connect with me if you have more questions.





# Want More?

## Let's Talk!

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I have many more insights to share on SEO, Google Ads, social media marketing and more.

Join my email list, find my courses on IMG, or get in touch.

- ✓ Free PDF: <https://bit.ly/35QjMGK>
- ✓ IMG Courses: <https://internetmarketing.gold>
- ✓ Facebook: @VictoryDigitalLLC
- ✓ Add me on messenger: Darby Rahme







Благодаря!

Thank You!