



VIRTUANCE

The Ultimate SEO Beginner's Guide

Improve Your Online Visibility and Performance

While real estate is still considered a traditional industry, much of it has shifted online, requiring a mix of traditional and digital marketing strategies, including search engine optimization. By incorporating SEO into your real estate website, social media, blog, or other online marketing materials, you can make it easier for potential leads to find you.

The SEO process can seem intimidating at first, so we've put together this guide to help you understand everything.

DEFINITIONS

The easiest way to understand SEO is to learn the terms associated with it. Here are some terms you need to know to get started with SEO.

Search Engine Optimization (SEO)

Search engine optimization (SEO) is a way to make sure that your website is found by search engines such as Google, Yahoo, and Bing.

Search Intent

Each search query or prompt entered into a search engine is driven by search intent (also called "user intent"). In other words, this is why users are searching.

Target (SEO) Keywords

Words or phrases in your web content that search engines can use to find your site.

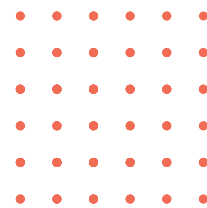
Search Volume

Search volume is a measure of how many people are actively searching for a keyword. As a general rule, the higher the search volume, the more people search for it.

Keyword Difficulty

A keyword's difficulty is another important part of SEO, as it indicates how difficult it is to rank for the keyword. There is a scale of 0 to 100 for keyword difficulty. Ranking for a keyword difficulty of 100 is the most difficult, while 0 is the easiest.

START USING SEO IN 3 EASY STEPS



Having learned what SEO is and its associated definitions, let's talk about how you can integrate it into your marketing plan.

1 Start with an SEO Audit

To begin, you should conduct an SEO website audit. The purpose of an SEO audit is to measure how easy it is for organic users to find your website and navigate its pages. By conducting an SEO audit, you can identify which pages are performing well and which need improvement.

2 Conduct Keyword Research

SEO is all about understanding your audience and their needs. Conduct keyword research to identify the topics and questions your audience is seeking answers to. Identify a few keywords related to your local market or the type of real estate or services you specialize in, and write blogs or add them to your website.

Establishing a presence on the web is easier if you target easier keywords with a lower volume and difficulty. As you progress, you can target volumes and difficulties of a wider range.

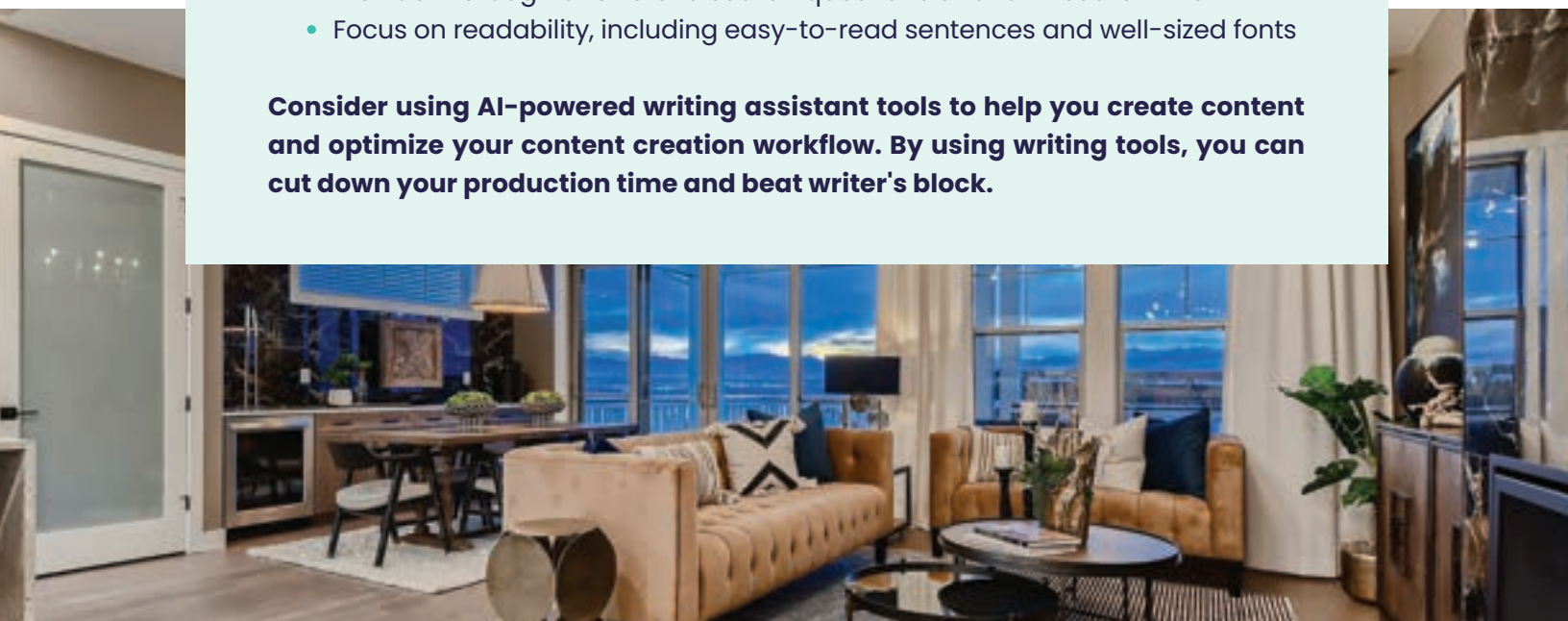
3 Optimize & Publish Relevant Content

You can only increase traffic, conversions, and earnings by creating quality, original content. When you create high-quality content, you can fall back on it as you maintain your growth year over year.

When writing quality content, remember to consider the following:

- Make sure your content is up-to-date
- Create titles that catch the attention of readers
- Include actionable information for your readers
- Break up walls of text with bullet points, headings, and images
- Provide thorough answers to search questions and fulfill search intent
- Focus on readability, including easy-to-read sentences and well-sized fonts

Consider using AI-powered writing assistant tools to help you create content and optimize your content creation workflow. By using writing tools, you can cut down your production time and beat writer's block.





BEST SEO TOOLS

A number of great tools are available to help you throughout the entire SEO process! Several tools also offer free trials before committing to recurring payments.

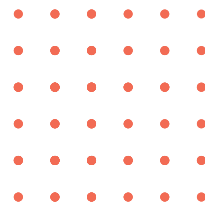
Audit & Keyword Research Tools

- **SEMRush** - *Great for competitive research*
With Semrush, you can see which keywords your competitors are already ranking for. For every keyword you research, SEMRush provides search volume, search intent, and keyword difficulty.
- **Keyword Surfer** - *Great for generating keywords*
You can generate keyword ideas and see search volumes directly in Google search results with Keyword Surfer. Surfer allows you to create SEO-optimized content, find content ideas, and rank quickly on Google.
- **Ahrefs** - *Great for in-depth keyword analysis*
Ahrefs provides detailed information about a keyword. You can also see the first-page competition and how many people click on a result alongside data like search volume and keyword difficulty.
- **Google Keyword Planner** - *Great for researching search intent*
With Google Keyword Planner, you can explore keywords and search queries related to your business. Furthermore, it provides information about the estimated costs of targeting keywords.
- **Google Search Console** - *Great for analyzing your own site*
Google Search Console displays a list of your site's most popular pages and the exact keywords that brought them there. In addition, you can use it to discover opportunity keywords and where you rank in Google.

Writing Assistant Tools

These tools are great for writing any type of copy, from blog posts and articles to social media posts and catchy titles and headlines.

- **Jasper AI**
In addition to writing blog posts and other types of content, Jasper automatically generates content that matches your tone of voice and writing style.
- **Copy.ai**
Copy.ai offers a number of automated creativity tools, similar to Jasper, that can assist you in overcoming writer's block.
- **Rytr**
Based on historical data, Rytr's beginner friendly tool produces unique and compelling articles with just the right tone and style while also being grammatically correct.



Content Editing Tools

- **Hemingway App** - *Great for creating readable & clear content*
You can check your content's readability with Hemingway Editor. Using this tool will help you spot long, complicated sentences and suggest ways to simplify your writing.
- **Grammarly** - *Great for proofreading*
With Grammarly, you can proofread & check your writing to improve your writing skills. As you write, it shows you grammatical errors throughout your content.
- **Wordtune** - *Great for rewording and rephrasing*
Using Wordtune, you can rewrite and rephrase your sentences. You can even extend or shorten your sentences with this tool.

USING VIRTUANCE TO BOOST YOUR SEO EFFORTS

Our SEO resources actually help you gain more online visibility with little effort on your part. Our Virtuance Marketing Suite is an all-in-one marketing platform and content delivery system that helps you generate more leads, analyze analytics, and improve SEO. Every order includes the Virtuance Marketing Suite, a single listing website, robust analytics, and the ability to download your images in a web-friendly format to increase SEO visibility and performance.

