

## SEO Notes

**\*\* Search Engine Optimization (SEO) is a black box and certainly not a panacea. Having said that, useful, frequently updated content will help your search positioning AND, over time, drive more traffic to your site, listings, agents and services. Think of SEO as your garden....**

### Short Links

[yourbrokerage.com/432345](http://yourbrokerage.com/432345)  
[30KeyRoad.yourbrokerage.com](http://30KeyRoad.yourbrokerage.com)  
[julia.yourbrokerage.com](http://julia.yourbrokerage.com)  
[www.yourbrokerage.com/openhouses](http://www.yourbrokerage.com/openhouses)  
[www.yourbrokerage.com/bestvalues](http://www.yourbrokerage.com/bestvalues)  
[www.yourbrokerage.com/Henderson](http://www.yourbrokerage.com/Henderson)

# you might consider a very short domain for these links

### Your Blog(s)

Community information (think keywords)  
Frequent & useful updates  
Media (photos, video, mp3 audio)  
Post Names are useful  
Each post should include links to related information on your website(s)  
RSS feeds  
Link to your blog from Social Network sites



### Website Content

Frequently refreshed pages  
Content Management Tools  
Page Layout and content (title, links)  
Site Index  
Reliable  
Market leading media (photos, vr and video)  
Maps (unlimited use)  
International (podcasts and service descriptions in several languages). Link to this from all pages  
eNewsletters (with many links to your site/blogs)  
eCards (birthday, anniversary with links)  
e-sports schedules  
Mobile tools (iPhone, iPod Touch)

### Advertising (Paid Links)

Some sites use this. Can be detrimental  
One person's paid link is another person's spam  
If this is important, you might periodically evaluate keyword searches in your market (Henderson Condo, etc.) This may, over time, if tracked, give you a feel for the value of paid links

You could also consider competitive keyword advertising (advertise using your competitor's names) Pros and cons

### Social Media Sites

Drive traffic to your sites, agents, listings & services  
Determine the type of content you intend to post and link to  
Monitor your staff/agents periodically  
Use branded short links to drive traffic  
Make sure all activity adds value