

Search engine optimization (SEO)

We implement proven SEO strategies for real estate websites that help you rank highly, driving quality traffic and increasing conversions.

	START	SCALE	MASTER
Number of keywords optimized	Up to 40	Up to 80	Up to 150
Keyword research	✓	✓	✓
Metadata optimization (titles, description, headers)	One-time	✓	✓
Site architecture and initial link audit	✓	✓	✓
Google My Business and Google Analytics setup with goal tracking	✓	✓	✓
Custom Google Analytics dashboards (number of)	1	4	8
Setup of website clickable sitemap	✓	✓	✓
Custom 404 error page setup, optimization and technical error monitoring (e.g., 404s, redirect loops)	✓	✓	✓
Monthly reporting	✓	✓	✓
Quarterly project management schedule	✓	✓	✓
Annual SEO audit and strategy document	✓	✓	✓
Quarterly competitor opportunity reports (search rankings, website changes, content/link additions)		✓	✓
Local search optimization (local listings management, social media optimization, citation build)		✓	✓
Internal linking optimization		✓	✓
Linkable content promotion		✓	✓
Building relationships with online bloggers/webmasters			✓
Website conversion analysis implementation			✓
Content development (monthly inclusion)		2 web pages	2 blog posts
Cost: Initial campaign investment Includes basic analytics setup, website audit, keyword research, initial site architecture and linking analysis, editorial calendar/content audit	\$1,999	\$1,999	\$1,999
Cost: Progressive optimization Requires six- or 12-month commitment	\$750/mo	\$1,750	\$2,750