Optimizing Your RealtySites PLUS™ Website for Maximum Visibility

Because you have a RealtySites PLUS™ website, you don't need to be a Search Engine Optimization (SEO) expert, guru or maven to improve your search engine rankings (SER) and be seen online.

You don't have to worry about what title tags or meta tags are – we've taken care of that for you – but there are a few other things you can quickly and easily do to improve your site's ranking and "findability".

Here are some suggestions:

- Load your listings and populate them with as much information as possible, as soon as you can. Search engines love dynamic content and will crawl your site more often, which help improve your SER.

- Have photos – LOTS of photos – and don't forget to tag them. RSP optimizes your photos and will shrink larger files to the size needed, so you never have to worry about loading photos that will take forever to load. Having lots of photos with alt tags that describe the photo with keywords or phrases is another great way of climbing the search engine ladder.

- Blog! Believe it or not, blogging is a proven traffic and content generator. If you're new to blogging, no big deal – think of something simple to write about, like how great your new RSP website is – and get started. Blogging doesn't have to be difficult, and you don't need to write pages and pages. A blog post can be as long or as short as you want, as long as it's something relevant and useful to your customers. A page or a paragraph, it's up to you. And, if you get stuck for what to write about, ask for guest posts from others (see the next point about using Experts, too). If you're in an office with other agents that are using RSP, a great way to get automatic blog content is by sharing your listings with the other agents – you'll automatically get their posts added to your blog as well.

- Experts can be your SEO savior, so use them! Having Experts on your site will give you more of that dynamic content search engines love, plus their blog posts will appear in your blog stream.

- Social media's not just for kids. Love it or hate it, studies are rolling in that show fantastic results for businesses that use social media and networking sites like Facebook, LinkedIn and Twitter properly. First of all, these sites help you build an online community, credibility, and eventually, leads. Plus, the more 'touches' you have with the online world, the more links you create back to yourself and your website. And, social media is another great way of creating 'evergreen' content for your website that search engine spiders (or bots) love.

Keep in mind that it's important you have something valuable to share the majority of the time, not just what you ate for breakfast or pictures of your dog (that's a quick way to get ignored and unfollowed), and that anything you say will remain online for a long, long, long time. Think before you click!

- Use built-in RSP tools like RateIt! and Seller's Comments to add more dynamic content. Remember, you always have the option of seeing ratings or comments before they're published for the listing, so you can prevent any objectionable feedback from being seen.

- Post videos. Virtual tours or YouTube features are favorites of search engines. Post a video bio of yourself (we've built that in too!) so people can see the real you. And, why not create your own YouTube channel?

- Utilize content marketing by providing free downloads like special reports, moving checklists, curb appeal tips, and more. It's okay if you don't have time to write the stuff – there are lots of places to find pre-written content you can use (keeping the resource box intact of course so the writer gets credit, and you don't get into copyright battles).

  Browse article sites like eZineArticles, IdeaMarketers, and others for syndicated articles you can use. If you'd rather offer a special report, ebook, or something with more substance than an article, hire someone to write it for you. A good copywriter will put a marketing spin on it for you; a graphic designer will lay it out and make it look awesome. If it's something useful to your clients, you'll find it well worth the investment.

  You can easily upload content through Training & Media-->File Manager, or create new content and keep it organized with Content Manager-->My Pages.

Beginning to see a theme here? Once upon a time, clawing your way to the number one page on Google or Yahoo meant using keywords and phrases throughout your site like crazy, stuffing your content with them to the point your website copy almost made no sense. Now, because of the competition fighting for those keywords and phrases, they take a lower priority than how often websites feature new information and content. Keywords and phrases are still important, especially in tags, but they're no longer the main driver of SERs.