

OFF-PAGE SEO

HOW TO IMPROVE YOUR REAL ESTATE WEBSITE'S VISIBILITY

What is Off-Page SEO?

Definition: SEO strategies that happen away from your website, impacting search rankings.

Key Focus: Building authority and credibility through external factors.



Why Backlinks Matter

Google's View: Backlinks act as endorsements of your website's value.

Quality over Quantity: One high-quality link is more valuable than 10 low-quality ones.

Anchor Text Importance: Use keywords as clickable links to boost rankings.



Types of Links

Dofollow Links: Boost rankings by passing authority.

Nofollow Links: Don't improve ranking but still drive traffic.

Link Profile Diversity: Build a mix of earned, traded and natural backlinks.

RANKINGS



How to Earn Backlinks

Guest Posting: Write high-quality content for partner websites.

Digital PR: Use HARO or reach out to local reporters for coverage.

Business Partners: Link with preferred lenders, stagers or other real estate professionals.

Optimize Your Google Business Profile (GBP)

Claim Your Profile: Make sure you have control of your GBP.

Key Sections for Rankings:

1. Business Name (Use legal name)
2. Website Link (Strong URL)
3. Categories (Accurate & relevant)
4. Reviews (Encourage positive, keyword-rich reviews)
5. Attributes (e.g., Woman-owned, Veteran-owned)
6. Services (List all that apply)



Off-Page SEO Tips

Don't Buy Links: It's against Google guidelines and can harm your rankings.

Focus on Earning: Prioritize earned links over traded ones.

Local Listings: Ensure you are linked from reputable directories like Chamber of Commerce.

