



Top 95 Real Estate Keywords Checklist

Having a strong online presence can mean the difference between landing a new client and losing one to your competitor. A key component of any effective SEO strategy? Real estate keywords.

The below checklist is a curated list of 95 top-performing keywords to help you get found online.



General Real Estate Keywords

- Real estate agent
- Homes for sale
- Real estate agency
- Real estate listings
- Real estate market
- Real estate near me
- Properties for sale
- Real estate broker
- Commercial real estate
- Residential real estate
- Luxury real estate
- Real estate companies
- Real estate investment
- Cheap homes for sale
- Open houses near me
- Local real estate agents



Location-Based Keywords

For hyper-local SEO, include keywords that mention specific areas, cities or neighborhoods.

- Homes for sale in [City]
- Apartments for rent in [Neighborhood]
- Real estate in [City]
- [City] property listings
- Best neighborhoods in [City]
- Townhomes for sale in [City]
- Condos for rent in [Neighborhood]
- New developments in [City]
- [City] housing market trends
- Affordable properties in [City]
- Luxury homes in [Neighborhood]
- Waterfront homes in [City]
- Real estate opportunities in [City]
- [City] real estate listings by owner
- Best suburbs near [City]



Keywords for Buyers

- First-time homebuyer tips
- Affordable homes for sale
- How to buy a house
- Houses with pools for sale
- New construction homes
- Homes for sale by owner
- Luxury homes near me
- Foreclosed properties in [City]
- Best neighborhoods for families
- Energy-efficient homes for sale
- Homes with large backyards
- Waterfront properties for sale
- Move-in ready homes
- Affordable condos for sale
- Houses with home offices



Keywords for Sellers

- How to sell my house
- Tips for staging a home
- Best real estate agent for sellers
- Sell my home fast
- Home valuation calculator
- How to prepare my home for sale
- Top renovations to increase home value
- Best time to sell a house
- Marketing strategies for selling a home
- Common mistakes when selling a house
- Costs of selling a home
- How to choose a real estate agent
- Selling a house without a realtor
- Taxes and fees when selling a home
- Curb appeal ideas for sellers
- Fastest ways to sell a property



Keywords for Luxury Real Estate

- Luxury real estate
- High-end homes for sale
- Luxury condos in [City]
- Waterfront properties
- Exclusive estates
- Premium residences
- Upscale neighborhoods
- Expansive penthouses
- Private villas
- Gated communities
- Designer homes
- Luxury home rentals
- Modern mansions
- Oceanfront estates
- Investment luxury properties



Keywords for Rental Properties

- Apartments for rent
- Short-term rentals
- [City] rental properties
- Pet-friendly rentals
- Affordable apartments
- Furnished apartments
- Luxury rentals
- Studio apartments
- Family-friendly rentals
- Long-term leases
- Downtown apartments
- Suburban rentals
- Newly renovated units
- Student housing
- Corporate housing



- Vacation rentals
- Eco-friendly apartments
- Co-living spaces

By incorporating these top-performing real estate key words into your SEO strategy, you'll increase your chances of being discovered by potential clients online. Whether you're targeting general terms or focusing on hyper-local search phrases, this checklist is designed to help you boost your visibility and stay ahead of the competition. Start optimizing today and watch your online presence grow!

