



## YOUR LOCAL HOLIDAY CONTENT CHECKLIST

# 50



## IDEAS TO BOOST SEO & ENGAGEMENT

From Sierra Interactive - helping top agents  
own their local market, every season



## Own your local market this holiday season.

The holidays are the perfect time to create content that connects you with your community - and helps your website rank higher in local search.

This free checklist is packed with **50 holiday-inspired content ideas** designed to help you:

-  Build out community-focused pages that drive organic traffic
-  Highlight local businesses, events and seasonal activities
-  Strengthen your SEO with fresh, relevant content
-  Stay top of mind with your audience through the holidays and into the new year

Use these prompts to inspire blog posts, neighborhood pages and social content all season long - powered by the SEO strength of your Sierra website.

## Checklist

# Holiday Content Ideas for Real Estate Agents

### Local Event & Activity Guides

Perfect for seasonal traffic and backlinks from local businesses.

- [City] Holiday Events Calendar 2025
- Where to See the Best Christmas Lights in [City or Neighborhood]
- Local Tree Lighting Ceremonies You Don't Want to Miss
- Top Holiday Markets & Craft Fairs in [Area]
- Where to Cut Your Own Christmas Tree Near [City]
- New Year's Eve Events and Fireworks in [City]
- Photos: Holiday Parades and Festivals in [Community]
- Family-Friendly Winter Activities Around [City]
- The Best Ice Skating Rinks and Winter Pop-Up Events
- Winter Date Night Ideas for Couples in [City]
- Winter Festivals or Pop-Up Holiday Markets Featuring Local Artisans

## Neighborhood & Lifestyle Highlights

Tie local charm back to real estate and community living.

- The Coziest Neighborhoods in [City] to See Holiday Lights
- Decorating Trends: How Homeowners in [Community] Celebrate the Holidays
- [Neighborhood] Homeowners' Favorite Holiday Traditions
- Best Local Spots to Buy Holiday Decor, Trees or Gifts (Highlight local markets, shops, etc)
- How [City] Residents Celebrate the Season - A Local's Guide
- [Your Local Area] Homeowner's Checklist for Winterizing Before the Holidays
- Holiday Hosting Tips from [City]'s Top Local Restaurants or Chefs
- Pet-Friendly Holiday Fun Around [City] (Dog parks, photos with Santa, etc.)
- Where to Find Santa Photos or Holiday Minis in [Area]
- Hidden Gems: Local Spots for a Peaceful Winter Walk

## Local Business Spotlights

Show love for the community while improving local relevance.

- 12 Local Businesses to Shop Small with This Holiday Season
- Local Coffee Shops to Cozy Up In This Winter
- Favorite Local Bakeries for Holiday Treats and Desserts
- Where to Get Holiday Gifts from Local Makers in [City]
- Restaurant Roundup: Best Spots for Holiday Brunch or Dinner
- The Ultimate Local Gift Guide - Made in [City] Edition
- Local Breweries or Wineries Offering Seasonal Specials
- Best Local Boutiques for Unique Holiday Finds
- Spotlight on Local Holiday Workshops or Classes (Like wreath making, cookie decorating or pottery)

## Home & Real Estate Tips

Blend seasonal content with practical homeowner or seller advice.

- Staging Your Home for the Holidays: Tips for Winter Listings
- Should You List Your Home During the Holidays? Pros & Cons
- Winter Curb Appeal: How to Make Your Home Shine in December
- How to Make Your Home Feel Cozy for Holiday Guests
- Smart Home Gifts Every Homeowner Will Love
- 5 Holiday Upgrades That Add Value to Your Home
- How to Safely Decorate Your Home for the Holidays (Without Hurting the Roof!)
- Holiday Home Safety & Decoration Tips for Sellers and Homeowners

## Giving Back & Community Connection

Position yourself or your team as a local leader who gives back (great for brand building!).

- Charities & Toy Drives in [City] to Support This Season
- Volunteer Opportunities for Families in [Community]
- How [Your Real Estate Team] Is Giving Back This Holiday
- Local Food Banks and Donation Drives - How to Help
- Spotlight: Local Nonprofits Doing Great Work During the Holidays
- Guide to Local Holiday Drives for Pets & Animal Shelters

## New Year, New You

Transition holiday traffic into early-year engagement.

- [City] Real Estate Market Predictions for 2026
- New Year's Home Organization Tips
- Decluttering Before You Sell in 2026
- Local Wellness & Fitness Events to Kick Off the Year
- How to Prepare Your Home for a Successful Spring Sale
- Setting Your Home & Budget Goals for the Year Ahead

**Your Sierra website gives you the tools to attract more visitors and convert more leads - but great SEO starts with great content.**

**Keep your site fresh, relevant and locally focused all season long.**

**READY TO BECOME  
YOUR MARKET'S GO-TO  
LOCAL EXPERT?**

**Book a demo and let us show you how.**

