

On-Page SEO Checklist

Keyword Research

- Identify relevant keywords for your market (cities, neighborhoods, property types)
- Use keyword research tools like Google Keyword Planner and SEMrush

Content Optimization

- Use target keywords in titles, headers, and body content naturally
- Create high-quality, valuable content (buying guides, neighborhood info, etc.)
- Optimize meta titles and descriptions with keywords (60 chars for titles, 160 for descriptions)
- Use clear content structure with headings (H1, H2, H3)
- Implement schema markup (RealEstateAgent, Apartment, Place schemas)

Technical SEO

- Ensure the website is mobile-friendly and has a responsive design
- Optimize page load speed (compress images, use efficient code)
- Fix broken links and crawl errors
- Use XML sitemaps and robots.txt file
- Secure website with HTTPS

Link Building

- Get backlinks from reputable real estate websites and blogs
- Pursue guest blogging opportunities on industry sites
- Create linkable assets (guides, reports, tools)

Local SEO

- Claim and optimize Google My Business listing
- Get listed on local directories (Yelp, Yellow Pages, etc.)
- **Your Real Estate Company website with a link back to your website** (do not link to your real estate company's website or Zillow or Realtor.com)
- Use local keywords and create local content (neighborhood guides)
- Embed Google Maps on the contact page;
- Go to [My Google Maps](#) and create custom maps for Free for each of your pages on your website.

Social Media

- Share content and engage on Facebook, Instagram, Twitter
- Join local real estate groups and forums
- Encourage positive reviews on GMB and other sites

Real Estate Listings

- Check out [Showcase IDX for Real Estate Listings](#)
- Use [Lion Desk](#) or [Follow Up Boss](#) to Manage leads through Contact Management

Real Estate Blog

- Use [Rank QI](#) to add 8 to 10 pages of new content a month

Tracking and Maintenance

- Set up Google Analytics and Search Console
- Monitor rankings, traffic, and conversions
- Conduct regular SEO audits to identify issues
- Stay updated on SEO trends (voice search, AI, etc.)
- Continuously create fresh, optimized content

This checklist covers on-page factors like content optimization and technical SEO, as well as off-page elements like link building, local SEO, and social media marketing.

It also includes steps for tracking performance and maintaining an effective [SEO strategy](#) long-term.