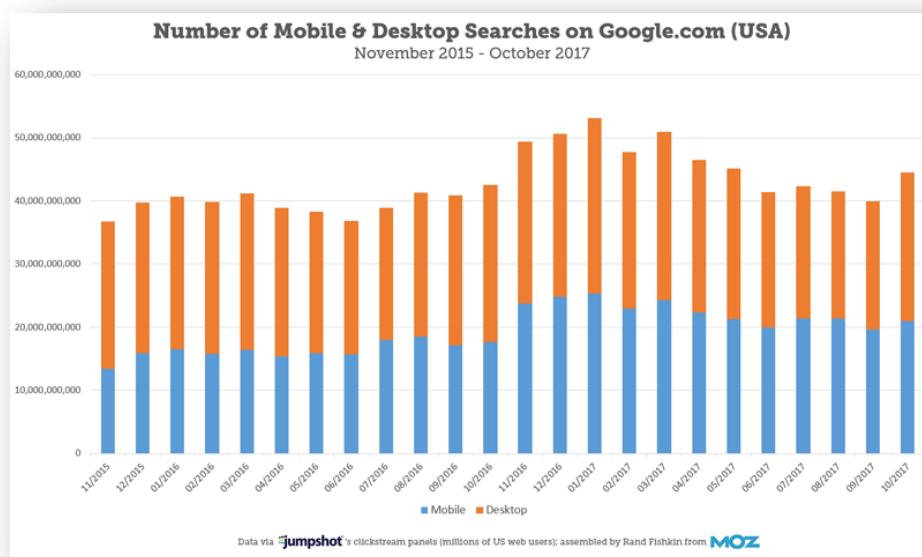


Easy Steps to Improve SEO for Your Website

What is SEO?

And why does it matter to real estate professionals?

Ranking in search engines is an especially powerful marketing channel. When a person performs a search, they're broadcasting an immediate interest and need. A search says "I want this thing right now." Being present, visible, and compelling to that searcher in that moment can deliver immense value to a business. An overwhelming majority of searchers (more than 9 in 10) click on page one of search results ([source](#)), and organic results (which we'll talk about more below) earn 20 times the clicks of paid results in Google.com searches ([source](#)).



SEO, also called "Search Engine Optimization," is the practice of improving web content's ability to perform well in the organic (non-paid-advertising) listings of search engines like Google, Bing, and Yahoo!. There are a great number of practices and processes that can be undertaken for SEO results, but all are designed to help a website, web page, or set of pages, earn more visibility and visits from searchers (without having to use their paid ad placement products).

Google, and search more broadly, are the dominant ways people find what they're seeking online. In 2017, Google.com received an average of just over 45 billion queries each month in the US ([source](#)). More than 90% of Internet users performed at least 1 Google search each month, and 88% of Americans are Internet users (including an astounding 99% of Americans between the ages of 18-29) ([source](#)). Google accounts for 88.6% of all searches, Bing 6.96%, and Yahoo! 3.39% ([source](#)).

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In the visual below, you can see a search on Google.com for “homes for sale Seattle” and the two types of results that Google returns:

The screenshot shows a Google search results page for the query "homes for sale seattle". The results are organized into two main sections:

- Paid Results:** These are the top four results, highlighted with a red border. They are AdWords listings from Redfin, Quadrant Homes, TheMLSonline.com, and Zillow.
- Organic Results:** These are the bottom five results, highlighted with a green border. They are organic search results from Redfin, Realtor.com, and Zillow.

Paid Results:
Powered by Google's AdWords program, these ad listings can earn 5-30% of all the clicks made by searchers for this keyword.

On average, across all queries, paid results receive ~2.8 clicks per 100 searches, 1/20th of what the non-paid, organic results get.

Organic Results:
Powered by Google's search algorithms, these listings can earn 70-95% of the clicks made by searchers for this keyword.

On average, across all queries, organic results receive ~54 clicks per 100 searches, 20X more than what the paid, AdWords results get.

Every month, 200-500 people search Google for this combination of words ([source](#)). When they do, advertisers like Redfin and QuadrantHomes are willing to spend \$3-\$7 for each potential click to rank in those top, paid advertising results. The benefits of ranking in the top organic results, paying nothing, and earning, on average, more traffic, is clear.

But, SEO is hard and it demands both technical and creative investments. In the next section, we'll cover how Google displays listings and how those different types of search results affect the practice of SEO in the real estate world.