



# How to Make Google Love Your Property Website

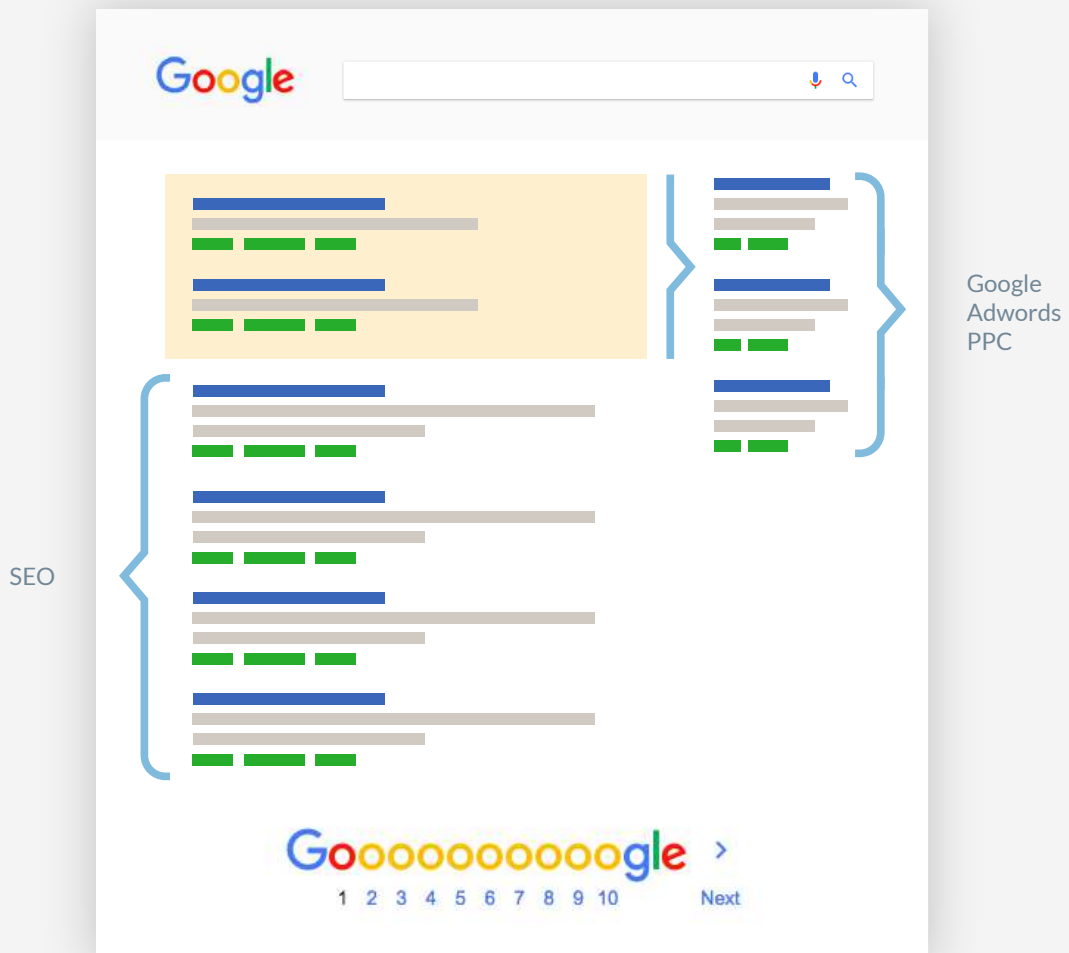




## What is SEO?

Search engine optimization (SEO) is the practice of maximizing the visibility of your website and getting “free” traffic from organic (non-paid) search engine results.

SEO gives you the power to reach potential prospects on search engines like Google, Yahoo! and Bing that are actively searching for properties to lease or purchase.





## Why is SEO so important?

If you don't optimize your property website for search engines, you risk losing potential prospects to your competitors because their property listings appear higher in search engine rankings than yours.

And ideally, you want your website to show on the first page of the results (rankings 1-10) because research has shown that page 1 results will garner 91.5% of traffic for an average search term.

The Internet is becoming increasingly competitive, and those CRE companies who perform SEO will have a marked advantage in attracting more visitors and new prospects.

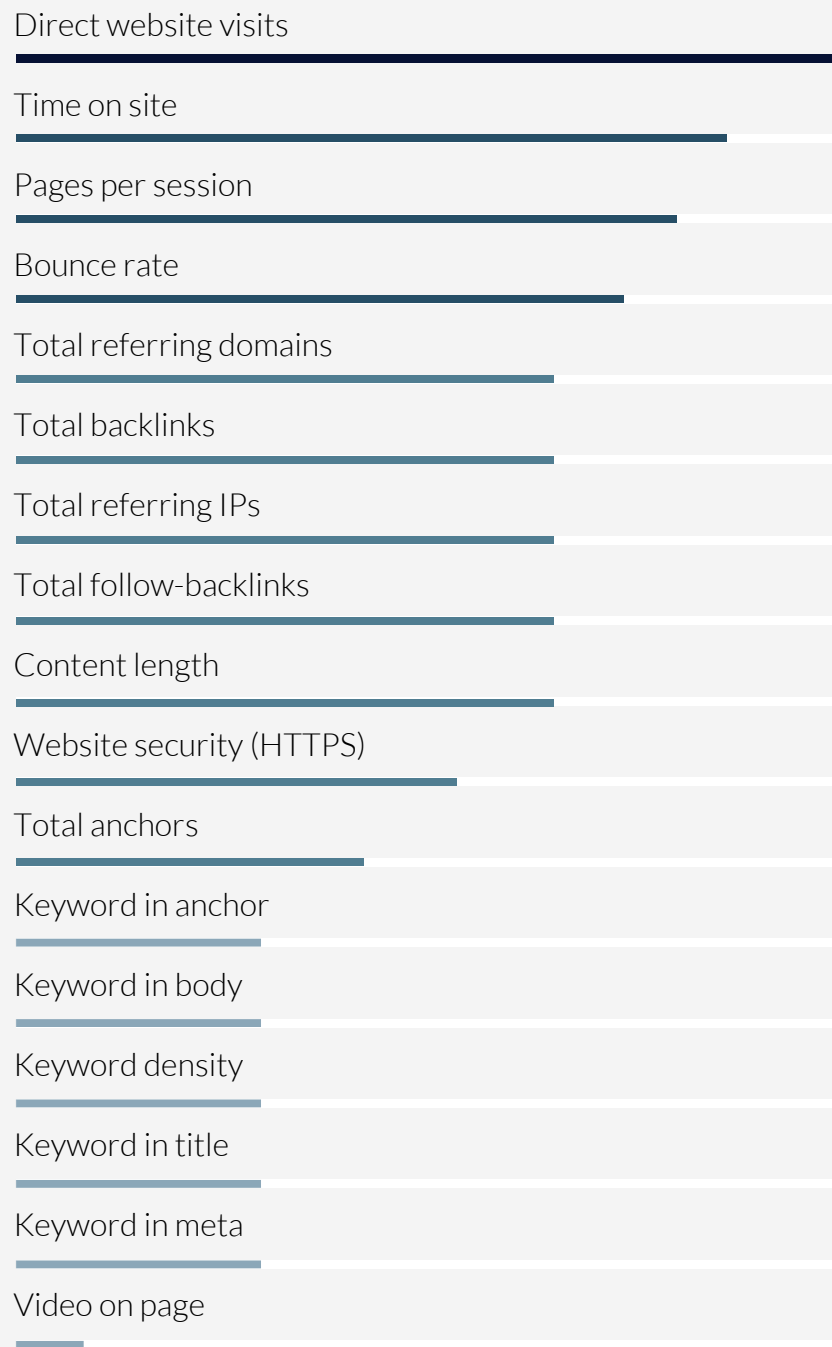
## How do search engines rank websites?

Every Search Engine has its own proprietary algorithm to rank web pages. Search Engines use proprietary algorithms that determine how pages are ranked in their results based on a number of variables. These variables continuously evolve as they are always working to improve their technology to crawl the web more deeply and return better results to users.

Keep reading to get a closer look at the major ranking factors for search engines.



## What are the major ranking factors?



Source: SEMRush 2017



# 10 TIPS TO MAKE GOOGLE LOVE YOUR PROPERTY WEBSITE

## 1 Use Descriptive Page Titles

Title should describe what the page is about and use all relevant keywords at least once within 70 characters.

EXAMPLE PAGE TITLE

123 Main Street, Boston MA - Class A Office Space

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## 2 Optimize Your META Description

The META description is what users will see when they find a page from your website in the search engine results. It should be clear, easy to read, and long enough that they're sufficiently descriptive, ideally between 100–300 characters.

EXAMPLE META DESCRIPTION

Wasserman Group is pleased to announce the availability of 123 Main Street, Boston MA. Class "A" office building in the heart of Boston's vibrant Seaport District offers +15,000 of creative office space for lease

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## 3 HTTPS Encryption

Various studies have shown strong correlation between HTTPS websites and first page Google rankings. Google confirmed back in 2014 that websites with a HTTPS encryption will perform better than their HTTP counterparts, and many sites that have not yet switched to HTTPS are now marked as unsafe in Google Chrome.

Consider purchasing a SSL certificate from your domain registrar to switch to HTTPS for your property website.



## 4 Use Well-written Property Description

The property description is the first large chunk of text Google and other search engines will see on your page so make sure you consider including SEO-friendly phrases such as reaffirming the property type and location.

The [property description](#) is also a great place to highlight both building and local amenities using positive descriptive phrases.

A good rule of thumb is to write descriptions that are between 80-150 words in length. Less than 80 words is a bit too thin and more than 150 words starts to become very dense.

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## 5 Optimize Images

Always optimize your images using descriptive file names and make sure to scale the image size to the size you want to show to help reduce page load time. Avoid using image files over 1MB and use JPEG whenever possible for photos and PNG with transparent background for logos.

EXAMPLE IMAGE FILE NAME

123-main-street-office-building-entrance.jpg

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## 6 Increase Dwell Time

The amount of time a user spends on your page is increasingly becoming a more important engagement signal to Google. Happier, more engaged users means better rankings in search results.

Make sure your property website is well-designed and incorporates a clear site layout, appropriate use of aesthetics, colors, imagery and content.

You can also improve dwell time by including interactive content modules to help engage your visitors such as photo galleries, videos, interactive amenity/retailer maps, downloadable floor plans and thoughtfully placed calls-to-action.



## 7 Avoid Duplicate Content

To provide the best search experience for users, search engines will rarely show multiple versions of the same content in their results, and are forced to choose the version most likely to be the best result. Avoid duplicating content and write original copy for your property website as much as possible.

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## 8 Link From Your Company Website

Getting links to your property website are fundamental for SEO success and your company website is a good place to start.

Include a link to your property website from the listing results or consider publishing a news item about the property on your company's blog with a link.

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## 9 Get External Backlinks

The quantity of referring domains to your website is key and impact rankings more than any other factor. Add the property website link to your listings on Loopnet, CoStar or [other portals](#) where the property is already listed.

Other options to get more links to your website is to ask your tenants or local amenity providers to add the property URL to their own website.

Pitching local online news sites, industry bloggers and trade journals to write an article about your property is also a good way to get more backlinks.

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## 10 Amplify On Social Media

Sharing your properties on on social media provides visibility to your target audience and helps attract potential visits and backlinks, so make sure you're [actively promoting](#) on relevant networks. For commercial real estate professionals, the two most effective social platforms are LinkedIn and Twitter.

Your posts should ideally include information about your listings and incorporate images, relevant tags (example: [#office](#), [#retail](#), [#industrial](#)) and link to the property website. Tagging your team members on your posts will also give you more exposure to get in front of a larger audience.



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