

# SEO SEARCH ENGINE OPTIMIZATION SECRETS FOR REALTORS

Online Marketing  
Services for Realtors®

Where  
is your  
website  
located?

How can  
Internet  
buyers  
find your  
needle  
in that  
haystack?

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# SEO SEARCH ENGINE OPTIMIZATION SECRETS FOR REALTORS



An SEO and search engine placement primer for Realtors who want to be Internet Realtors.

Your website needs to be found by people looking for homes in your neighborhood. How can you make that happen?

**By: Mike Parker**  
**The Blackwater Consulting Group, Inc.**

Author's note: The author wishes to thank the California Association of Realtors® (CAR®) and Leslie Appleton-Young, Vice President and Chief Economist, in particular, for permission to use the slides illustrating this booklet. CAR® continues to provide comprehensive information to its members and the public to further enhance every consumer's home-buying experience and we thank them for so graciously making this information available to us and to you.

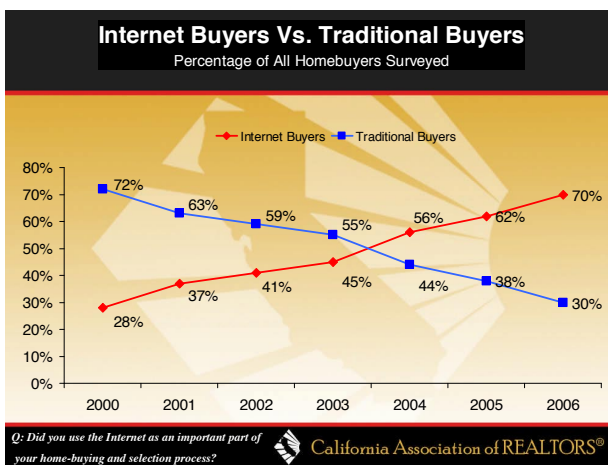
## Introduction

As the percentage of real estate transactions that begin on the Internet rockets through 82% Source: NAR®, (on its way to 90%+) it is clearer than ever that you need a strong array of tools to stake your claim to your part of that bounty. In acquiring your website, you have taken a huge step to fulfilling that mission, but there is more that needs to be done: you must be certain that your website can be found by people looking for

homes in your neighborhood when they go to the Internet to look.

This process is generally referred to as "Search Engine Optimization (SEO)" and "Search Engine Placement (SEP)" and is a vital part of your success as an Internet sales agent. Properly implemented, the positive effect these processes produce for you is nothing short of astounding: it is routine for clients to tell us that they TRIPLE visitors to their sites once they are properly optimized and placed. Success stories abound about clients selling millions of dollars in property from their Internet presence, listing monopolies in exclusive neighborhoods powered by their web position, and more. Those are high levels of success, and not everyone can attain them. However, everyone can sell and list homes because of their ability to be found on the Internet, and whether it's one home or 50 in a year, if you can't be found, you won't make the sale.

What then, is SEO, and what is placement? More importantly, how do you accomplish effective SEO and SEP for your website? It is here that views diverge. Some people go to great lengths to try to learn how to “do their own” SEO. Sometimes it works. More often, it does not, and all the realtor has to show for hours of efforts are less sales - one can’t sell homes camped behind a desk fiddling with SEO - and a website that still cannot be found. Others recognize that, as realtors, their first mission is to list and sell properties. They take the view that, while they should have an understanding of at least part of the process, it is the results that matter in the real estate business. For the most part, I agree with the latter group.



*The percentage of Internet buyers continues its relentless climb.*

As a proof, I offer you this simple list of factors affecting search engine performance. Two tables illustrate main search engine ranking factors.

### On Page Factors

1. Title
2. Body Text
3. Headings H1/H2/H3
4. Link Text (Anchor Text)
5. Domain Names, File and Folder Names
6. Keyword Repetition, Proximity, Prominence
7. Alt tag attributes in Images and Links
8. Page Size
9. Search Engine Friendly Navigation
10. Number of Pages on the Website
11. Website Freshness/Frequency of Updates
12. Number of Outgoing Links
13. Domain Class (.edu/.org/.com...etc)
14. Site Map

### Off Page Factors (Link Popularity)

1. Age of the Domain
2. Number of Inbound Links
3. Link Text (Anchor Text) Keyword
4. Age of the Domains of Inbound
5. Age of the Inbound Links
6. Keyword Theme of Domain/Link
7. Google Page Rank of Inbound Link
8. Directory Listings (DMOZ.org, Yahoo, Second Tier Established Directory Listings.
9. Niche Directory Listings
10. Inbound Links From Authority or Matter Expert Sites.
11. Domain Registration Length

If you are like most professional sales people, these factors list much that is outside your area of expertise. I always tell people not to be concerned with that; the arcane points of real estate sales are outside my expertise, too! We can’t be professionals at everything. If you stick to real estate, I’ll stick to SEO and SEP. Together, we will make some fine headway at making you an Internet realtor!

### What’s “on page”; what’s “off page?”

“On-page” refers to things that can be done to enhance your natural organic position with the search engines by you, your website provider, and your SEO advisor. This list of items is not evenly rated; by that, I mean that some of the items are hugely important to your ranking, and some are truly minor. It is the hugely important things that you should focus on, and when it comes to “on page,” the single biggest factor in recognition are your html tags: <title>, <meta> keywords, and <meta> content. It is estimated that up to 45% of SEO is determinant on the content of these tags. Brevity is important - “page length” refers to content length, and it shouldn’t be too long. Number of pages? More is good. Update frequency should be constant. Outgoing links are BAD. Any link from your site should come back to your site when closed. A “.com” address is most desirable. A site map should be filed with the search engines, when possible.

The weighting given these different factors by an individual search engine is called the “algorithm.” If you are a little rusty on your high school trigonometry and calculus, an “algorithm” is a fancy word for “recipe.” Different search engines give slightly different values to all these things, and that determines who gets on page 1 and who gets on page 1001, and that is what is called their “algorithm.”

“Off-page” refers to factors that are not strictly at your end of things, and are generally matters you may not have any idea of how to maximize. One of the most important factors in some engines’ off page algorithms is “age of domain.” Google, for example, won’t even index a site until it is six months old. That’s one reason you should not change URL’s (your www address) ever; as it ages, it gets more powerful. Other leading engines (Yahoo, MSN Live, AOL) will index your site as soon as they can the moment it goes live. Generally, however, you won’t immediately appear on Google organically, regardless of how well you are optimized.

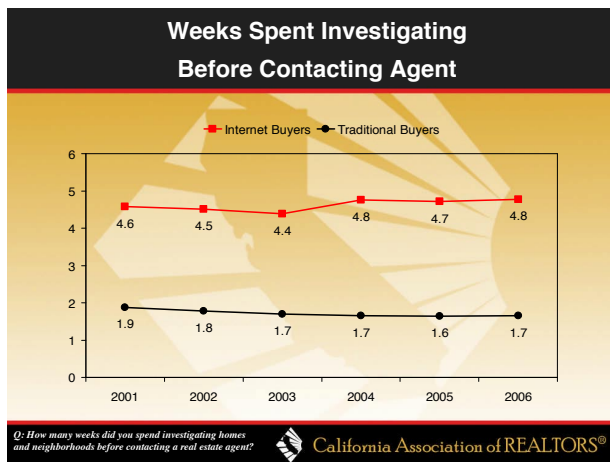
If your website address is not yet six months old, don’t despair, because plenty of home searches come from MSN, Yahoo, and AOL. Yahoo is the most used email client in the world, MSN is right up there, and AOL will always be a player. People using those engines can find you, now - not six months from now. If you think it vital to appear on Google for those first six months, you might want to look at pay-per-click advertising, which can put you on top of the PAID search results tomorrow, just not the organic. I’ve always found that to be hypocritical of Google (if you buy their PPC, they’ll let you in, but if you don’t, you wait six months), but after all, they are the world’s largest provider of pay-per-click.

## Links and linking

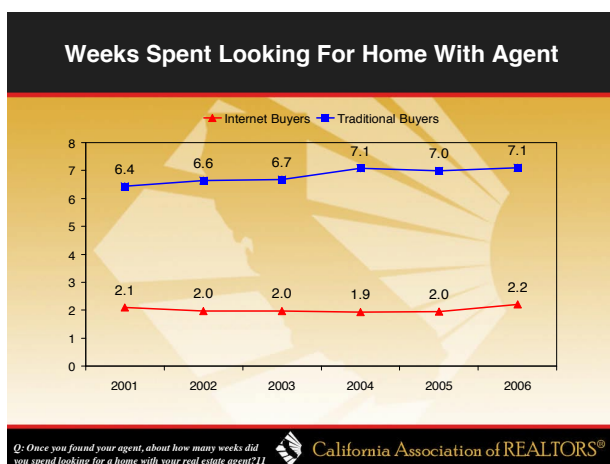
Right up there as number two on off-page factors is “number of inbound links.” If only it were that simple. Just any inbound link will not affect much. The inbound links must be strong, relevant, and number over 30 before they do much good for you. DO NOT get snookered by “reciprocal linking” offers; they will hurt your

SEO, not help it. DO NOT put 20 links leading off your site that do not return when closed. That will hurt you, too. If you want to provide links, do it only with a “return” option, and if the party to whom you are linking won’t provide that, save yourself aggravation and put down a web address not linked, instead.

As you can see, a multitude of factors make up the “off-page” algorithm, too. I have always thought you are better off by teaming with professionals and leaving your performance to them. Remember, these professionals have technical teams that monitor the search engines algorithms every day and react accordingly to keep you well placed and findable. That’s the other component: just when you might think you have all this down and understood, someone moves the cheese and changes the formula, the recipe, the algorithm. You can either drop everything and cancel your showing appointments for a few days to react, or you can ignore that worry by having your professionals handle all that for you. I admit that this can appear self-serving, but I truly believe it to be so, and I guarantee you that no SEO or SEP amateur can obtain the results our clients experience daily. This process is never finished; it is always a work in progress. But the payoff to that work can be fabulous! For example: one broker has tripled traffic from 55,000 visits to 155,000 visits a month; one client, with only one office, mines the Internet like few others (he went from 30,000 visits a month to 95,000 visits a month; obviously, he was very adept to begin with); another client gained 35 listings in one high end neighborhood in one year by using his search engine placement to prove his mastery of the Internet to his listing presentations; clients become “relocation specialists” and sell a house a month to relocating families. What’s your market? SEO and SEP can help make you more effective in it, whatever it is. When these successes are evaluated, they all have one thing in common: these professional realtors leave the SEO and SEP to professionals, and they reap the benefits they could not otherwise gain.



*Internet buyers do their homework, so you don't have to.*



*Internet buyers buy a home in 1/3 the time while looking with an agent than traditional buyers do*

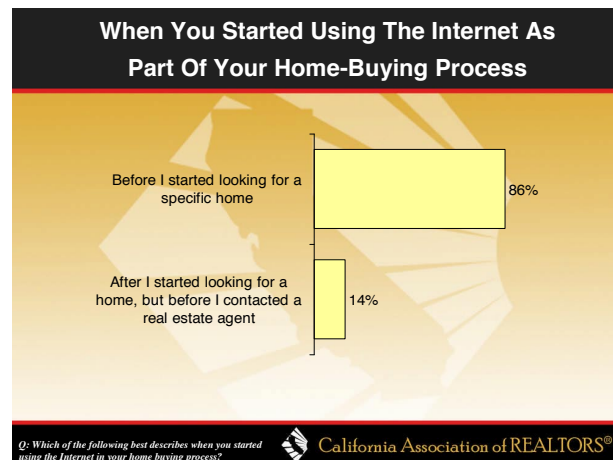
Also, remember that search professionals have access to proprietary tools you do not have access to. If you try to guess what to optimize your site to reflect, you will most likely guess wrong and not get the traffic. Pros have tools that tell them exactly where the traffic goes when looking for homes. Also, the reality is that you cannot possibly maintain maximum performance on all those criteria listed above on your own. Those professionals would cost more than you want to spend. In my opinion, you are better off with a specialized company that does just this for realtors and related fields, and influences about 80% of the factors for a reasonable monthly price. Hold them accountable, and leave this technical tinkering to the professionals. You will outperform 99% of all your competition when it comes to being found, provided you also arrange for search engine placement.

## If you decide to “do it yourself”

You have three sets of tags to carefully program; the page <title>, <meta> “content,” and <meta> “keywords.” Let’s take them in that order.

### Title tag

When deciding what to put on your title tag, remember that computers are literal; that is, what you put there is what they’ll place you under. Do not put your name or your company name as your title tag. If people already know your name, they’ll not need to search for you. Avoid terms that cannot be winnowed; don’t put a huge regional area in your tag (such as ‘Metro Washington, DC, Baltimore and Northern Virginia homes for sale.’) remember that search is local; narrow down your area to what it truly is, and you will be found far more easily. Of course, there’s another consideration for not trying to come up on searches over a wide geographic area: should you actually come up on a person’s search looking for a home in Northern Virginia (to stick with that example), when they see your office is in Baltimore, they won’t call you. Stay local in your targeting, and it will work far better.



*Internet buyers start looking for a home on the Internet before even narrowing things down to a specific neighborhood!*

Remember, too, that punctuation is read by searching computers; do not put commas between any words in your phrases. Wrong way: Baltimore, MD, Homes for Sale Right way: Baltimore MD Homes for Sale,

Dashes (-) are bad. Misspellings are bad; check your work. Really long is bad; keep your title tag short.

Meta “content”

I find it hard to believe how many people say something like this: “Please feel free to browse this site to find all MLS listings in Montgomery County Maryland and to see all the finest homes for sale in this area. Blah, blah, blah..... Your content tag should follow your title tag and expand upon it a bit.

Meta “keywords”

It is here that the most futile attempts to be found usually occur. Your keywords must describe the search you wish to appear under, and you must use the entire phrase. Separate your keyword phrases with a comma. DO NOT do something like this:

Wrong way: Baltimore MD Homes for Sale, realtor, agent, mls, properties, land, farms, schools, condos, blah, blah, blah - Computers cannot make the jump that the word “Baltimore” applies to each of the nouns you follow the phrase with. If you want to be found under “Baltimore MD real estate agent” and the rest of those terms above,

Right way: Baltimore MD Homes for Sale, Baltimore MD Real Estate Agent, Baltimore MD condos, - and so on.

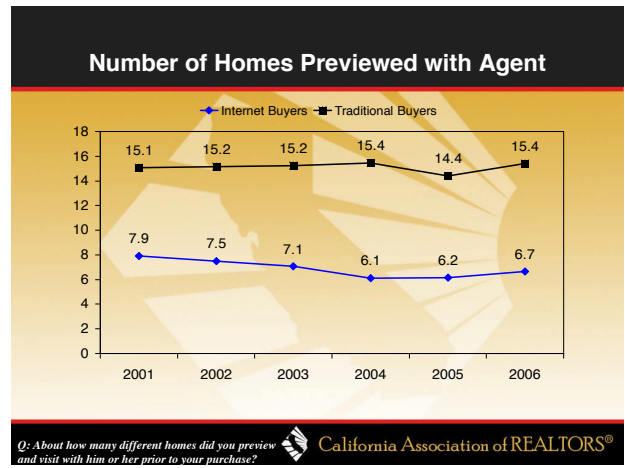
You must remember that if the computer searches for “homes,” “condos,” “real estate agent,” and so on, without a geographic identifier/descriptor, it will walk right past your market area and look for the generic term. You will never appear under that criteria.

You must also remember that the more you load up your keywords (or title or content) with markets that are not really your targets, the more you weaken your ability to be found where you want to be found. You are operating blind; you don’t know the search depths, the number of sites with your phrases in their existing title tag, the number of people who searched for the exact phrase recently - you can easily put

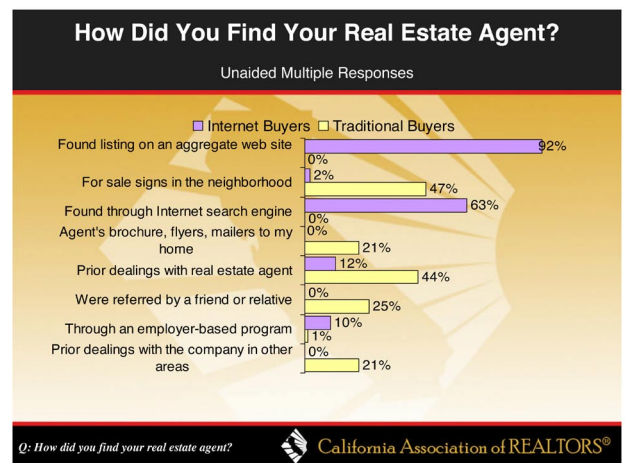
yourself in a search that is so deep that you can never be found.

Even worse, you could wind up choosing phrases that get no traffic; you might get good position on them, but nobody goes there. Either alternative makes your efforts essentially worthless.

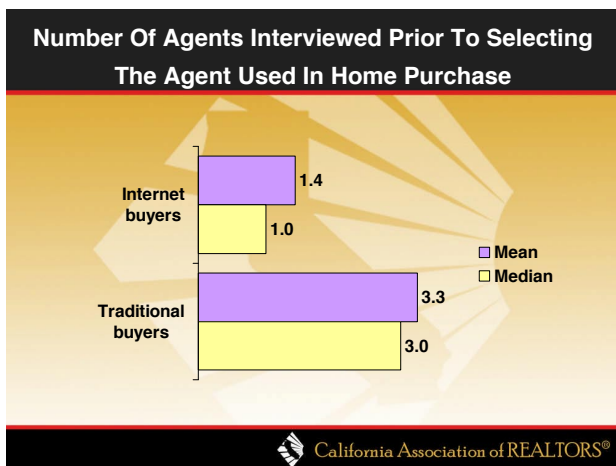
Once you have the tags done, you will need to tie them to the homepage content at minimum by placing the keyword phrases in the text content. As long as they are on the homepage, you will be effective. If you extend those keyword phrases to every page of your site, you will be even more effective.



*You’ll spend 60% less of your time driving Internet buyers around!*



*Internet buyers find their home and their agent online!*



*Internet buyers don't shop you around!*

## SEO vs. Search Engine Placement

We have many clients who have paid us only for our SEO package and who are all over the search engines. It is important that you know that SEO alone is a gradual program that takes time and aging to effect best results, and - depending on how heavy your competition is - could take a year or more to be maximally effective. There are other companies that offer SEO services, and their prices are all over the map. 'Caveat emptor' (Let the buyer beware) is all I'll say. The Blackwater Group is a well known and trusted source to hundreds of Realtors® like you.

One difference between SEO and Search Engine Placement is that Search Engine Placement includes the SEO process. Trying to obtain Search Engine Placement without SEO is not possible ethically and permanently, and you should run from anyone trying to convince you otherwise. Proper SEO and good placement will put you where people can find you. No matter how much money you spend, improper SEO and "trick" placement will not. Placement is part science, part art. Computers can't do it. Only people can. SEP can put you on the first pages of the search engines much faster than SEO alone can.

Of all templated real estate marketing platforms available today, few have a built-in SEO. In some low-competition markets, it can be all you need for placement. With all respect, however, in serious competition, you need an edge, and you need to upgrade your tags (at the very

least). You should consider placement, if you have the budget for it. Many tags are written by computers, and they look like it. Unfortunately for the website owner, computers trying to read these tags and find realtors for searching customers don't like computer-written tags and they discount them. Most search engines block machine generated content, as well. In SEO and placement, manual still trumps machines. It's the local knowledge, the familiarity with the algorithms, and the instinctive sense of what works that makes the best tags, not a computer.

## Organic search engine placement

"Organic" placement refers to natural results obtained from following a strict set of guidelines laid out by the industry in one's policies and procedures. We at Blackwater have teamed up with Compass Internet Systems from the beginning. Blackwater performs all the SEO for Compass Search customers, by contractual agreement. Compass provides the computer program power and back room expertise to efficiently utilize those tags and to bring search engine placement to every realtor, and Compass handles all credit card processing, collection of monthly subscriptions, and client reporting. Compass also provides advanced tools to help Blackwater choose the right optimization for you. Compass and Blackwater's joint success with clients is astonishing. (you can learn about Compass by visiting [www.CompassInternetSystems.com](http://www.CompassInternetSystems.com)).

If you choose another provider, make certain that 1) they can show you results from at least five other realtors showing success; reports that show every major search engine, your position on each of them, when the ranking was last checked, when you achieved your best ranking, for all of your chosen phrases; 2) that you are furnished with a list of what is included in your subscription (save it in a paper file, as well); 3) make sure to check and see if any special promotions are in effect that you can take advantage of, mention your affiliations; 4) absolutely avoid any vendor who insists on full payment in advance. A one year subscription is typical, but you should be able to choose to pay monthly if you like. 5) Check out their analytics;

the really good ones are worth their weight in gold and can help you manage your advertising more cost effectively as a sort of side benefit.

If you decide to “do it yourself,” you’ll have to find another person to tell you how to do that, because it is my personal belief that no individual realtor can do search engine placement effectively on an ongoing basis. It simply involves too many variables and changing algorithms. One can do SEO, but SEP requires a professional, I believe, and I won’t mislead you by telling you otherwise.

For quick placement on ONE search engine, there’s always pay-per-click. It is possible to rate on three of them by purchasing pay-per-click on three of them. Generally, however, the budget won’t allow that kind of spending; organic placement is much more cost effective and it works on all seven major search engines at no additional costs. Remember also that pay-per-click is a temporary fix as it does not help your SEO one iota.

Here’s what to look for in a search subscription:

**What is included in your Compass Search subscription and production process?**

- **Web Site Review**

We start by reviewing the website to determine search engine compatibility; we review your title and meta tags, your descriptors, and your first page copy to properly enable us to optimize all of them.

- **Keyword Research**

Using our proprietary keyword research tools, we review client-suggested and/or website content keyword possibilities in order to gain targeted website visitor traffic.

- **Web Site Optimization & Reporting snippet**

After the client places the order and subscription with us, keywords are implemented into site pages including title meta tags and other optimization techniques based on the website needs. These tags are written for all our clients by The Blackwater Consulting Group, Inc, an independent consulting firm. Additionally, we manufacture and produce a piece of code to

power your daily reporting system and transmit it to your webmaster for insertion into your site pages; or, with proper access, we can install the snippet for you.

- **Manual Search Engine Submissions and Production**

Your website will be submitted manually to each of the major search engines: Google, Yahoo, MSN, AltaVista, Lycos, AOL, and Ask - and continue ongoing as needed throughout the program term. A significant number of relevant Page 5 rank or above links will be gradually connected to your site. A keyword-rich press release will issue to web directories, and content will be updated and submitted on a regular maintenance basis. If you will provide us with your FTP domain or admin information so we can do this for you. If that is not possible, or if your web site host does not utilize FTP, it will be necessary for you to obtain the cooperation of your webmaster and to instruct that person to cooperate in making the changes we ask to be made. Without such cooperation, performance is greatly affected.

- **Google and Yahoo Sitemap Generation**

If no sitemap yet exists, we will create one. If your site provider does not allow sitemaps, we cannot provide this feature. With sitemaps, we automatically keep search engines informed of all of your current pages and of any updates you make to those pages.

- **Monthly Search Engine Ranking Reporting**

Search engine ranking reports will be delivered via email each month and note search engine positions obtained for your key search phrases as subscribed to, within the 7 major search engines as listed above. Also, you will receive a user name and password to log into the Compass Internet Systems Administrative Interface at any time to view your status and your positioning..

- **Web Site Visitor Traffic Monitoring**

Reports are sent to you daily by email and are made available anytime via access to our proprietary reporting and analytics system at [www.WebReporterTool.com](http://www.WebReporterTool.com). We allow you to measure the exact visitor traffic brought to your site as it happens and summarized in daily, weekly, monthly, or annual reports, at your option.. Keyword tracking, trending, and all visitor information is presented in formats

that your clients will love; it's simply the finest reporting package available, and it is included in your subscription along with a coaching call to you once a month to help you get the most out of this fabulous tool.

- **Guaranteed First Page Search Engine Positions**

We guarantee your satisfaction with our service and that you will be listed on the first pages of two or more of the major search engines for your chosen keyword searches

- **Search Engine Placement Maintenance and Ongoing Updates and New Features**

We do ongoing monitoring and maintenance of first page search engine exposure while gaining new top search engine listings. Maintenance is necessary to maintain your positions and to ensure that others do not displace you from the first pages once we have put you there. Additionally, we will provide you with exciting improvements and upgrades as they become available. Your subscription will always be current from a technology viewpoint.

### **What to expect if you subscribe to SEP**

Please remember that one must have realistic expectations, both about the results of what this product will do for you, and about the time it will take to fully begin to perform to maximum specification. If you have not had success as a realtor, and you've been one for more than a year, it might be that you could benefit from some good sales training. This product cannot remediate the deficiencies of anyone who is not sound in their basic practices and techniques. If you are even moderately successful, however, the increased leads will lead you to more sales.

Please remember that SEP is always a work in process; it is never "done." Your provider should work with you each month to measure your progress and to adjust if anything needs adjusting. Even when all production flows smoothly, ON SITE production can take up to three weeks, although most clients of ours are done with ON SITE production within seven days. (Preparation for OFF SITE is included in that time.)

The results for OFF SITE production take a minimum of three weeks after ON SITE is completed and gets more effective as the links age. Therefore, in MOST cases, takes 4-8 weeks to see first page improvement in placement. In SOME cases, that will occur sooner. Search Engine Placement (SEP) is part science, part art, but 100% necessary to help you be found. It is unreasonable to expect instant gratification in this regard. Once we get your site properly optimized and set up, the process really begins. You will see results within 4-8 weeks, in 80% of all cases. Some cases take longer. Be patient and give all this technology time to work. No one can control how long it takes search engines to spider links and adjust rankings. You will be on the first pages. Rome wasn't built in a day and neither are lasting SEP results!

### **A Summary of a Few Reasons you need to be an Internet realtor**

By building a website, you have already shown that you understand that you must be a part of the Internet marketing community. You have already chosen an advertising and marketing platform, and its effects on your business can be tremendous. If you are not happy with your website, it might be that you are not happy with its lack of production. Chances are that there is nothing fundamentally wrong with your website, but if there is, we can direct you to where you can obtain a perfectly fine new one, free. We can also direct you to where you can obtain every bell and whistle - not to mention every important advanced feature you could possibly want, like drip marketing and the rest for \$39.95 monthly. But, having a website does not make you an Internet realtor. Having your website be found and used as a platform for home buyers makes you an Internet realtor. Forget "E-Pro" designations and the rest, it's knowing how to make your website make money for you and better serve your clients that makes one an Internet realtor. Fancy certificates look great on your wall. The increased commissions earned by harnessing the power of the Internet look good in your retirement account.

Every once in a while, it is good to revisit why we choose our priorities. The data that follows makes it plain why you must do more to become an Internet realtor, yet chances are good that you will read it and stop there. Don't fall into that trap.

Many realtors know they must do something to give them power to be found by folks searching for homes in their Internet neighborhood, but they balk, equivocate, or are just paralyzed by indecision when it comes time to actually DO anything to make certain they can be found. Meanwhile, your competitors continue to build an advantage over you. While this is somewhat common, it is also self-defeating: Saying that "I can't afford" a program that costs under \$8 a day is of questionable logic with all that is at stake. The commission on just one sale per year would defray that cost many times over. Vacillating and delaying decisions can cost you money, especially when one considers the following FACTS, reported by the California Association of Realtors® in their 2006 Economic report:

**Why you need to be an Internet Realtor®**

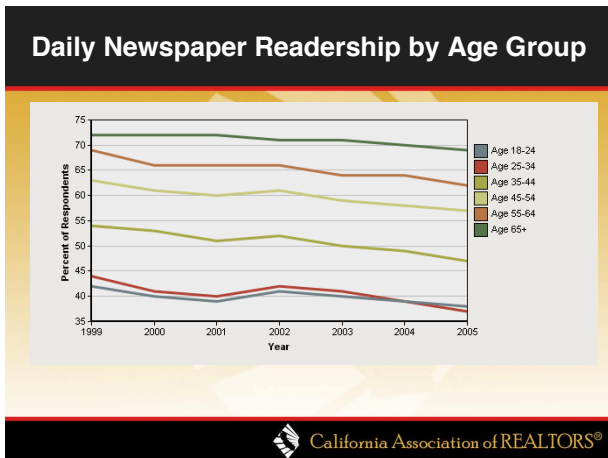
The California Association of Realtors® 2006 Real Estate Report had a special section titled: "Internet buyers vs. Traditional buyers." Here's just a few of their findings:

- In 2000, 28% of people said that they used the Internet as an important part of their home-buying and selection process. In 2006, 70% said they did;
- Only 3% of all Internet connections available at the primary computer used for the home-buying process were dial-up: Internet home buyers and searchers are not sticking with dial-up, just as they are not sticking with traditional methods;
- 86% of home buyers started using the Internet as part of their process BEFORE they started looking for a specific home; the other 14% did after they started looking, but BEFORE they contacted a real estate agent; that means that 100% of buyers surveyed started looking at homes first, agents second. When you combine that finding with the already existing one that fully 81% of Internet buyers stay with the first

real estate agent they choose to contact, you can see a powerful case for being able to have consumers find you, first;

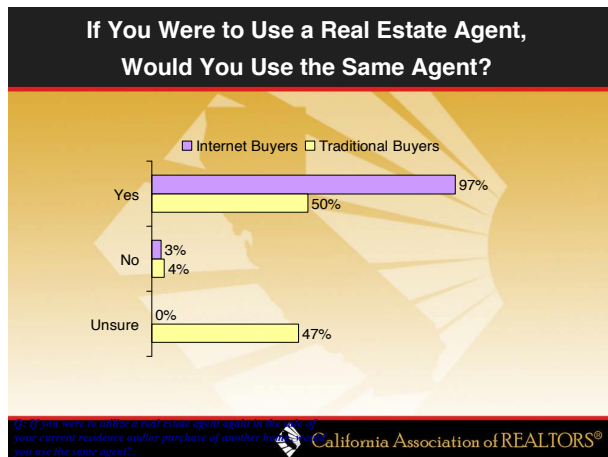
- Internet buyers spent an average of 4.8 weeks doing research before contacting an agent; traditional buyers only 1.7 weeks. That means an Internet buyer is better prepared and more than twice as less likely to waste your time;
- Internet buyers bought a home on average after spending 2.2 weeks looking for a home with an agent; traditional buyers spent an average of 7.1 weeks; How high would your productivity go if you had 2/3 of the time you now spend culling houses from previewing with clients and could dedicate it to selling and marketing, instead?
- Internet buyers previewed an average of 6.7 homes with their agent (they had already eliminated ones they did not wish to see), traditional buyers previewed 15.4 homes; an average of just under 9 fewer wasted showings per customer;
- The approximate distance between previous residence and new residence for traditional buyers was 25 miles; for Internet buyers, it was 242 miles (you can sell anywhere compared to traditional ways);
- 92% of Internet buyers found their agent on a website; 63% found them through an Internet search engine; 0% of Internet buyers found their agent through brochures, flyers, or mailers to their home (does this tell you to spend more on Internet marketing and less on print?);
- The number of agents an Internet buyer interviewed, on the median: 1; Traditional buyers? 3. (Why would you want fewer auditions and more certain retentions?)
- 69% of Internet buyers said response time was extremely important. 83% of those buyers chose email as their favored communication method with their agent. 0% chose "in person." (The Internet is the new "office visit.")
- Internet buyers were more satisfied with their agents: 4.3 to 3.3 for traditional buyers, on a scale of 5 where 5 is "surpassed expectations."
- 35% of traditional buyers listed "faster response time from my agent" as the one thing they would change, if they could, about their experience; Internet buyers? 0%!

- 97% of Internet buyers said they would use the same agent again. Traditional buyers? 50%. (Twice as likely to be satisfied and twice as likely to give a referral, wouldn't you think?)
- Internet buyers were far more satisfied in every important researched category of satisfaction than traditional buyers were;



*Traditional advertising isn't what it used to be!*

In virtually every way, the focus of selling and listing Real Estate is moving to the Internet. Don't miss this train! 92% of Internet buyers find their home on a website; 66% find their agent through a search engine. What other motivation would anyone need to do what is needed to snare that business in your neighborhood?



*Internet buyers are twice as likely to be completely satisfied and to give you a referral!*

While you consider how much effort to put in to being a successful Internet realtor, please remember these data. These changes may not have reached your home, yet, but they surely will, and if you live in a major market, they already have. You might already be missing the boat but not even know it..

We wish you all the best, and if we can help you in any way, please write us at [mparker@TheBlackwaterCG.com](mailto:mparker@TheBlackwaterCG.com) and ask any question you may have. The service is free.

**In case you are wondering...**

The Blackwater Consulting Group is an online marketing services consultancy serving several market segments, but which focuses on the residential real estate agent and broker.

Compass Internet Systems, Inc. - providers of Compass Search - and Blackwater work together to accomplish SEO and SEP for our clients. We also jointly manage the WebReporterTool segment of your Compass Search Subscription. You can obtain a monthly subscription, using a major credit card, for far less than comparable service from another company. Blackwater and Compass are your online marketing partner.



**Compass Super Search** is a premium program that handles the most competitive searches in the real estate field. It is usually considerably more expensive, but that's because putting our client on the first page of very dense searches like Denver Real Estate, Atlanta Real Estate, Chicago Real Estate, Dallas Real Estate, Boston Real Estate, Calgary Real Estate, and the like takes significant resources, cost, and know-how. If you'd like a quotation on breaking into the first page in one of North America's 100 top markets, please contact us at [Info@TheBlackwaterCG.com](mailto:Info@TheBlackwaterCG.com). We will only sell these Super Search phrases to one client, and they will retain control of that phrase for the life of their subscription.

**Hard copies of this booklet are available.** Brokers, ask about our program for your agents which puts them in charge of territory while continuing to bring business to you! Purchase this booklet for \$24.95 each, plus S&H. 25+ copies are \$17.95 ea. Email your requirements to [realestate@TheBlackwaterCG.com](mailto:realestate@TheBlackwaterCG.com).

**If you've read this booklet and think you need help making your site be found by Internet buyers, here's where to get that help.**

A recent article in Inman News® lamented that only 65% of all professional real estate agents had their own websites. Almost even worse, that article estimated that only 10% of those websites are effective. When positioned against the information in this booklet about market share of Internet buyers, it is a serious wake-up call to any Realtor® not receiving their share of leads and sales from their website.

You will want to get yourself and your site positioned at where the buyers are. Think of it this way: Think of the busiest intersection in your city or town, and estimate how many people cruise through it daily. Then, think about a sleepy suburban neighborhood. Think about how few people cruise down that cul-de-sac daily.

Here's the analogy: Proper optimization and placement moves your site from that suburban cul-de-sac, where no one goes but the folks who live there, to the busiest bustling intersection in town: the place where everyone passes through to shop, to go to church, to go to school, to go to a park - the intersection of Hollywood and Vine, to use an example. Professional SEO and SEP is about putting YOUR site where the traffic is, so that you have a fighting chance to snare some of it as it goes by, except the traffic is the Internet buyer. Would you like your site to be

there? Would you like to land more Internet buyers? You have already taken that first step to doing something about that by setting up your website. When you are ready to take the second step - making certain that people shopping for homes on the Internet can find you and your site when they don't even know your name, just where they want to live - just fill out the blocks below with the phrases you think would benefit you to be found under. As examples, Relocation Specialist Kearney MO, Buyers Agent Portland Oregon, Martha s Vineyard Real Estate. Luxury Homes Salem Oregon, Amarillo TX Real Estate are real phrases in use by customers (along with over thousands of our clients' other phrases now on major search engines). Just email this page to [PowertobeFound@TheBlackwaterCG.com](mailto:PowertobeFound@TheBlackwaterCG.com) or fax it to (949) 760-1002.

We'll check phrases for you, tell you the traffic on them, suggest better ones for you (if applicable), and present you with a plan to put you on top. Together with our affiliate at Compass Search ([www.compassInternetsystems.com](http://www.compassInternetsystems.com)), we can make it happen for you.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Contact us! We will make the web work for you!

**Key search phrases:**






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