Search Engine Optimization Program

Introduction

Getting ranked in the search engines doesn't just happen by chance. Search engine ranking requires a combination of insight, strategy, and effort. Effective search engine optimization (SEO) will help you achieve greater visibility, grow visitor traffic and generate business. Real Pro Systems' SEO service is designed to do just that, positioning your content to be attractive, relevant and visible to people and search engines alike.

What is included in the SEO Program?

Baseline SEO Report – Review website's current ranking and performance, providing additional analysis on the following:

- Area Keyword Research
- Keyword Search Volume
- Competition Review
- Current Search Position
- Hubspot and Alexa Score Reviews
- Inbound Links
- Page Indexing

Community Content Creation – Provide site-specific content covering areas serviced. Provide additional strategy and guidance for new content creation.

*Meta Optimization – Optimization of titles, keywords, and descriptions for the pages on the agent's site to match or reflect the desired search phrases.

*Site Structure Analysis – Review logical sight structure for custom content, organize content so engines properly see the valuable and prominent pages of your site.

*Internal Link Optimization – Review site for broken links and excessive internal linking. Review link text for maximum effectiveness.

*Inbound Link Building – Grow link popularity, review and submit link requests to authoritative websites, blogs, and directories.

*Social Media Profiles – Review social media profiles, initiate new profiles as appropriate.

*Monthly Reporting – Review keyword performance, changes to search engine ranking, update scores and comparisons to the baseline report.

*Monthly Competition Watch – Review, report and respond to new activity on competition websites, make appropriate link request or content suggestions.

*Monthly Content Creation – Create either two 250-word blog posts, or one 500-word custom web page per month.

*Monthly Strategy Review – Review website for freshness. Recommend new content for website, provide helpful blog strategies. Provide additional copywriting services as needed.

* *included in monthly service*

Additional Services

In addition to monthly SEO reports, person-to-person quarterly reviews are provided every three months, offering additional details and insights into our SEO efforts. This is a good time to review goals and fine-tune our efforts.

Some fee-based directory services, such as the Yahoo! Directory, are available at the agent's discretion. Real Pro Systems will provide client recommendations on a case-by-case basis.

Real Pro Systems provides internet marketing solutions for leading real estate agents throughout the United States and Canada. The company's offerings include agent website systems, web marketing services, social networking solutions and agent podcasts. Real Pro Systems is headquartered in Eugene, Oregon. For more information please visit www.realprosystems.com or call 541.743.8500.