IXACT Contact Agent Websites – Customer SEO Guide

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Rev1.4

Introduction

The purpose of this guide is to provide a summary of the Search Engine Optimization (SEO) features of IXACT Contact Agent Websites. This includes the features available in the Wordpress control panel, as well as the iHomefinder IDX plugin features for those who select one of our optional IDX upgrades.

It is important to note that IXACT Contact does not currently provide the kind of SEO services that one might find at a dedicated search engine marketing firm. If you are interested in this kind of help, our partner for SEO services is Spark Marketing (www.hellospark.com). Spark specializes in providing digital marketing services including SEO to small/local businesses such as Realtors across North America. To learn more, contact Falk Jaehnchen at 647-303-3964 or falk@hellospark.com.

NOTE: IXACT Contact and Spark Internet Marketing are independent companies and IXACT Contact does not warrantee Spark's work in any respect.

Wordpress Control Panel SEO Features

A newly created IXACT Contact agent website is *not* search engine optimized. You can take the following steps in order to search engine optimize your website in the Wordpress control panel:

Website Title

Under Customize -> Personal Information, set the Website Title to include key words and phrases that desired website visitors might enter when searching using Google and other search engines. This can include generic terms like 'real estate' or 'Realtor', or terms more specific to your own business, like a community you specialize in or the type of properties you buy and sell. If you specialize in buying and selling homes in the community of Sherwood Heights, a good search engine title might be "Sherwood Heights Homes | John Doe Realtor".

Inbound Links

The more relevant websites that link *to* your website (known as 'inbound links' or 'backlinks'), the more Google and other search engines will see your website's content as relevant, and the higher will be your search engine rankings.

IXACT Contact websites provide you with the means to easily add links to your social media sites, including Facebook, Twitter, LinkedIn and YouTube. Make sure that each of your social media sites include links back to your website.

And if you can get other relevant websites such as other real estate service providers that you work with (i.e. mortgage brokers, home inspectors, renovators, stagers, etc.) to add links to your site to their websites, then even better. Another powerful source of backlinks is local and city-wide news sources.

In addition to inbound links, 'outbound' links on your site to other relevant websites, as well as 'internal links' that point to other related pages on your own site, can also boost your SEO juice.

Site Level SEO Set Up

Under Customize -> SEO Options, you will find fields to enter an SEO Description and Keywords. The values you enter in these fields are not actually visible on your website, but are rendered as hidden 'meta' tags in the programming code behind your websites pages that are detected by search engines.   Both the SEO Description and SEO Keywords should include words and phrases that you expect consumers who you want to visit your website to search on, including the kinds of properties you buy and in, and the communities and neighbourhoods where you specialize.

The SEO Description field is also displayed under the link to your website in search engine search results. While the SEO Description should still include words and phrases that you expect desired website visitors to search on, it should also be a concise and accurate description of your business.

Page Level SEO Set Up

The site level SEO set up described above is always applied to your Home page, but will also apply to other site pages for which you do not set page level SEO options. The more the page title, SEO description and SEO keywords reflect the content on each individual page, the better the chances that search engines will index your site's inner pages, and the better the chances that search engine results will include links directly to relevant inner pages in addition to your site home page.

Note that although the SEO settings for your inner pages should include keywords specific to these pages, they should still include the same keywords that you enter for your home page that describe your overall business.

Unique Content

Your IXACT Contact agent website comes pre-loaded with over 15 pages, each with professionally written real estate specific content that positions you as a real estate expert. We also provide the option to include a real estate blog article that we write and load up onto your site every two weeks. If you wish, this allows you to launch a website with dynamic real estate specific content with minimal effort.

However, Google and other search engines like websites with *unique* content. If you wish to search engine optimize your site, we strongly recommend modifying the pre-loaded content to 'make it your own'. This includes updating the pre-loaded page content to reflect the unique characteristics of your own real estate business, including adding keywords and phrases that desired visitors to your site will search on, like the kind of properties you buy and sell, and the communities where you specialize. You can also add entirely

new pages to achieve this goal. For example, you might want to add an individual page that highlights each community in which specialize. If you add your own pages, be sure to add a page-specific SEO title, description and keywords to each page.

Search engines also like website content that is frequently updated. A great way to add unique dynamic content to your site is to add your own blog posts. If possible, include keywords and phrases in your content that you think desired website visitors will search on, and remember to add a good SEO title, description and keywords to each post.

IDX & Search Engine Optimization

An IXACT Contact Website with IDX increases SEO by adding a search engine indexable page for every listing page that can be opened by clicking a 'permanent' link on your site. For example, all listings that appear on your Featured Listings page are indexable pages.

In addition, each listing page includes an SEO-optimized page address, title, description and keywords.

Listings that do not appear on permanent pages like the Featured Listings page, but are only returned by visitor-initiated searches, are not search engine indexable pages and do not increase SEO.

The more permanent listing pages you create, and the more you add links to those pages, the more your site will be found by search engines.

The Professional version of the IDX plugin includes a number of features that you can take advantage of in order to add additional 'permanent' listings pages to your website.

Markets (formerly Saved Search Pages)

Markets (formerly Saved Search Pages) allow you to create predefined listing search criteria that return a dynamic list of listings that meet that criteria.

A page that dynamically displays the listings returned by your saved search can be added to your site in a number of ways:

- As a standalone page accessible from your site menu (or a link elsewhere)
- Added to the content of any page using short codes
- Added as a widget to your site sidebar or footer

In addition, a list of links to your saved search pages can be added to your sidebar or footer using the 'IDX: Saved Search Page List' widget.

Each saved search page is also search engine indexable and can be given a unique SEO title and description.

Community Pages

From an SEO standpoint, IDX Communities pages offer the same SEO benefits as saved search pages.

However, Communities pages are more easily created directly in Wordpress and are added as a sub-page to the Communities top level page.