

# The Webo Guide to Local Real Estate Marketing

We Searched  
"North Facing Lounge Glass Wall  
&

**WE JUST  
MOVED IN!**

A Big Thank You to XYZ Agency  
for Finding Us the Perfect Home!

JOIN US TO CELEBRATE

**ON THE  
4TH**

**When?**



**Where?**

142 NEW ROAD

Mapping Your Path to Online Success



## Digital Marketing

Digital marketing has an established playing field, the web, upon which gameplans and game-changing tactics are built.

Recently the focus has been on local search with home services, auto services, health, beauty, food, dining, real estate,

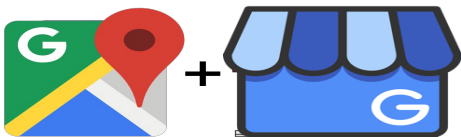
pet services and educational services commanding the curiosity of locals to explore their neighbourhoods.

Let's dive into the Real Estate niche. Locals know the local Real Estate Agencies so what is there to Google? Hmm. a lot could influence residents to patronise a Real Estate Agency.

### **A recent game-changer has been the launch of the Google 3-pack.**

In short, Google has linked their maps to their Real Estate Agency Profiles, and they have integrated their massive indexing capability to verify content. **The result is locally relevant search results.**

The presentation of search results has changed. Search an itch to find the "Sponsored" results are presented first, followed by the "Google 3-Pack" and then you'll find the Global Search results.



## Google Real Estate Agency Profiles

The key to Google local search results lies in the Google Real Estate Agency profile. Optimising your Google Real Estate Agency Profile drives your online presence. Getting it done right is covered below. For now, let us say it needs to be completed, and getting it done right is a doable process. This said, there is no one-size-fits-all profile. Every Real Estate Agency is free to set itself up to be the answer to a wish list of questions. It is a game of Seek and Find from a bunch of "Me-Me's" (wanting to be found). The key to getting found is the word or phrase used that triggers you as the answer. We call these words "Keywords."

Showcasing related Keywords on an offsite blog provides Google with "Verifiable Proof" that the service (or product) is provided by the Real Estate Agency. Creating Keyword-Rich Blog Pages is a part of the Webo Marketplace Marketing Bundle.

# Finding Your Google Business Profile (GBP) & Reviewing Your Lead Generation Performance

## Accessing Performance Data

1. **Sign in to Google Business Profile:** Use the Google account associated with your business profile.
2. **Navigate to Your Profile:** You can do this via Google Search or Google Maps.
  - **Google Search:** Search for your business name. In the search results, click on your business profile.
  - **Google Maps:** Open Google Maps, search for your business, and select your profile.
3. **Select Performance:** In your business profile, click on the "Performance" tab. This will open the performance dashboard.

## Performance Metrics

In the performance dashboard, you can track various metrics that provide insights into how users interact with your profile:

- **Search Queries:** See the keywords people used to find your business.
- **Profile Views:** Track the number of times your profile was viewed.
- **Customer Actions:** Monitor actions taken by users, such as:
  - **Website Clicks:** Number of clicks to your website.
  - **Direction Requests:** Number of requests for directions to your business.
  - **Phone Calls:** Number of calls made to your business from the profile.
- **Photo Views:** Check how often your photos are viewed compared to other businesses.
- **Messages:** Track the number of messages received and your response rate.
- **Bookings:** If applicable, see the number of bookings made through your profile.

## Additional Information

- **Date Range:** You can set a custom date range to view performance data over a specific period.
- **Comparison:** Compare your current performance with previous periods to identify trends.
- **Insights:** [Use these insights to optimize your profile and improve your local SEO strategy.](#)

By regularly reviewing these metrics, you can make informed decisions to enhance your online presence and attract more local clients.

The screenshot shows a Google search for "Apartments for sale near me". The search bar at the top contains the query. Below the search bar, there are tabs for "All", "Images", "Shopping", "Maps", "Videos", "News", "Books", and "More". The results are for "Douglasdale, Sandton".

**Sponsored Results:**

- Balwin Properties:** "Appliances Included - Apartments from R615..."
- Craft Homes:** "Apartments From R1 060 000"
- Private Property:** "PrivateProperty.co.za | Apartments For Sale"

**Places:** A map shows several apartment complexes marked with red pins, including Cedar Lofts, Waterford Estate, Kalgaro Estate, and Inyati Sands.

**Local Search Results:**

- Inyati Sands:** 4.6 stars (30 reviews), Apartment complex, 170.0 m · Leslie Ave. Amenities: Tennis courts, laundry, 3 pools, various braai areas and playground.
- Kalgaro Estate:** 4.3 stars (228 reviews), Condominium complex, 1.1 km · Swallow Dr. Amenities: "High quality estate"
- The Pinnacle:** 4.5 stars (14 reviews), Apartment complex, 500.0 m · 5 Milford Rd. Amenities: "Lovely 2 story apartments, swimming pool and parking area."

**Global Search Results:**

- RE/MAX of Southern Africa:** "Apartments For Sale Near Me"
- leadhome.co.za:** "Flats For Sale in Sandton"

Sponsored  
"Paid"  
Search  
Results

Google  
3-Pack  
Local  
Search

Global  
Search  
Results



# Your business on Google

736 customer interactions



Edit profile



Read reviews



Photos



Performance



Advertise



Edit products



Edit services



Bookings



Q & A



Add update



Ask for review

## ← Performance

Overview

Bookings

Directions

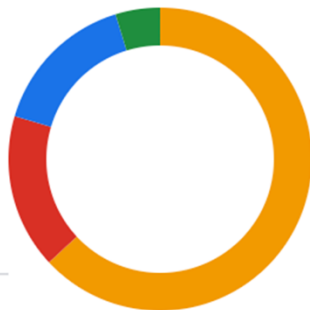
Website clicks

# 3,218

👁 People viewed your Business Profile

### Platform and device breakdown

Platform and devices that people used to find your profile



● 2,030 • 63%

Google Search – mobile

● 531 • 17%

Google Maps – mobile

● 504 • 16%

Google Search – desktop

● 153 • 5%

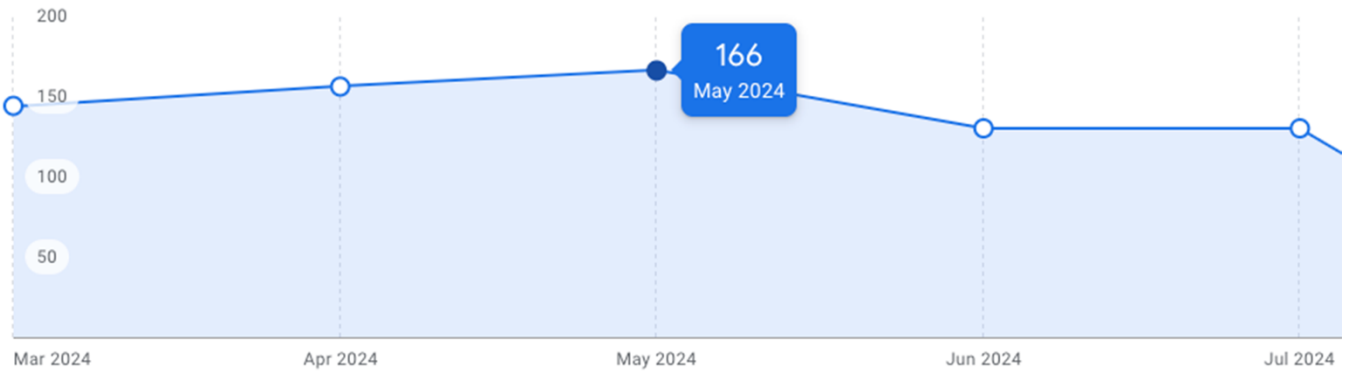
Google Maps – desktop

Overview Bookings Directions Website clicks

Overview Bookings Directions Website clicks

# 736 Business Profile Interactions

Business Profile interactions ⓘ



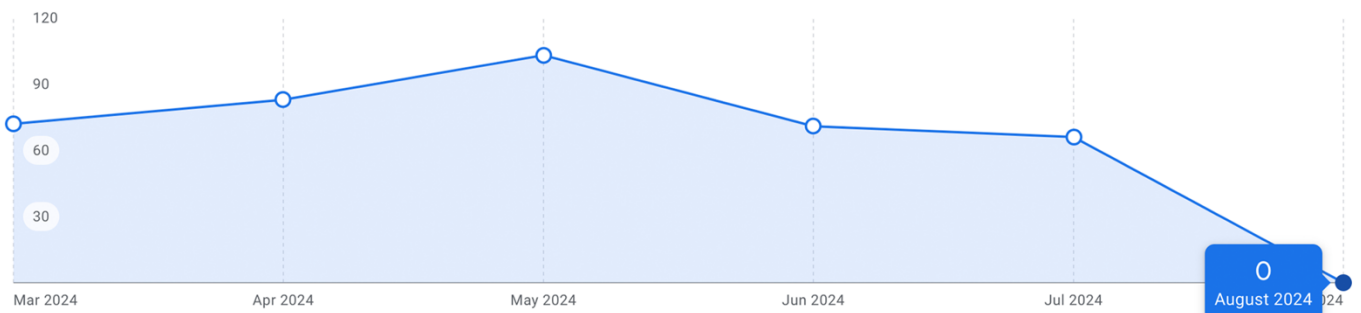
← Performance

⋮ →

Overview Bookings Directions Website clicks

# 395 Direction Requests

Direction requests made from your Business Profile



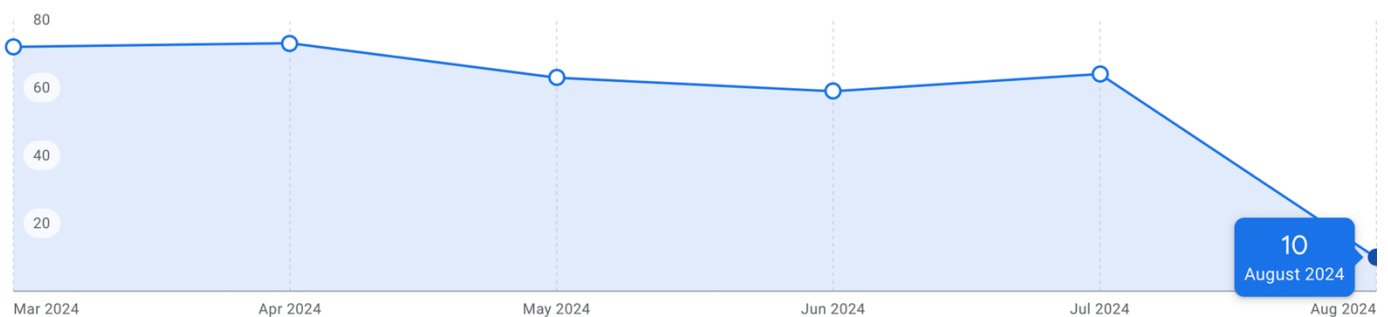
← Performance

⋮

Overview Bookings Directions Website clicks

# 341 Website Clicks

Website clicks made from your Business Profile





A complete and keyword-optimized Google Real Estate Agency Profile (GBP) is crucial for ranking highly. If you like, these are qualifying criteria. To read more about what Google require, please study our Step-by-step DIY guide to Local Search. You will find it here:

[https://www.webo.directory/quiz.php?quiz\\_id=36](https://www.webo.directory/quiz.php?quiz_id=36)

## GBPs for Agencies

Google Business Profiles (GBP) have become a cornerstone for local search, especially in the real estate industry. Here are some key strategies to ensure success with GBP marketing for real estate agencies:

1. **Complete and Accurate Information:** Ensure your GBP is filled out with accurate business details, including address, phone number, website, and business hours. This helps potential clients find and contact you easily.
2. **High-Quality Photos and Videos:** Upload high-resolution images and videos of your properties. Visual content is crucial in real estate as it gives potential buyers a better sense of the property.
3. **Regular Updates:** Keep your profile updated with the latest listings, open house events, and any changes in business hours or contact information. This shows that your business is active and engaged.
4. **Customer Reviews:** Encourage satisfied clients to leave positive reviews on your GBP. Respond to reviews, both positive and negative, to show that you value customer feedback and are committed to improving your services.
5. **Local SEO Optimization:** Use relevant keywords in your business description and posts to improve your visibility in local searches. This includes terms like "real estate agency in [Your Location]" or "homes for sale in [Your Location]".
6. **Google Posts:** Utilize the Google Posts feature to share updates, special offers, and news about your listings. This can help keep your audience engaged and informed.
7. **Insights and Analytics:** Regularly review the insights provided by Google to understand how customers are interacting with your profile. Use this data to refine your strategies and improve your profile's performance.
8. **Engage with the Community:** Participate in local events and community activities. Highlight these on your GBP to show your involvement and build trust with potential clients.

By focusing on these strategies, real estate agencies can leverage Google Business Profiles to enhance their online presence, attract more clients, and ultimately drive more sales.

## Google Posts, Webo Blog and Webo Marketplace Deals and Classifieds

Google Posts, Webo Blog and Webo Marketplaces can be powerful tools for real estate marketing. The three taken together are a huge boost to local activity that will boost your ranking. Do not duplicate content as this will be picked up and regarded as plagiarism. Here are some creative ways to use them effectively:

1. **Property Spotlights:** Highlight new listings with detailed descriptions, high-quality photos, and virtual tour links. This can attract potential buyers and generate interest in specific properties.
2. **Open House Announcements:** Promote upcoming open houses with dates, times, and what visitors can expect. Include a call-to-action (CTA) for scheduling visits or contacting the agent responsible for more information.

3. **Client Testimonials:** Share positive reviews and success stories from satisfied clients. This builds trust and showcases your agency's track record.
4. **Market Updates:** Post regular updates on the local real estate market, including trends, price changes, and neighborhood insights. This positions your agency as a knowledgeable and reliable source of information.
5. **Community Involvement:** Highlight your participation in local events, charity work, or community projects. This shows your agency's commitment to the community and can enhance your reputation.
6. **Educational Content:** Share tips and advice on buying or selling homes, mortgage information, and home maintenance. This can help educate potential clients and establish your agency as an expert in the field.
7. **Special Offers and Promotions:** Announce any special deals, discounts, or promotions your agency is offering. This can incentivize potential clients to choose your services.
8. **Behind-the-Scenes:** Give a glimpse into the daily operations of your agency, introduce team members, or share stories about your agency's history. This personalizes your brand and makes it more relatable.
9. **Seasonal Posts:** Tailor your posts to reflect seasonal themes or holidays. For example, you could share tips for home staging during the holidays or highlight properties with great summer amenities.
10. **Interactive Content:** Use polls, quizzes, or contests to engage your audience. For example, you could run a contest for the best home renovation project or a quiz on local real estate knowledge.

By leveraging these creative ideas, you can make your Google Posts more engaging and effective in attracting potential clients to your real estate agency.

### Using Polls in Google Posts and Web Page Options

Using polls in Posts can be a great way to engage your audience and gather valuable insights. Here's how you can effectively use polls for your real estate marketing:

### Steps to Create a Poll in Google Forms

#### Google Forms & Polls

1. **Create a New Form:** Go to Google Forms and start a new form. You can do this by clicking the "+" button to create a blank form.
2. **Add a Title and Description:** Give your poll a catchy title and a brief description to explain its purpose.
3. **Add Questions:** Use multiple-choice questions for your poll. You can add as many questions as you need but keep it concise to maintain engagement.
4. **Customize Your Poll:** Add images or videos to make your poll more visually appealing. You can also adjust the settings to collect email addresses or limit responses.
5. **Share Your Poll:** Once your poll is ready, you can share it via a link, email, or embed it on your website.

### Web Forms, Polls and Agile Surveys

- Web Agile Surveys are an advanced option. Simply put, The next question is based on the answer to the last question. Used in tandem with the ASK Method Web Agile Surveys allow Real Estate Agencies to differentiate and rise above the competition.
- Because question relevancy is always maintained people answer fewer questions that drill down to pin-point exact needs. This done the agents just needs to address the need by matching the demand to available supply.

## The ASK Method

The ASK Method, developed by Ryan Levesque, is a powerful strategy for gathering detailed customer insights through targeted surveys and quizzes. You can buy the book on Amazon. By adopting the ASK Method, real estate agencies in first-world countries gain a deeper understanding of their clients' needs and preferences, leading to more effective marketing and higher client satisfaction.

Here's an example of how a real estate agency might use the ASK Method:

### Example: XYZ Realty

**Objective:** XYZ Realty wants to gather detailed information about potential buyers' preferences to provide more personalized property recommendations.

#### Steps Taken:

##### 1. Initial Survey:

- **Purpose:** To segment potential buyers based on their preferences and needs.
- **Questions:** The survey includes questions about preferred property types (e.g., single-family homes, apartments), desired locations, budget ranges, and specific features (e.g., number of bedrooms, outdoor space).

##### 2. Segmentation:

- **Analysis:** Based on the survey responses, XYZ Realty segments buyers into different categories, such as first-time homebuyers, luxury property seekers, and investors.
- **Personalization:** Each segment receives tailored follow-up communications and property recommendations that match their specific preferences.

##### 3. Follow-Up Quizzes:

- **Engagement:** XYZ Realty uses follow-up quizzes to dive deeper into each segment's preferences. For example, a quiz for first-time homebuyers might ask about their preferred neighborhood amenities, proximity to schools, and commuting preferences.
- **Data Collection:** The quizzes collect more granular data, helping the agency refine its property recommendations even further.

##### 4. Customized Property Recommendations:

- **Personalized Listings:** Based on the detailed insights gathered, XYZ Realty sends personalized property listings to each buyer segment. These listings highlight properties that closely match the buyers' preferences.
- **Enhanced Experience:** Buyers receive a more tailored and relevant property search experience, increasing their satisfaction and likelihood of finding their ideal home.

#### Benefits:

- **Improved Client Satisfaction:** By understanding and catering to specific buyer preferences, XYZ Realty can provide a more personalized and satisfying experience.
- **Higher Conversion Rates:** Tailored property recommendations are more likely to meet buyers' needs, leading to higher conversion rates and faster sales.
- **Efficient Marketing:** The ASK Method helps Estate Agencies allocate their marketing resources more effectively by targeting specific buyer segments with relevant content.

#### Real-World Usage:

The principles of the ASK method are applied by agencies like Keller Williams Realty and Redfin, which use detailed buyer questionnaires and data-driven insights to enhance their services. See below.



## Creative Poll Ideas for Real Estate Marketing

1. **Property Preferences:** Ask your audience about their preferences for property features, such as the number of bedrooms, type of neighbourhood, or preferred amenities.
2. **Market Trends:** Poll your audience on their thoughts about current market trends, such as whether they think property prices will rise or fall.
3. **Community Feedback:** Gather feedback on local community issues or improvements. This can help you understand what potential buyers value in a neighbourhood.
4. **Event Planning:** Use polls to decide the best time for open houses or community events. This ensures higher attendance and engagement.
5. **Client Satisfaction:** After a sale, ask clients to rate their experience with your agency. This feedback can help you improve your services and build trust with future clients.

## Benefits of Using Polls

- **Engagement:** Polls are interactive and can increase engagement with your audience.
- **Insights:** They provide valuable insights into your audience's preferences and opinions.
- **Trust:** Showing that you value your audience's input can build trust and loyalty.
- **Content:** Poll results can be used to create content for your blog, social media, or newsletters.

By incorporating polls into your Google Posts, you can make your real estate marketing more interactive and data driven.

## Promoting Your Poll

Promoting your Polls effectively can help you gather more responses and valuable insights. Here are some strategies to consider:

1. **Social Media**
  - **Share on Platforms:** Post the poll link on your social media profiles, such as Facebook, Twitter, LinkedIn, and Instagram. Use engaging captions and relevant hashtags to reach a broader audience.
  - **Stories and Highlights:** Use Instagram and Facebook Stories to share the poll link. You can also create a highlight for ongoing polls.
2. **Email Marketing**
  - **Newsletters:** Include the poll link in your email newsletters. Provide a brief explanation of the poll's purpose and encourage recipients to participate.
  - **Email Signature:** Add the poll link to your email signature to promote it with every email you send.
3. **Website and Blog**
  - **Embed the Poll:** Embed the Google Forms poll directly on your website or blog. This makes it easy for visitors to participate without leaving your site.
  - **Pop-ups and Banners:** Use pop-ups or banner ads on your website to draw attention to the poll.
4. **Community Engagement**
  - **Local Forums and Groups:** Share the poll link in relevant online forums, community groups, and local business networks.
  - **Events and Webinars:** Promote the poll during virtual or in-person events and webinars. Provide the link in follow-up emails or chat boxes.
5. **Collaborations**
  - **Partner with Influencers:** Collaborate with local influencers or industry experts to share the poll with their followers.
  - **Cross-Promotions:** Partner with other businesses or organizations to promote each other's polls.

## 6. In-Store Promotions

- **QR Codes:** Create QR codes linked to the poll and display them in your physical location. Customers can scan the code with their phones to participate.
- **Receipts and Flyers:** Include the poll link on receipts, flyers, or business cards handed out to customers.

## 7. Incentives

- **Offer Rewards:** Provide incentives such as discounts, freebies, or entry into a prize draw for participants who complete the poll.
- **Exclusive Content:** Offer access to exclusive content or early access to new listings as a reward for participating.

## 8. Follow-Up

- **Reminders:** Send follow-up reminders to those who haven't completed the poll yet. Highlight the importance of their input and any incentives offered.

## 9. WhatsGood Communicators

- Share Webo Pocket Advisors and local Webo WhatsGood Communicators with buyers who are new to the area.

By using these strategies, you can effectively promote your Google Forms poll and maximize participation.

Is there a specific platform or method you'd like to explore further for promoting your poll?

## International "Offshore" Success Stories

Several real estate agencies have successfully leveraged Google Business Profiles (GBP) to enhance their online presence and drive business growth. Here are a few notable examples and how their approaches differ:

### 1. The Corcoran Group

**Strategy:** The Corcoran Group, a prominent real estate firm in New York, uses GBP to showcase its high-end listings and market expertise. They regularly update their profile with new property listings, high-quality photos, and virtual tours. They also engage with customer reviews, responding promptly to feedback.

**Unique Approach:** Corcoran focuses heavily on visual content, ensuring that their listings stand out with professional photography and detailed descriptions. They also use Google Posts to share market insights and company news, positioning themselves as industry leaders.

### 2. Redfin

**Strategy:** Redfin, a tech-savvy real estate brokerage, integrates their GBP with their extensive online platform. They use GBP to provide detailed information about their services, including their unique commission structure and technology-driven approach to buying and selling homes.

**Unique Approach:** Redfin leverages data and analytics to optimize their GBP. They track customer interactions and use this data to refine their marketing strategies. Their focus on transparency and technology appeals to a modern, tech-oriented clientele.

### 3. Century 21

**Strategy:** Century 21, a global real estate brand, uses GBP to enhance their local presence. They ensure that each local office has a well-maintained profile with accurate contact information, office hours, and agent details. They also encourage satisfied clients to leave reviews.

**Unique Approach:** Century 21 emphasizes local SEO, ensuring that their profiles are optimized for local searches. They use Google Posts to highlight community involvement and local market trends, building trust and credibility within the community.

### 4. Keller Williams Realty

**Strategy:** Keller Williams Realty uses GBP to support their agents' individual branding

efforts. Each agent is encouraged to maintain their own profile, complete with personal contact information, client reviews, and property listings.

**Unique Approach:** Keller Williams focuses on agent empowerment, providing training and resources to help agents optimize their GBPs. This decentralized approach allows for personalized marketing while maintaining a consistent brand presence.

### **Key Differences**

- **Visual Content:** Corcoran emphasizes high-quality visuals and virtual tours, while Century 21 focuses on local SEO and community engagement.
- **Technology Integration:** Redfin integrates their GBP with their tech-driven platform, using data to refine their strategies.
- **Agent Empowerment:** Keller Williams empowers individual agents to manage their profiles, promoting personalized marketing efforts.

These success stories highlight the versatility of GBP in real estate marketing. Each agency tailors their approach to their unique strengths and market positioning, demonstrating the importance of a customized strategy.

### **Agent Empowerment**

Keller Williams Realty is renowned for its agent-centric approach, which focuses on empowering agents to build successful careers and businesses. Here are some key elements of their agent empowerment strategy:

#### **1. Comprehensive Training Programs**

Keller Williams offers extensive training programs designed to support agents at all stages of their careers. These programs cover a wide range of topics, from basic real estate principles to advanced negotiation techniques and market analysis. The training is delivered through various formats, including in-person classes, online courses, and workshops.

#### **2. Mentorship and Coaching**

Mentorship is a cornerstone of Keller Williams' empowerment strategy. New agents are paired with experienced mentors who provide guidance, support, and motivation. This mentorship helps new agents navigate the complexities of the real estate market and develop their skills more quickly.

#### **3. Cutting-Edge Technology**

Keller Williams equips its agents with state-of-the-art technology to enhance their productivity and efficiency. This includes customer relationship management (CRM) software, virtual staging tools, and advanced marketing platforms. These tools help agents manage their listings, communicate with clients, and market properties more effectively.

#### **4. Agent-Centric Culture**

The company fosters a culture that prioritizes the growth and success of its agents. This includes regular team meetings, collaborative work environments, and a strong sense of community. Agents are encouraged to share their experiences and learn from each other, creating a supportive network.

#### **5. Business Ownership Model**

Keller Williams operates on a business ownership model, which means agents have the opportunity to build their own businesses within the framework of the company. This model provides agents with the autonomy to develop their brand, grow their client base, and achieve their personal and professional goals.

#### **6. Focus on Personal Development**

In addition to professional training, Keller Williams emphasizes personal development. The company offers resources and programs aimed at improving agents' work-life balance, mental health, and overall well-being. This holistic approach ensures that agents are not only successful in their careers but also fulfilled in their personal lives.

## 7. Recognition and Rewards

Keller Williams recognizes and rewards agents for their achievements. This includes awards for top performers, recognition at company events, and financial incentives. These rewards motivate agents to strive for excellence and contribute to a positive and competitive work environment.

By focusing on these elements, Keller Williams Realty creates an environment where agents can thrive and achieve their full potential. This agent-centric approach has been a key factor in the company's success and reputation in the real estate industry.

## Challenges

Real estate agencies can face several challenges when using Google Business Profiles (GBP). Here are some of the most common ones:

### 1. Verification Issues

- **Address Verification:** Real estate agents often work from multiple locations or use shared office spaces, which can complicate the address verification process. Google requires a physical address for verification, and using a brokerage's address might not always be ideal.

### 2. Profile Optimization

- **Incomplete Profiles:** Many real estate agents fail to fully optimize their GBP. This includes not filling out all the necessary information, such as business hours, services offered, and detailed descriptions.
- **Regular Updates:** Keeping the profile updated with new listings, changes in business hours, and other relevant information can be time-consuming but is essential for maintaining accuracy and relevance.

### 3. Managing Reviews

- **Encouraging Reviews:** Getting clients to leave reviews can be challenging. Positive reviews are crucial for building trust and improving local search rankings.
- **Responding to Reviews:** Managing and responding to reviews, especially negative ones, requires time and tact. It's important to address concerns professionally to maintain a good reputation.

### 4. Local SEO Competition

- **High Competition:** The real estate market is highly competitive, and standing out in local search results can be difficult. Agencies need to continuously optimize their profiles and use relevant keywords to improve their visibility.
- **Consistency Across Platforms:** Ensuring consistency in business information across all online platforms (website, social media, GBP) is crucial for local SEO but can be challenging to maintain.

### 5. Content Creation

- **Quality Visuals:** High-quality photos and videos are essential for showcasing properties, but producing this content can be resource intensive.
- **Engaging Posts:** Creating engaging and informative Google Posts regularly requires creativity and effort. Agencies need to find a balance between promotional content and valuable information for their audience.

### 6. Technical Challenges

- **Understanding Features:** Fully utilizing all the features of GBP, such as Google Posts, Q&A, and Insights, requires a good understanding of the platform. Some agents may find it challenging to keep up with the latest updates and best practices.
- **Analytics and Insights:** Interpreting the data provided by Google Insights to refine marketing strategies can be complex. Agencies need to analyze this data to understand customer behavior and improve their profile's performance.

### 7. Time Management

- **Balancing Tasks:** Managing a GBP effectively requires time and effort, which can be challenging for busy real estate agents who are also handling client interactions, property showings, and other responsibilities.

By addressing these challenges, real estate agencies can better leverage their Google Business Profiles to enhance their online presence and attract more clients.

## Optimisation for Real Estate Agencies

Optimizing local SEO for real estate agencies is crucial for attracting potential clients in your area. Here are some key strategies to enhance your local SEO:

### 1. Optimize Your Website for Local Search

- **Local Keywords:** Use keywords that include your location, such as “real estate agency in [Location]” or “homes for sale in [Location].” This helps search engines understand where your business operates.
- **Location Pages:** Create dedicated pages for each area you serve. Include detailed information about the neighbourhoods, local amenities, and property listings.
- **Mobile Optimization:** Ensure your website is mobile-friendly, as many users search for properties on their phones.

### 2. Google Business Profile (GBP)

- **Complete Your Profile:** Fill out all the information on your GBP, including address, phone number, business hours, and services offered.
- **High-Quality Photos:** Upload high-resolution images of your properties and office. Visual content is essential in real estate.
- **Regular Updates:** Keep your profile updated with new listings, open house events, and any changes in business hours.

### 3. Local Listings and Directories

- **Consistent NAP:** Ensure your Name, Address, and Phone number (NAP) are consistent across all online directories and listings. This helps build trust with search engines.
- **Local Citations:** Get listed in local business directories and real estate-specific sites. This improves your local search visibility.

### 4. Content Marketing

- **Local Content:** Create blog posts and articles about local market trends, neighbourhood guides, and home-buying tips. This positions you as a local expert and attracts potential clients.
- **Video Content:** Produce videos showcasing properties, virtual tours, and client testimonials. Videos are highly engaging and can boost your SEO.

### 5. Reviews and Testimonials

- **Encourage Reviews:** Ask satisfied clients to leave positive reviews on your GBP and other review sites. Reviews are a significant ranking factor for local SEO.
- **Respond to Reviews:** Engage with your reviews by responding to both positive and negative feedback. This shows you value customer input and are committed to improving your services.

### 6. Local Link Building

- **Partnerships:** Collaborate with local businesses and organizations to get backlinks to your website. This can improve your domain authority and local search rankings.
- **Guest Blogging:** Write guest posts for local blogs and websites. This helps you reach a broader audience and gain valuable backlinks.

### 7. Social Media Engagement

- **Local Hashtags:** Use local hashtags in your social media posts to increase visibility among local users.
- **Community Involvement:** Share posts about your involvement in local events and community activities. This builds your reputation and connects you with potential clients.

By implementing these strategies, you can enhance your local SEO and attract more clients to your real estate business.

### **Common Mistakes Made in Local GBP Optimisation**

Avoiding common mistakes in local SEO can significantly improve your search rankings and online visibility. Here are some key pitfalls to watch out for:

#### **1. Inconsistent NAP Information**

- **Issue:** Inconsistencies in your Name, Address, and Phone number (NAP) across different platforms can confuse search engines and potential customers.
- **Solution:** Ensure your NAP is consistent across your website, Google Business Profile, social media, and all online directories.

#### **2. Ignoring Customer Reviews**

- **Issue:** Not actively seeking and managing customer reviews can hurt your local SEO and reputation.
- **Solution:** Encourage satisfied clients to leave reviews and respond to all reviews, both positive and negative, to show engagement and commitment to customer service.

#### **3. Unlocalized Keyword Targets**

- **Issue:** Using broad, unspecific keywords that don't target your local audience.
- **Solution:** Focus on geo-specific keywords relevant to your services and location, such as "real estate agency in [Location]".

#### **4. Incomplete Google Business Profile**

- **Issue:** Not fully optimizing your Google Business Profile can limit your visibility in local searches.
- **Solution:** Fill out all sections of your profile, including business hours, services, and high-quality photos.

#### **5. Neglecting Mobile Optimization**

- **Issue:** A website that isn't mobile-friendly can lead to a poor user experience and lower search rankings.
- **Solution:** Ensure your website is responsive and loads quickly on mobile devices.

#### **6. Lack of Local Content**

- **Issue:** Not creating content that targets local audiences can reduce your relevance in local searches.
- **Solution:** Produce blog posts, videos, and other content that focus on local market trends, community events, and neighbourhood insights.

#### **7. Ignoring Other Local Listings**

- **Issue:** Focusing solely on Google Business Profile and neglecting other local directories.
- **Solution:** Ensure your business is listed on other relevant local directories such as the Webo Directory, Webo Marketplaces, Webo Biz Finders and that your information is consistent across all platforms.

#### **8. Not Using Google Posts**

- **Issue:** Missing out on the opportunity to engage with your audience through Google Posts.
- **Solution:** Regularly update your Google Business Profile with posts about new listings, open houses, market updates, and community involvement.

#### **9. Poor Quality Website Content**

- **Issue:** Low-quality or irrelevant content can hurt your SEO efforts.
- **Solution:** Create high-quality, informative content that addresses the needs and interests of your local audience.

#### **10. Not Monitoring Performance**

- **Issue:** Failing to track and analyze your local SEO performance can prevent you from identifying areas for improvement.

- **Solution:** Use tools like Google Analytics, the GBP Dashboard, and more to monitor your website's performance and make data-driven decisions.

By avoiding these common mistakes, you can enhance your local SEO efforts and improve your visibility in local search results.

## GBPs for Agents

Local real estate agents can have their own Google Business Profiles (GBP) like how professional practitioners like doctors or lawyers can have individual profiles separate from their firms. Google permits firms and practitioners to promote their identities. This allows individuals to foster a brand that represents their specialisations or the specific niche they specialise in serving e.g. the rental market, apartments, suburban residents, etc. Here are some key points to consider:

### Eligibility and Setup

1. **Individual Profiles:** Real estate agents can create their own GBP even if they work for a large agency. This allows them to showcase their brand, contact information, and specific listings.
2. **Address Verification:** Agents can use the main business address of their agency for verification if they don't have a private office address.

### Benefits of Individual GBPs

1. **Personal Branding:** An individual profile helps agents build their brand and establish themselves as local experts.
2. **Direct Contact:** Clients can contact agents directly through their GBP, which can lead to more personalized service and stronger client relationships.
3. **Showcase Listings:** Agents can highlight their specific property listings, open houses, and client reviews on their profile.

### Best Practices

1. **Complete Profile:** Ensure all information is accurate and complete, including contact details, business hours, and services offered.
2. **High-Quality Visuals:** Upload professional photos and videos of properties to attract potential clients.
3. **Regular Updates:** Keep the profile updated with new listings, market updates, and client testimonials.
4. **Engage with Reviews:** Respond to client reviews to show engagement and build trust.

By setting up and optimizing their own GBP, real estate agents can enhance their online presence and attract more local clients.

Would you like to know more about setting up a GBP or optimizing it for better results?

## How can an Agent optimize their individual GBP for better local search visibility?

Optimizing your individual Google Business Profile (GBP) for better local search visibility involves several key steps. Here's a comprehensive guide to help you enhance your profile:

1. **Complete Your Profile**
  - **Accurate Information:** Ensure all your business details, such as name, address, phone number (NAP), and business hours, are accurate and consistent across all platforms.
  - **Business Description:** Write a detailed and engaging business description that includes relevant keywords related to your services and location.
2. **High-Quality Visuals**
  - **Photos and Videos:** Upload high-resolution images and videos of your properties, office, and team. Visual content is crucial in real estate to attract potential clients.
  - **Regular Updates:** Keep your visual content fresh by regularly adding new photos and videos.

### 3. Encourage and Manage Reviews

- **Solicit Reviews:** Ask satisfied clients to leave positive reviews on your GBP. Reviews are a significant factor in local search rankings.
- **Respond to Reviews:** Engage with your reviews by responding to both positive and negative feedback. This shows you value customer input and are committed to improving your services.

### 4. Utilize Google Posts

- **Regular Updates:** Use Google Posts to share updates about new listings, open houses, market trends, and community involvement. This keeps your audience engaged and informed.
- **Engaging Content:** Create posts that are informative and engaging, using images and videos to capture attention.

### 5. Optimize for Local SEO

- **Local Keywords:** Use geo-specific keywords in your business description, posts, and responses to reviews. This helps improve your visibility in local searches.
- **Categories, Keywords and Attributes:** Select the most relevant primary and secondary categories for your business. Add attributes that highlight your services and specialties. For each category assemble all the relevant keywords associated with the category in question. Browsers have specific needs and desires that can be articulated with one or more keywords or keyword phrases.

### 6. Consistent NAP Information

- **Across Platforms:** Ensure your NAP information is consistent across your website, social media, and all online directories. Inconsistencies can confuse search engines and potential clients.

### 7. Engage with the Community

- **Local Involvement:** Highlight your participation in local events and community activities on your GBP. This builds trust and shows your commitment to the community.
- **Collaborations:** Partner with local businesses and organizations to increase your visibility and reach.

### 8. Monitor and Analyze Performance

- **Google Insights:** Regularly review the insights provided by Google to understand how customers are interacting with your profile. Use this data to refine your strategies and improve your profile's performance.
- **Adjust Strategies:** Based on the insights, adjust your content, keywords, and engagement tactics to better meet the needs of your audience.
- **Accessing Google Insights:** Follow these steps to access your Google Insights.
  - **Sign in to Google Business Profile:** Log in to the Google account associated with your Google Business Profile (GBP).
  - **Navigate to the Dashboard:** Once logged in, go to the Google Business Profile dashboard. This is where you can manage your profile and access various features.
  - **Access Insights:** In the dashboard, click on the "Insights" tab. This section provides valuable data on how customers interact with your profile, including:
    - **Search Queries:** See what keywords people are using to find your profile.
    - **Views:** Track how many times your profile was viewed.
    - **Actions:** Monitor actions taken by users, such as visiting your website, requesting directions, or calling your business.
    - **Photo Views:** Check how often your photos are viewed compared to other businesses.
      - **Analyze Data:** Use these insights to understand your audience better and optimize your profile. For example, if certain keywords are driving traffic, you can focus on those in your content and updates.

By regularly reviewing these insights, you can make informed decisions to enhance your online presence, improve your local search visibility and attract more local clients.





Book A Chat



# Your Path to Success



1

**Google Maps**  
Peg your Location  
(For your GO LOCAL HOME ZONE)



2

## Google Profile

Be **RELEVANT**,  
**PROMINENT** and  
**CREDIBLE**  
(With category & keyword  
selection plus reviews,  
blogs, webpages, etc)



4

## Directory

Get listed on the Webo Directory  
(it's enjoyed millions of eyeballs)  
& be featured in Category Searches..



3

## Blog, Webpages &...

We Craft Information Guidelines e.g. eBooks, Blog Topics and Quizzes (That showcase services with hundreds of keywords.)



5

## Marketplaces

Connect to your Blog, Web Pages, Google Profile & Social Media.

- We facilitate network marketing at its finest.
- Just 100 shares expose your information to some 30,000 friends!
- It works because we make it easy, and we offer unlimited eBook downloads for sharing across 20 eBook categories



6

## Biz Finder

Go Local Biz Finder For Local Relevant Results



7

## Email

Biz Finder Browsers can click-the-link and email friends about your info.



8

## Directions

Biz Finder Browsers can click-the-link and your Google Maps Page will open to offer directions, distances and more.



9

## About Us &...

Biz Finder Browsers can click Google Link to open Maps & your Google Profile

<https://webo.mobi/GBP-Sign-Up>

## References to Webo Publications

**Download the Webo DIY GBP How To Manual here.**  
**[https://www.webo.directory/quiz.php?quiz\\_id=36](https://www.webo.directory/quiz.php?quiz_id=36)**

