

# 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**

Author's note: The author wishes to thank the California Association of Realtors® (CAR®) for permission to use the slides illustrating parts of this booklet. Since this booklet was first published, it has been requested by over 30,000 real estate professionals. We hope you enjoy it, and that it helps you in your quest to become an Internet real estate professional.

## 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.

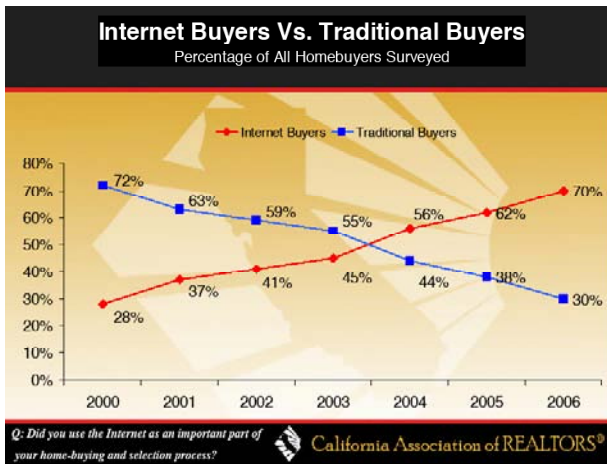
This process is generally referred to as “Search Engine Optimization (SEO)” and “Search Engine Placement (SEP)” and is a vital part of your success as an Internet sales agent. Properly implemented, the positive effect these processes produce for you is nothing short of astounding: it is routine for clients 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.



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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.

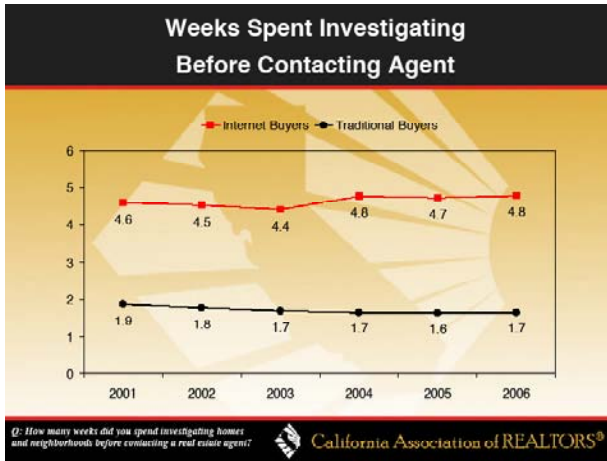
## Links and linking

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

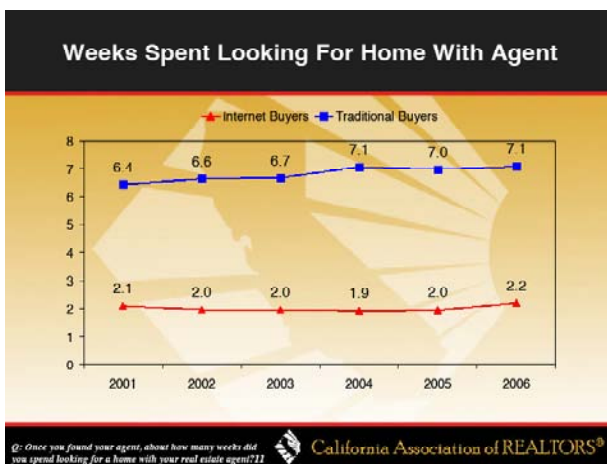
SEO, not help it. DO NOT put 20 links leading off your site that do not return when closed. That will hurt you, too. If you want to provide links, do it only with a “return” option, and if the party to whom you are linking won’t provide that, save yourself aggravation and put down a web address not linked,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

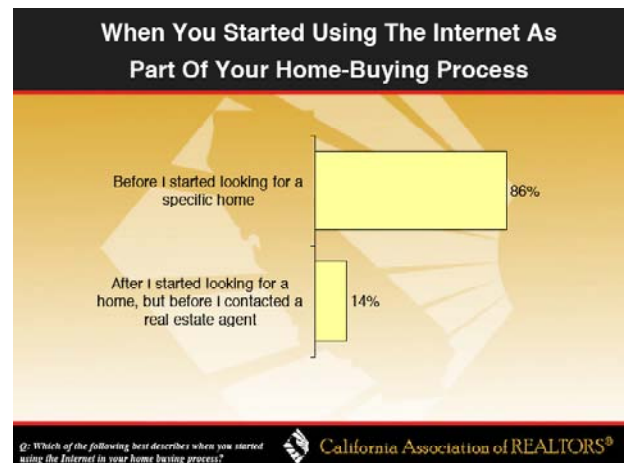


### If you decide to “do it yourself”

You have three sets of tags to carefully program; the page <title>, <meta> “description,” 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 “description”

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.

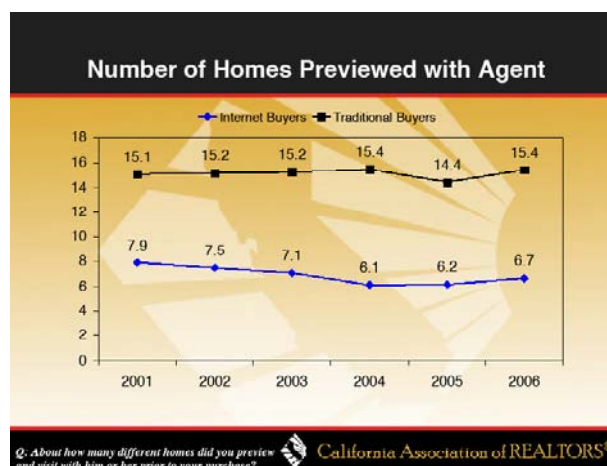
You must remember that if the computer searches for “homes,” “condos,” “real estate agent,” and so on, without a geographic identifier/descriptor, it will walk right past your market area and look for the generic term. You will never appear under that criteria.

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

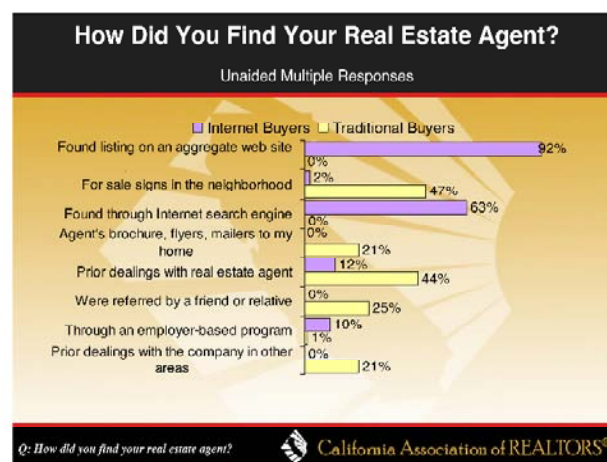
the exact phrase recently - you can easily put yourself in a search that is so deep that you can never be found.

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.

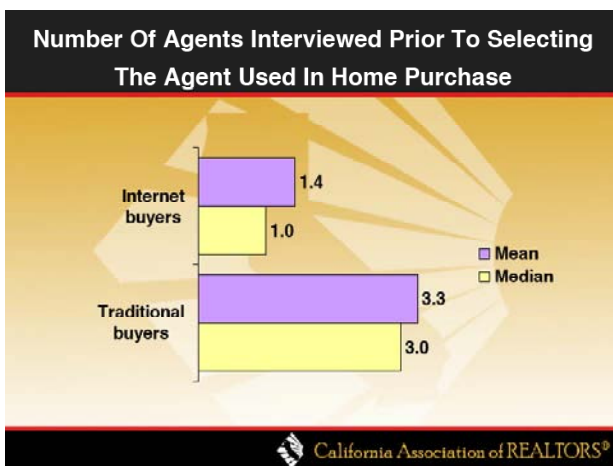


*You’ll spend 60% less of your time driving Internet buyers around!*



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





*Internet buyers don't shop you around!*

### Common Misperceptions about SEO

**“Once I get this running right, I’ll have all the business I can handle!”**

Many think that simply by getting their site found that the world will beat a path to their door. That part is true, but it’s what happens after they come to your door that is vitally important—even the best traffic will not convert to money in your pocket if you are not ready technically and mentally to know how to convert these visitors to leads and customers. We call that the “now, what?” syndrome. Your visitor totals go up but “now, what”? CompassSearch builds your traffic by making you found by Internet shoppers. Then it becomes important to convert between 5 and 15% of those unique visitors to registrations (leads). We install our proprietary lead capture on your site and make certain that all registrations are text messaged (where available) and emailed to you immediately. Also, you may call Customer Service at any time to request an update on your site and how it is performing as well as for tips on how to make it perform better. Various group coaching sessions dealing with how to utilize the tools that your subscription includes are scheduled monthly; you can call in to any or all of them—are all included in your subscription. There are no additional costs. It is important for you to remember that getting found is simply the beginning of being an Internet realtor; we must get visitors to register so you can farm them and bring them aboard as clients. If you will implement what we tell you to, you will begin to succeed and then continue to improve.



**“Webmasters know just as much about SEO as anyone.”**

Respectfully, that is totally incorrect. Many web designers and web masters recoil in horror when asked to incorporate lead capture into a site because they are less concerned about selling anything than they are with aesthetics: the look and feel of your site. We all want our sites to “look good,” but it is far more important that they “work good.” SEO/SEP is a specialty and the vast majority of web designers and webmasters know so little about it as to actually unintentionally hinder your ability to be found. Just as a homeowner who tries to FSBO the sale of their home is often without a clue as to what lies in store in the process you help the client complete, the same can be said about SEO/SEP and web designers and webmasters. In general: most of them read some dusty tome about “keywords” years ago, but most of them wouldn’t know Google’s algorithm if it were written on the sidewalk in front of their office. Your Internet marketing is one of the most important parts of your business and you should only hire professional SEO/SEP companies with demonstrable success, reporting systems that allow you to verify the processes they claim to be doing for you, and the results of those processes.

**“My site was optimized by my host!”**

Perhaps, but optimized for WHAT, exactly? Pull your website up on the screen, now. Go across the Navigation bar to “View.” Scroll down to “Source” or “Page Source.” A window will open showing you your HTML code. Find where it says “<title>” and read out loud what is written there (if it says “Home” it’s not talking about houses). SEO and SEP is part science, part art, part experience, part local knowledge and part mathematics (Gee, that sounds a lot like being a real estate professional, too!). Computers can’t do it—only experienced people can. When you purchased your template site from whomever, a computer wrote your html tags. If you had a custom site, a web designer MAY have written your html tags. See preceding paragraph. SEO and SEP require expertise or you are the one



who pays the price of others incomplete/poor optimization. If you will call us, we'll explain exactly what we mean and tell you how you can make your site be found by Internet buyers. It's "local knowledge," familiarity with the search engines algorithms and the instinctive sense of what works evolved through years of work and thousands of optimizations that make for the best SEO/SEP: REAL SEO™ from Compass and Blackwater!

### 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?

#### Website review and Keyword phrase research

**Website optimization, WRT reporting snippet, new HTML tags and homepage edits.** We rewrite your <title> and <meta> tags and synchronize them with your homepage copy; we install the WebReporterTool reporting snippet on each page of your site which enables you to receive (in a daily email or by log in) the most powerful tools for managing your website and its visitors.

**Manual search engine submissions and on-site production.** We submit your site manually to each of the major search engines and to relevant Internet directories after updating its HTML code and homepage optimization.

**Production of text-based link ads and installation of inbound relevant links.** We write text-based link ads that are filed with your site's information with real estate directories initially and throughout the term of your subscription. Directories accepting this data will



then provide an inbound link to your site raising your sites authority to the search engines. As this process continues during your subscription, your position on the search engines becomes stronger and your site is indexed for the complete suite of keyword phrases contained in all of your relevant HTML tags. This process is continuous and initiated every six months.

**GUARANTEED daily monitoring of your website to maintain its optimization status.** Once we optimize your site properly, the status of that site and the optimization of it are monitored EVERY NIGHT by our administrative tools and software programs. A member of our IT staff or Customer Service Department will call you if your site goes out of compliance with what we have implemented for you and correct the problem. Once we tune your site to perform and to be properly optimized, no interference with our optimization should occur, for it will negatively affect the site and its performance. As we guarantee that performance, we must assure consistency and compliance technologically. Changing our HTML code edits and/or homepage optimization can void your warranty so please do not do so.

**Sitemap Generation.** If no sitemap exists we will create one for you (where possible) and submit it to the search engines, automatically keeping those engines informed of all your current pages and content and any updates you make to those pages.

**Access to CompassAdmin and performance reports and log.** You are empowered to log-in to CompassAdmin and view your site's rankings at any time, as well as view the status of production on your behalf through the log. Every step taken for your account is documented and viewable at any time.

**Your inclusion in our network is invaluable because online marketing is a dynamic thing, always evolving.** We constantly monitor our client base to see what works for our most successful clients and then we adapt what we learn and share it with all of our clients. When we learn of a strongly successful practice, we will be implementing that practice on your site, as soon as we can. Unlike armchair experts, our best practices are not theories, they are practices helping clients sell more homes online that are in use by the top 10% of our client base.

**Lead capture and coaching.** You may attend group coaching sessions that will teach you how to utilize your tools and other subjects of interest. We implement lead capture on your home page and we will make the edits to make your SEO performance shine. Compass will implement the lead capture functions and arrange for all leads to be instantly emailed to you and text messaged to you upon receipt (where available) and we will train you how to use WebReporterTool and CompassAdmin tools to monitor your progress.

**Guaranteed placement on the first pages of the major search engines.** We guarantee that you will have your site placed on the first pages of at least two of the major search engines for each of your PSP's (personal search phrases) and derivatives for as long as you subscribe after initialization takes effect. You should expect to be on over 25 first pages at minimum for the work we do once it is fully implemented and seasoned.

**Ongoing updates, new features and free additional services.** All CompassSearch clients benefit from our constant efforts to improve your subscription. When a new feature is developed, it is applied to all existing clients AT NO ADDITIONAL CHARGE. Such industry exclusives as "touch mapping" and "website summary" are but two small examples of such features that have been provided free to the entire client base; text-based link ads are a huge example of such policy: all clients—regardless of how long they have subscribed—are afforded this feature developed in January of 2007 at no additional charge.

**Access to Customer Service personnel every business day on demand.** We maintain a competent and capable customer service staff located at our Walnut Creek, California office and all clients may call in and ask any for guidance as often as they wish. They'll check that your lead capture is properly functioning, that your conversions to leads are within targets, and that your site is in compliance with what works—all the time.

**Access to IT assistance every business day on demand.** We maintain our extremely competent IT department in our Newport Beach, California office. All clients (or their webmasters) may contact this department at any time during normal business hours with any IT related issue or question and it will be promptly addressed. This office also handles all technical production matters on your site.



## What to expect when you subscribe

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 takes 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. The NAR tells us that over 93% of agents are not happy with the production from their website. Chances are that there is nothing fundamentally wrong with your website, but that it is not optimized for success. If you can't be found by Internet buyers under the terms they enter when looking for homes; if you can't get visitors to your site to register and be farmed; if you don't get at least 100 uniques visitors to that site each month, you need to improve. Simply 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. 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. Your CompassSearch subscription will help you become an Internet realtor and to succeed online at the business of selling houses.

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 start targeting online buyers right now**

The National Association of Realtors®, YOUR industry trade group, tell us that fully 84% of all residential real estate sales involve the Internet, today. Folks, the paradigm of buying a home now takes place on the Internet—in the looking stages—and with an agent, in the buying stages. Corroborating this is another fact from the NAR: 92% of Internet buyers find their agent through a search engine! These facts illustrate that real estate is in a new ballpark—the Internet—and if you cannot be found there, you aren't in the game. In fact, if you can't be found by Internet buyers when they go looking for a home, it is like you are outside the stadium completely; you'll need to buy a ticket to get into the game. That "ticket" to get in to the "game" of Internet selling is SEO/SEP. While eventually the "ballpark" of agents succeeding will be full, there are plenty of good seats still available. As the Internet grows and as more agents realize that SEO/SEP are crucial to succeeding in the Internet field, there will be fewer "seats" available. In just a few years it is likely that anyone not already on the first pages of the search engine results will have to spend a lot more money and take a lot more time to have a chance of getting there—as those on those pages will continue to grow stronger.

If you think you can survive in this business without having a chance at 92% of Internet sales, you are mistaken; especially when they comprise 84% of all residential transactions. The Internet will never replace all the other things you do well, but it is an adjunct to your business and you are likely to fail in real estate if you aren't exploiting it to sell and list homes. Just ask our clients.

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

Many people ask about the relationship between our three organizations; the answer is that we all work together to accomplish the goal

of improving your success as an Internet real estate agent. The Blackwater Consulting Group is an online marketing services consultancy focusing on the residential real estate agent and broker, but serving clients in many different fields. Compass Internet Systems is the company handling the heavy lifting: the production, staffing, computing and analytic functions that comprise REAL SEO™ known as CompassSearch. WebReporterTool is the best analytics and reporting system available today. All three organizations work for you when you are a CompassSearch subscriber. Additionally, Compass handles all billing and financial matters for all clients and that allows Blackwater to provide SEO and marketing advice through the network of representatives throughout North America. The power of three is working for you.



**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).

**Brokers only:**

Would you like the ability to DOMINATE your entire geographic footprint online? To come up in every town search where you sell and list real estate on the first page of every search engine search result? Our revolutionary Hub and Spoke™ system is designed to do just that. Only one brokerage in any market is allowed. To learn more, write [HubandSpoke@CompassInternetSystems.com](mailto:HubandSpoke@CompassInternetSystems.com) and we will send you the explanatory booklet by return email.

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Online Marketing Services for realtors are what we do.



**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.**

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.

You can fax this page to 949 760 3009 or scan it and email it to [PowertobeFound@theBlackwaterCG.com](mailto:PowertobeFound@theBlackwaterCG.com), or simply call us at 949 760 3002 and we will have a qualified staff member examine your site and make suggestions, free. Or, you can simply drop us an email and we'll research the best phrases for you, determine the traffic entering those actual phrases monthly on the Internet and give you an organic search plan to put you on top of the search engines, where Internet buyers can find you. If you subscribe, we'll work with you to incorporate lead capture and solid internet marketing principles into your online marketing plan. The results will enable you to join the agents and brokers who make money because the Internet sends buyers to them.

Many people ask how much this costs. You have two options: (1) You may choose to budget monthly by placing \$1,700 down and paying \$235 monthly with 0% interest. Or, (2) you may choose to prepay the year for \$3,900, saving you \$385 over the monthly payment option. There can be additional expense for extra communities targeted. We accept all major credit cards.

In any event, the review of your site is absolutely free so what are you waiting for?

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

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

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

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

**Key search phrases:**

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


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 client's other phrases now on major search engines.



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