SEO: Getting Your Content to Rank

Write a Piece of Content that Ranks on the First Page

Here’s how:

Pick a keyword phrase for your piece of content. This phrase will be something that someone could search for in the search engines. That phrase becomes the title of your piece of content and therefore the page title of the page where your content resides online.

Use that keyword phrase 3-5 times in the body of your piece of content.

One use of the keyword phrase will be in the first sentence of your content. This becomes a part of the page description.

One use of the keyword phrase will be on a link that points back to your website. If your keyword phrase is ‘Loft Condos for Sale in Belltown Seattle’, then you want to place a link in your post using the phrase: loft condos for sale in Belltown Seattle

Include images in your blog post and make sure to title those images using your keyword phrase.

Use other similar phrases throughout the body of your content.

Use video and maps that relate to your keyword phrase.
Determine what you want to write about

What is the Long Tail?

Long tail search terms are very specific terms that people will search as they get closer to identifying exactly what they want.

Long tail search terms can allow you to get on the first page of the search engines and will be searched by folks closer to actually making a purchase decision aka qualified leads.

Example of Long Tail:
Loft condos for sale in Belltown Seattle

Vs. a General term:
Seattle condos

How do you come up with Long Tail Phrases?

There are two components of a search query; subject matter and geographic. You can get more specific with either side of this equation. The more specific you get with the subject matter the less specific you can be geographically. The more specific you get geographically, the less specific you need to be with the subject matter.

1. Specific Subject Matter

For example, in real estate the subject matter side of the equation involves phrases like: homes for sale, condos for sale, houses for sale, real estate. To get more specific, think about adding qualifiers to the subject matter. Homes for sale with hardwood floors, condos for sale with garage parking. Now combine those with general geography and you get a phrase like ‘homes for sale in Seattle with hardwood floors’, or ‘bellevue condos for sale with garage parking’.

Ideas for adding qualifiers to the subject matter:
- with three car garage
- with master bedroom on the main floor
- with mother in law suite
- with a large lot
- gated community
- waterfront
- lakefront
- with a view
- Under $xxx,xxx

2. Specific Geography

On the other side of the equation, you can target people who are looking for very specific geographic areas and a more general subject matter. For geography, people will search in a specific subdivision, or a specific condo complex or even ‘near’ certain places like transportation hubs, school districts or major employers.

For example, you might target someone searching Plaza Del Sol Condos for sale in Seattle where Plaza Del Sol is the name of the condo complex. Or you might target someone looking for ‘houses for sale in Redmond near Microsoft’, where the geographical portion of the search phrase is something more specific than just the name of the city.

Two of the best hyper local strategies to target consumers are to write content relating to finding a home or condo for sale in a specific subdivision or condo complex.

To learn how to put these ideas into practice and start generating leads with your blog join our free classes at: activerain.com/website-seo