



Secrets to Successful Hyperlocal Marketing

Did you know that 20 percent of searches on Google are local?

So how do you take advantage of hyperlocal searches on the Internet to grow your real estate business?

Below is a guide to best practices for successful hyperlocal marketing:

Create Blog Posts for Consumers and Search Engines

When writing a post, determine the audience you're writing for, the product or concept you're promoting, and the geographic market you are targeting.

There are three important audiences to be writing for:

1. Your peers
2. Consumers, or another targeted audience of readers
3. Search Engines

Choose an appropriate title for your blog post:

- Use a title that a customer would type into Google. Example: "Open Houses in Mesquite Nevada"
- Most searches by consumers always include a geographic area. Target neighborhoods and focus on communities within a specific city.

Things to do when writing your post:

- Repeat the title in the first sentence of your blog post. Having the title in the first 160 characters allows the search engines to use that as the page description.
- Repeat the keywords from your title at least 3–4 times in your blog post.
- Write your blog posts to your title and add in good content that a customer would want to know about.
- Include a link in your post using the same words you used in the title of the post. The link should go back to a page on your website where consumers can find listings in that area.

Other recommendations:

- Add Images, graphics and photos to your posts to make them more interesting to your readers.
- Add outside links that are of value to your readers to drive traffic to other local and topic related sites.
- Post to your blog consistently; chances are your readers and subscribers will come back more often to see what you've posted.
- Share your blog with your social media circles.

Understand Short Tail and Long Tail search terms as you blog

- Short tail searches are very short keyword searches, usually made by consumers at the beginning of their home search. Example: "Homes For Sale" or "Homes For Sale Austin, Texas"
- Long tail searches are very specified searches, usually made by consumers who are getting closer to buying a home. Example: "Gated Community Homes For Sale With a Pool in Austin Texas"

Long tail search terms are searched for much less often than short tail terms. However, short tail terms are much harder to rank for, and they connect you with a consumer who is much further from actually buying something. Focusing on the long tail allows you to rank in the search engines more easily and also allows you to connect with consumers who are closer to actually buying.

*Write each blog post keeping these different search/audiences in mind

Target Your Blog Content

Find the Most Popular Search Terms, Specific Keywords, Hot Topics, and Phrases for your blog—what consumers are searching for—and target your blog content for these searches.



Some tools to help...

1. Google Trends

[Google Trends](#) allows you to see what's "hot" in terms of searches currently being made on Google. Enter your own search terms to see how they rank and rate in different geographic areas. Another link to visit is the Google "[Top Hot Trends](#)," which are the top 100 searches, and is updated hourly.

2. Google Insight

[Google Insights For Search](#) allows you to "See what the world is searching for" with the ability to filter by content, geographic location, time frames, and categories.

3. Google Search-Based Keywords and Google AdWords

[Google Adwords](#) allows you to use tools like "[Google Search-based Keyword Tool](#)" which enables you to search sites and filter keywords and terms.

[Google Adwords Keyword Tool](#) suggests keywords and new ideas. Use its provided filters to enhance your creative ideas for suggested phrases or terms.

4. Google Auto-Suggest

[Google.com/WebHp](#) has the "Google Auto Suggest" tool. This tool pulls up the most searched terms and phrases around whatever search term you type in.

5. Beyond the Google Tool Box

[WordTracker](#), [SEOTools](#), and [CopyBlogger](#) that offer some pretty simple solutions to finding and discovering what your "customers are searching" for. [WordTracker](#) even offers a [free Keyword Research Guide](#).

6. Your own intimate knowledge of your market

Sometimes, the best way to pick keywords is your own understanding of your market. Are there features in a home that people find desirable? Write about them. Are there certain types of homes that people find desirable? Write about those.

Hyperlocal Blogging Content Ideas

The key to hyperlocal blogging is to focus on your area and become a good resource for the people that live there, or are looking to, by writing about relevant local information and news.

Some examples to get you started...

1. Market reports: Great for establishing yourself as the city or neighborhood expert.

2. Local events: Town fairs, holiday festivities (especially Halloween and Christmas), concerts, free flu shots, fundraisers, happenings, etc.

3. Local businesses: Coffee shops, restaurants, day care centers, thrift stores, movie theaters, etc.

4. Neighborhood school report: Give stats and details about the local schools. Include links from your blog post to district and/or school's websites, as well as links to specific pages like class supply list, or holiday school year schedule, etc.

5. City updates: Cover anything new and exciting in your city. New buildings going up, new housing developments being built, new parks, rezoning of a particular area, etc.

6. Specific condo buildings: Consumers will search for information about specific condo buildings and the condos that may be for sale in that building. Write posts that give someone an idea of what it would be like to live in that condo building or complex.

7. Specific subdivisions in your market: In the same way they will search for info on a specific building, consumers will search for information on a specific subdivision. Write posts about each of the subdivisions in your area and give people a chance to get to know the area.

8. Niche specific information: One of the best ways to market to a niche is to write about the things that interest that niche. Figure out what interests the people in the niche you serve and write about things for which they may search.

(Content repurposed from original blog posts by [Brad Anderson](#), [Gina Lemos](#) and [Amy Hahn](#).)



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