
The 2021 Real Estate Guide to Google Ranking Success

Become Google's Favorite Agent in Your Market
Using Back-End Digital Hacks





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Back-End Digital Hacks to Become Google's Favorite Agent in Your Market

As a real estate professional, you know how important "location" is for buyers and sellers. What you might not have realized is the increasing importance of your own location... we're talking about "Location Authority" in Google search.

When a consumer opens up their phone or laptop and conducts a search for "Top real estate agents in [your town]," you want to be there, right?

WRONG. The real answer is you MUST be there.

And for a local business like you, "Location Authority" is the new SEO when it comes to Google Search and Google Maps.

So in this guide, we're giving you step-by-step instructions to improve your Location Authority – and in the process, become Google's "favorite" agent in your market! Some of this stuff might seem pretty nerdy, but we'll walk you through it as simply as possible.

Let's go!

Let's First Discuss Why This is So Crucial

In Google Search, Google My Business (GMB) listings appear whenever Google infers that the intent of the search is local. The stronger your profile's "Location Authority," the higher Google is likely to rank it.

If your GMB listing isn't readily appearing when you search its name, verbatim (e.g., "John Doe Realty") or even when your search phrase includes a location identifier (e.g., "John Doe Realty, Nashville, TN"), it could be a product of poor "location authority."

Take This Test!

To test for sure, conduct a search (Google Maps and/or Google Search) while physically standing inside the listing's verified location (with location-tracking enabled on your search device). If it populates your GMB listing doing that but nowhere else, chances are, it's the result of lousy "location authority."

Radius: The searcher's proximity to your GMB's business address, specified service areas, etc.

Reviews: Quantity, quality, and frequency of reviews matters.

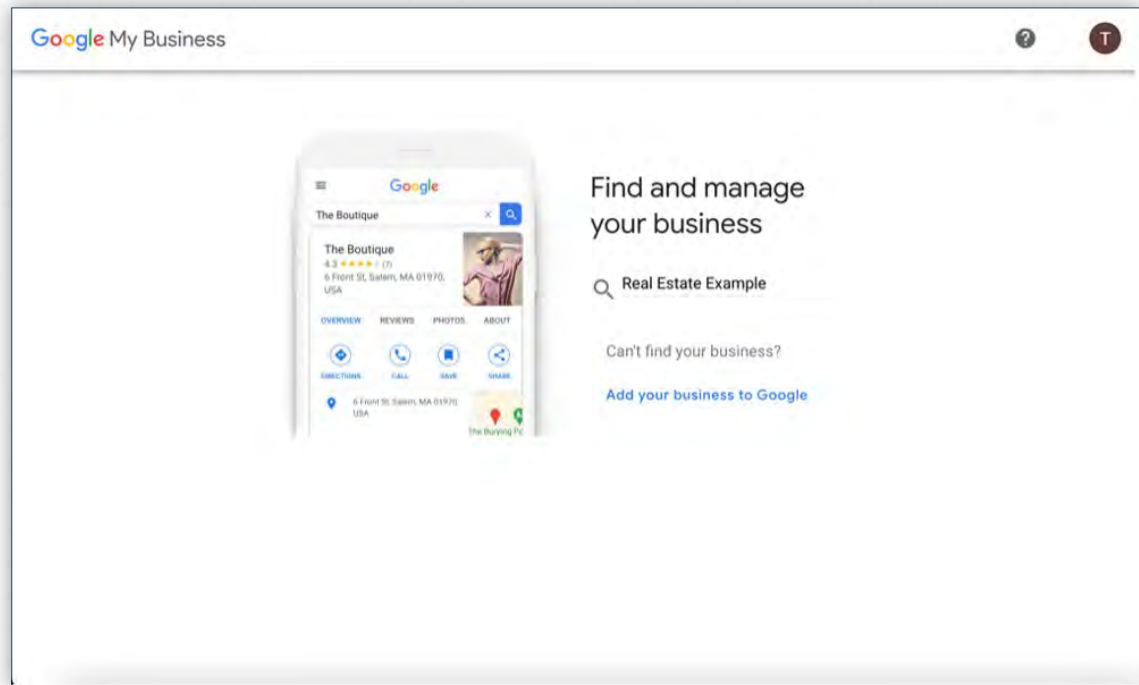
Responsiveness: When someone taps the number and calls, answer it!

How to Maximize Your Google Location Authority

1. Log into Google: <https://account.google.com>

****GMB will “attach” to the master Google account****

2. Claim/Create your GMB: <https://business.google.com/create>



3. Download the mobile app, which allows you to access additional features

- Get the Android App
- Get the iOS App

4. Verify your GMB (****method varies****)

- Postcard
- Phone call
- Email
- Instant-online

5. Complete your GMB profile

- Name: Ensure it matches naming conventions across other profiles, social sites, and so forth.

Google My Business

Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

name*
Real Estate Example

Business category*

You can change and add more later

By continuing, you're agreeing to these [Terms and conditions](#) and [Privacy Policy](#)

Next

- Categories/sub-categories
 - Real Estate Agency
 - **This is because Google local/organic searches seem to favor ranking "agencies" even when the search is for "agents"**
 - Real Estate Agents
 - Real Estate Consultant

Google My Business

Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
Real Estate Example

Business category*
Real estate

Real estate fair

Real estate agency

Real estate agents

Next

- Service areas
- **List as many as are applicable.**

The screenshot shows the 'Create profile' step in Google My Business. On the left is a mobile phone mockup displaying a business profile. On the right, the heading is 'Where do you serve your customers? (optional)'. Below this, a text box says 'You can list your service areas below. They will show up on your Business Profile and help bring relevant customers.' A search bar labeled 'Search and select areas' contains 'Manhattan, New York'. Below the search bar, a list of service areas is shown: 'Malibu, CA, USA', 'Los Angeles, CA, USA', 'Los Angeles County, CA, USA', 'Santa Monica, CA, USA', 'Santa Barbara, CA, USA', and 'Beverly Hills, CA, USA'. Each area has an 'X' icon to remove it. A 'Next' button is at the bottom right.

- Address: Ensure it's consistent character-for-character across the web.

The screenshot shows the 'Create profile' step in Google My Business. On the left is a mobile phone mockup displaying a business profile. On the right, the heading is 'What's the address?'. Below this, there are input fields for 'United States' (a dropdown menu), 'Street address', 'City', 'State' (a dropdown menu), and 'ZIP code'. A 'Next' button is at the bottom right.

- Phone number: Consider a VoIP service, like Grasshopper for attribution and routing rules; also, make sure it's consistent across the web.

Google My Business

Create profile

What contact details do you want to show to customers?

Help customers get in touch by including this info on your Business Profile

Contact phone number: 949-999-9999

Current website URL:

☐ I don't need a website

☐ Get a free website based on your info.

[See details](#)

Next

- Website

****GMB pulls a lot of info about you off your site. Everything on your site should match what's on Zillow, Yelp, and across the web.****

****PRO TIP:** add your social links in the header/footer of your site. Some GMBs include "Profile Links" to Instagram, Facebook, Twitter, YouTube, and/or LinkedIn, others don't. Ensure, whenever possible, your social sites point to each other. Make it easy for Google to form associations between your GMB, website, and social links. If your profile links still aren't showing up, try adding "schema code" to the backend of your website.

Google My Business

Create profile

What contact details do you want to show to customers?

Help customers get in touch by including this info on your Business Profile

Contact phone number: 949-999-9999

Current website URL:

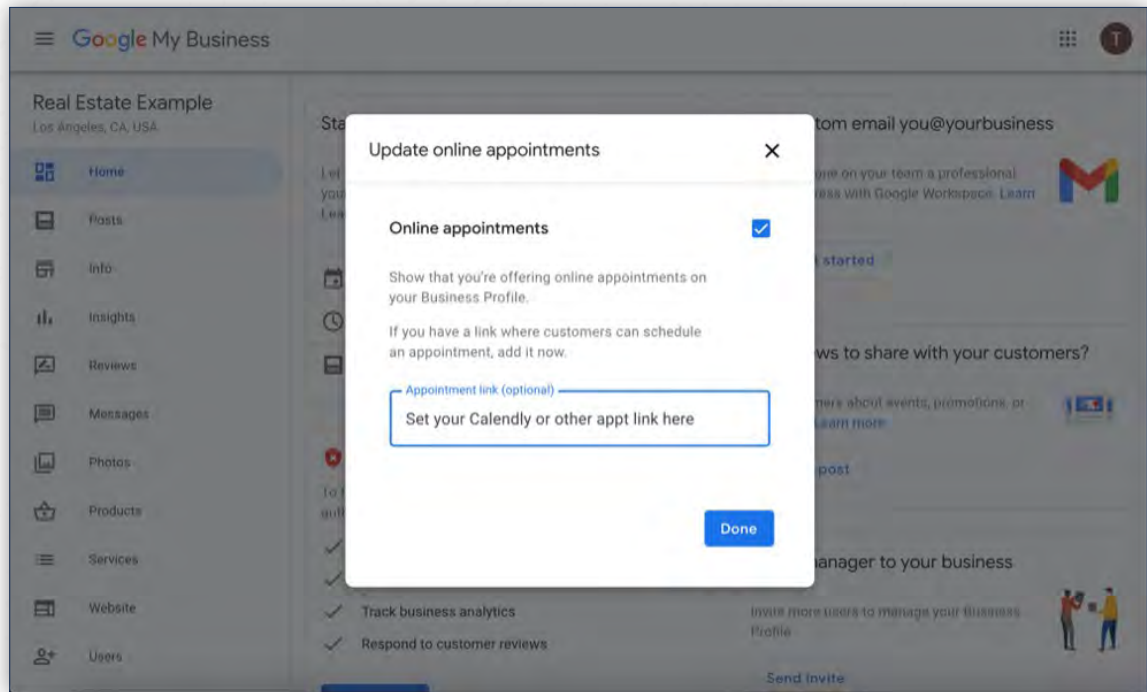
☐ I don't need a website

☐ Get a free website based on your info.

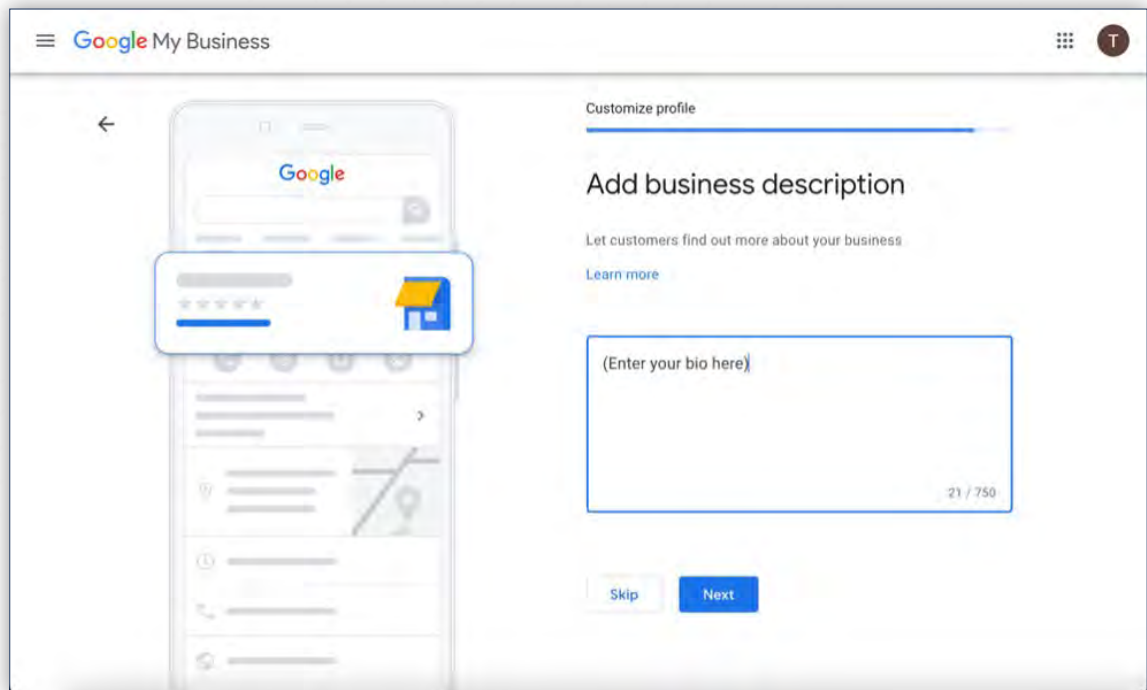
[See details](#)

Next

- Appointments: Hook up a tool like Calendly whereby buyers/sellers can schedule consultations on-demand.

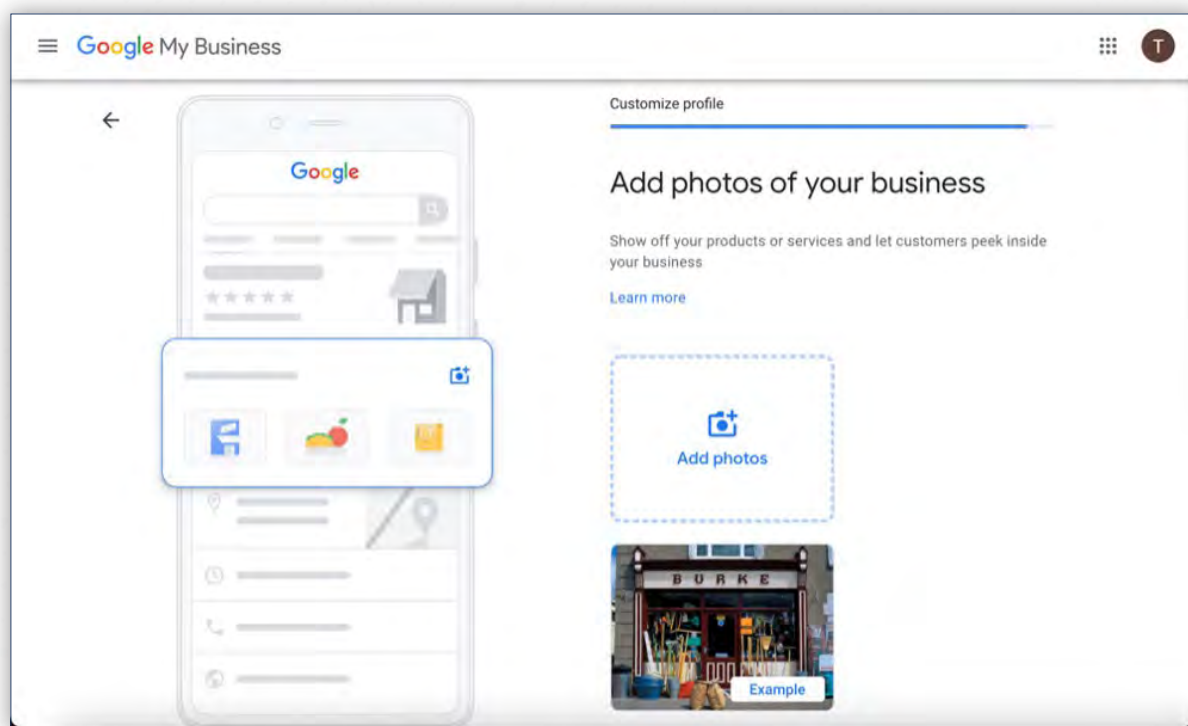


- @ShortName: Try to match your short-name naming convention with other social usernames.
- Enter your official opening date (when you launched your business)
- Compose a Business Description (e.g., a short bio)

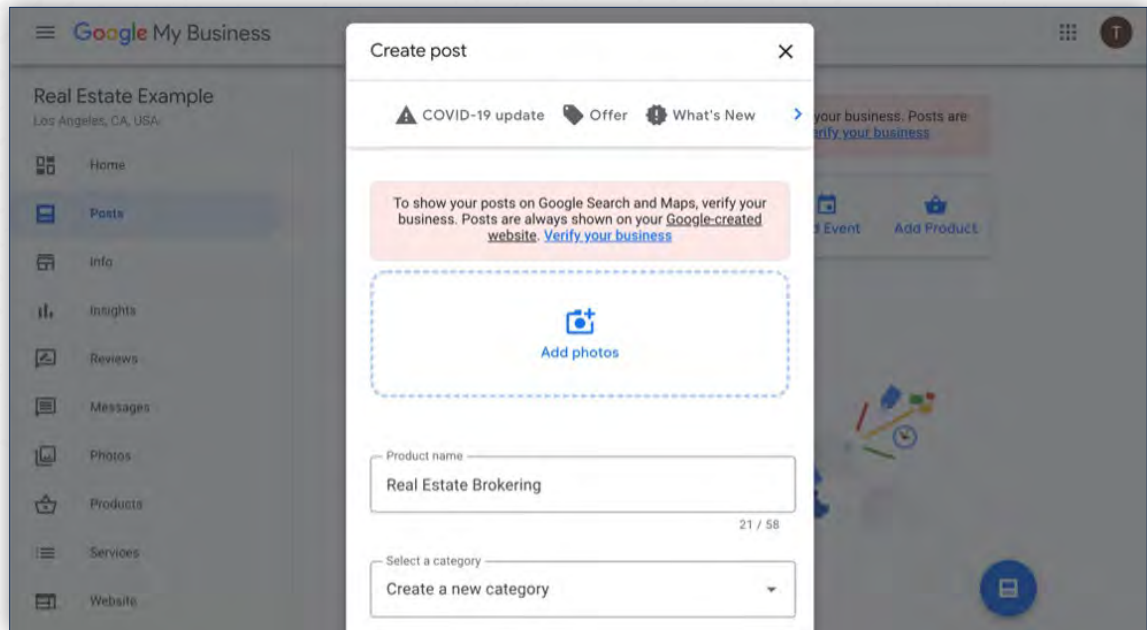


6. Keep adding/updating to your GMB

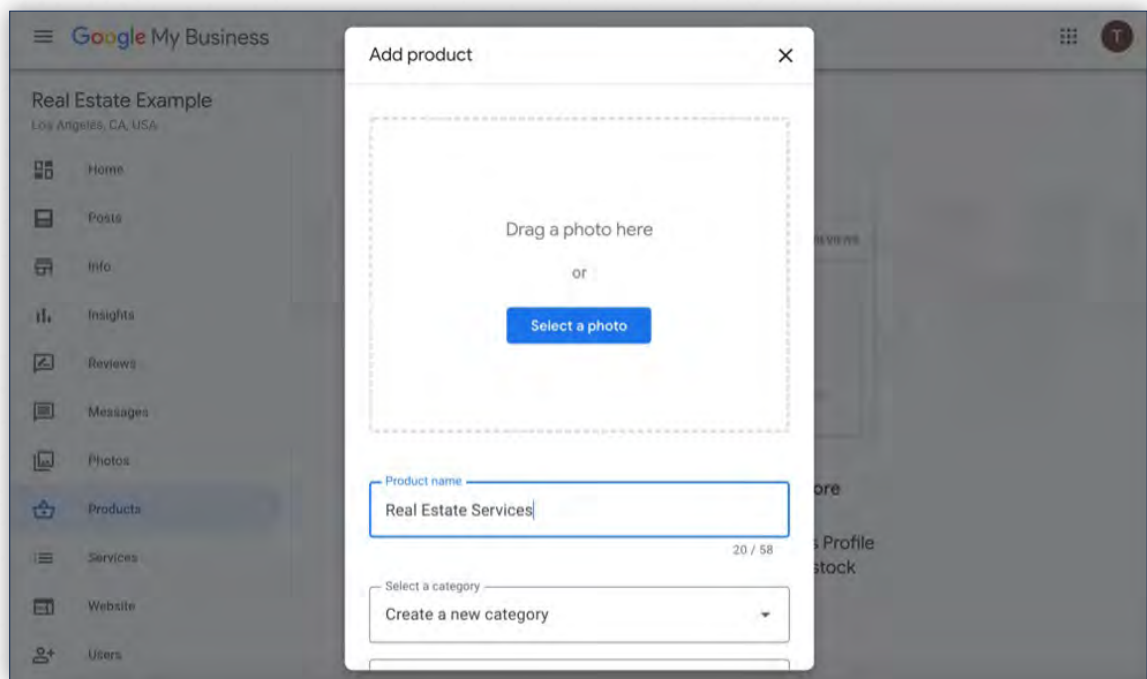
- Get Reviews (and reply!)
Focus on "Seller Stories." Google searches in which the user seeks out the agent tend to be associated with "seller intent," so it looks good for there to be lots of past sellers bragging on you.
- Upload Photos
Check out tools like geoimgr.com, which allows you to geo-tag your images before uploading to GMB. That way, as Google scans the contents of your business listing, trying to decipher whether it's relevant to the searcher's intent, it may see photos at tagged locations proximate to the searcher, which thus, may bolster-up your listing's "location authority."



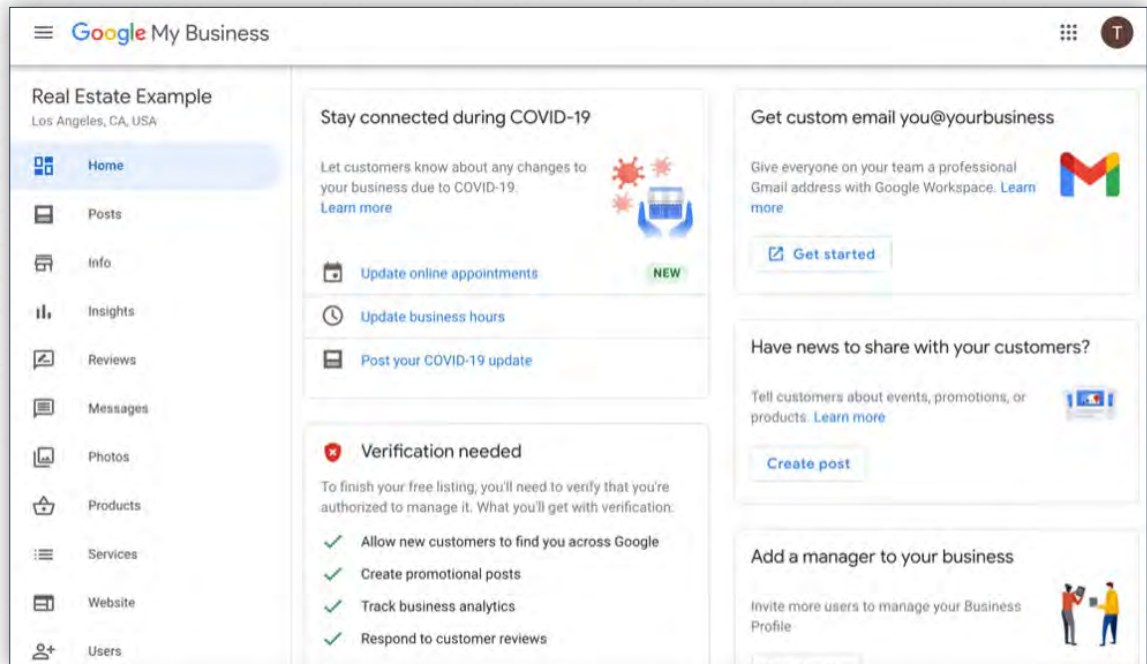
- Publish Posts: Simply repurpose your social posts.



- Add Products: Input your listings and/or on-demand webinars (e.g. FTHB, estate planning, et al.)



- Add/Answer Questions
 - **Try adding your own questions and answering them. A viewer would have to click approximately three times to see that you asked the question yourself. Think about keywords—this is a chance to strengthen your GMB's SEO.**



Now You're Set!

Congratulations! That was a lot of complex steps to follow, but hopefully we walked you through it successfully. Now you're set to maximize your Google ranking results and start getting more attention from the people who mean the most to your business – home buyers and sellers right in your own backyard!