



**MILLION DOLLAR
PIPELINE PROGRAM**

**IGNITE
2022**

STARTS JANUARY 19

market leader[®]

Become an SEO CEO

Brandy Savage

market leader[®]

Become an SEO CEO



Brandy Savage

Will this be recorded?



Ask Questions in the chat

This Week's Homework

- Must be a member of the Million Dollar Pipeline Program Facebook group (requires approval)
- Homework will post at 11:55a PST/2:55 EST
- Reply to that post to enter to win one of 2 \$100 Amazon Gift Cards!
- Winners will be announced Friday at 9am PST/12pm EST in the group



Let's get into this content!

What is SEO?



SEO = SEARCH ENGINE
OPTIMIZATION



A FANCY & TECHNICAL WAY
TO SAY...HELPING PEOPLE
FIND YOUR WEB CONTENT

Define Your Objectives



What is the ultimate goal?



We want people to visit our website because it meets their needs



Once on the website, we want people to REGISTER



Registration brings them into the system, so that we can NURTURE them

SEO Keyword Tips

Real Estate

Duplex

Condos

Single family

Local

Neighborhoods

Attractions

Geographical features

Your audience

Luxury

First-time homebuyers

Down-sizing

SEO Tips



Write like a person!



Short tail (1-3 words)

Houston Luxury Homes
Edina duplex
Reston Townhomes



Long tail (phrases, more specific)

Sedona luxury home with pool
Seattle new construction with views of the sound
Affordable multi-family homes with low HOA

Where is this available?

BLOG POSTS

- This is considered LONG FORM CONTENT
- More words = more opportunities to employ SEO

Meta descriptions in the website service areas

- Website Appearance
- Communities



A Word about Google Analytics

- Utilize Google Analytics!
- Free Account at analytics.google.com
- Get a token to track your website
- Use this data to find out how people are finding your site and optimize your content!



Let's see it in the system!

Key Takeaways

Put these in action today!

Effective SEO
brings more leads
to you ..PERIOD

Write like a human
to attract humans!

Remember: the
intent of SEO is to
lead your potential
lead to
information and a
transaction



What's Coming Up

Week 3 of Ignite Series

February 2

- Forging Your 2022 Social Media Strategy
- Social Media Content Trends to Spark Engagement

Thank You!

This week's Homework

In the **MDPP Facebook group**, reply to my **MDPP Week 2 Homework** post!

2 members will be selected at random to get a \$100 Amazon Gift Card!