

# Real Estate Keyword Starter Worksheet

The keyword types every agent should target, plus how to find dozens more. Fill in your own.

## THE FIVE KEYWORD BUCKETS THAT MATTER

BUCKET	EXAMPLE PATTERN	WHY IT WORKS
Local buyer	homes for sale in [area]	High intent, ready buyers
Local seller	[area] home values, sell my house in [area]	Listing leads, higher value
Neighborhood	living in [neighborhood], [neighborhood] guide	Early-stage movers, easy to rank
Question	how much does it cost to sell a house in [state]	Builds trust, wins featured snippets
Agent	real estate agent in [area], best realtor [area]	Bottom of funnel, ready to hire

## YOUR STARTER LIST

Write your area into each pattern. These are your first pages.

KEYWORD	BUCKET	PAGE IT LIVES ON
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

## HOW TO FIND DOZENS MORE (FREE)

- Google autocomplete.** Type "homes for sale in [your area]" and read the dropdown.
- People Also Ask.** Every question box on a search is a page you could write.
- Related searches.** Scroll to the bottom of any Google result.
- Your own inbox.** Every question a client emails you is a keyword.
- Competitors.** See what pages other agents in your area rank for and do it better.

**Rule of thumb:** one keyword, one page. Trying to rank a single page for ten keywords usually ranks it for none.

