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# The Real Estate SEO Checklist

Everything that actually moves rankings, in the order that matters. Work top to bottom.

## FOUNDATION

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- Claim and fully complete your Google Business Profile.** This is the fastest win in local search.
- Own your website.** A fast, mobile-friendly site you control, not just a portal profile.
- Pick your target area and audience.** The neighborhoods, price bands, and clients you want to rank for.

## ON-PAGE BASICS (EVERY PAGE)

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- One clear target keyword per page.** Don't make one page try to rank for everything.
- Title tag** with the keyword near the front, under 60 characters.
- Meta description** that earns the click, under 155 characters.
- One H1** that matches the search intent, plus scannable H2s.
- Helpful, specific content** that answers the question better than page one does now.
- Internal links** to and from related pages on your site.

## LOCAL SEO

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- Consistent name, address, phone (NAP)** everywhere you appear online.
- Neighborhood and city pages** for the areas you serve, with real local detail.
- Reviews.** Ask every happy client, respond to every review.
- Local citations** in the directories that matter for agents.

## TECHNICAL

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- Page speed.** Compress images, cut bloat, aim for fast on mobile.
- Mobile friendly.** Most real estate search is on a phone.
- Schema markup** (RealEstateAgent, LocalBusiness, FAQ) so search engines understand your pages.
- XML sitemap** submitted in Google Search Console.
- Google Search Console** connected, so you can see what you rank for.

## CONTENT ENGINE

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- Publish consistently.** A steady cadence beats a burst then silence.
  - Answer real questions** buyers and sellers ask you, one page at a time.
  - Refresh old posts** that are close to page one instead of only writing new ones.
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**The truth about SEO:** it is slow, then it compounds. Nothing here works in a week. Almost all of it works in a year, and then it keeps working while you sleep.