



APRIL 2023

# CHAMPIA NEWSLETTER

WWW.CHAMPIA.COM

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*"The flowers of late winter and early spring occupy places in our hearts well out of proportion to their size."* ~ Gertrude S. Wister

## Agent Contest: 35th Anniversary Date Night Drawing



**Win "Date Night Dinner for Two" at Frankie's Steakhouse - value of \$350!\***

**There are 3 ways to ENTER!**

- ✿ *Call the office and say, "enter me to win the drawing"*
- ✿ *Share one of our Facebook posts*
- ✿ *Book an Inspection*

*\*Not exchangeable for cash*

**CHAMPIA is investing MORE in client protection with our warranties! 5 Year Platinum Roof Protection Plan**

Now we have 125-day warranties vs. 90-day warranties



*This warranty covers the repair of roof leaks that occur within 5 years of the inspection date.*



*CHAMPIA is committed to providing high-quality inspections for every home, condo or townhouse. We have the experience and knowledge to check homes for structural and mechanical defects along with other issues that may be the result of poor craftsmanship or neglect.*

# REAL ESTATE **SEO**

## 6 SEO TIPS THAT REALLY WORK

### 1 Research Keywords

You need to know which keywords will attract the right people to your website. Local keywords are crucial for realtors, and using the right ones is the backbone of any successful SEO strategy. One of the best tools for this is Google's Keyword Planner. By making an account with Google AdS, you can see which keywords are frequently searched and how many other businesses are attempting to rank for them. You can also get ideas from Google's auto-complete feature in the search bar.

### 2 Add keywords to your site

Putting too many keywords, or even just irrelevant keywords, is a tactic called keyword stuffing, and can actually hurt your rankings if Google takes notice. Instead, focus on putting your keywords in places like your title tags, headers, and body copy. By including them where users would logically look to find out what a page is about, you can be confident that Google will associate those words with your page, which will improve your real estate SEO.

### 3 Add location-specific keywords to your website

Focus on implementing words and phrases that are location-specific. For example, if you are an agent located in Atlanta, Ga, you could use terms like Atlanta Realtor, Real estate agent in Atlanta, or Sell a home in Atlanta, GA. Any or all of these keywords would bring you traffic from people who are actually in your area and interested in your services.

### 4 Optimize listings with relevant keywords

Try to use words that truthfully describe the homes for sale, but are also likely to rank highly. Many home buyers are looking for "spacious" homes with lots of room for "storage" and maybe "stainless steel" appliances and "hardwood floors."

### 5 Engage users with compelling content

If your company doesn't already have a blog, you should consider starting one for your real estate SEO strategy. When coming up with blog content, keep in mind that the best posts are informative. People in the market to buy homes are typically interested in learning about more than the current state of the real estate market. Consider offering home repair tips, design information, and other tidbits about home upkeep and maintenance.

### 6 Integrate high-quality multimedia

Aim to present high-quality images and virtual tours of properties. Doing so will entice potential clients to contact you and learn more. Providing pictures and video helps ensure that potential clients only see properties they're truly interested in, which saves you and them time.

## HOW MUCH WILL THAT COST TO FIX?

*Champia continues to add value to agents and clients with the introduction of repair estimate report.*

Free on every home inspection

**HOME INSPECTIONS ANALYZED AND COST ESTIMATED IN 24 HOURS OR LESS**

 Save Time - Negotiate Smarter

We provide every client **HomeBinder** to help manage their new home.

**Stay connected, long after the closing.**

**HB HOMEBINDER**  
AUTHORIZED PARTNER