

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Local Realtor

**Business Objective:** Get More Clients Through The Websites.

**Funnel:** Google My Business (Search Optimization)

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Somebody looking for an agent to help them sell or buy a house, or their first home.

### 2. Where are they now?

- a. Current state
  - i. I need to move on from my house.
    - 1. To downsize. Divorce (which sucks) or kids have all moved out.
    - 2. To upsize, not enough space for these kids or or done with a condo and wants more space.
    - 3. Dead family member has a house not in use, so selling it is the best option. Estate sale

- ii. I need to move to an area for life or work.
  - iii. Looking to buy their first home.
  - iv. Trying to buy or sell a property from across the country.
- b. Current levels
  - i. Desire / Pain: 4/10. Can come down to the person on how pressing it is to move.
  - ii. Belief: 7/10 I do believe that everybody needs a realtor to sell or buy a property.
  - iii. Trust in these top players: 3/10, enough social proof / reviews to know they can be an agent. But what makes them right for me?
- c. Dream State
  - i. The realtor knew the area well.
  - ii. Got more than asking (selling).
  - iii. Got a really good deal (buying).
  - iv. Could answer any question at any time
  - v. Super helpful
  - vi. Professionalism and attention to detail
  - vii. Quick time between listing and sale.
  - viii. Quick time between search and a new home.

### 3. What do I want them to do?

- a. Pick my website out of the ones browsed at.
  - i. Obstacle: Many options, all similar.
  - ii. Perceived cost: an unprofessional realtor could mean the house sells for less, you get a bad deal, they aren't very helpful, the house doesn't sell at all, potential scammy deal. slang
- b. Go through the website and book a sales call.
  - i. Obstacle: website isn't interesting enough (market losses interest), hard to find what they are looking for, call to action isn't grabbing, gets wrong vibe of realtor from website, they don't like the neighborhood enough.
  - ii. Perceived Cost: the house the realtor finds me I might not like, they won't like the neighborhood, realtor could be not great at what they do and the sale could go roughly.

### 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Pick my website out if the ones browsed at
  - i. Website link is intriguing, and so is the website description.
  - ii. Realtor is humanized ( picture of there face)
  - iii. Realtor has experience ( Has reviews posted and has \_\_\_+ years in business)
  - iv. Realtor knows the area ( local area is featured in the business name or reviews or address of business.)

- v. Realtor will get them a good deal. (Featured reviews highlight other people's satisfaction.)
- vi. Realtor will find them their dream home. (Featured reviews highlight other people's satisfaction.)
- vii. Realtor is put together. (The MGB profile is neat and tidy, just looks good and coherent.)
- b. Look around the website and book a sales call.
  - i. An understanding for who the realtor is. (read the blurbs about the realtors and how they conduct their business.)
  - ii. Options for places to live. ( Have plenty of current listings viewable.)
  - iii. Trust That you can get the right house for them. ( reviews and testimonials.)
  - iv. Trust that you can get a good deal for them. ( reviews and testimonials.)
    - 1. Have a combo of the house that sold, plus the testimonial of the family that just bought it. (can be for selling too).
  - v. Knowledge that your rates are fair. ( post your rates and how much you will cost.)
    - 1. I don't know if this is common practice or if it's better for realtors to keep that info until a sales call.

# DRAFT

## Local Realtor SEO

### Goal!

- a. Get clients through online searches.
  - i. 1 - 2 new clients a month.

### What will allow this to Happen (Sub Goals)

- 1. Rank highly (top 6) in Google My Business (GMB) for local realtors.
- 2. Rank highly (top 8) in natural google search results for local realtors.

### How To Achieve Sub Goals.

#### 1. Rank Highly on GMB.

- a. **Claim Your Listing:** Ensure your GMB profile is claimed and verified using the owners google business account.
- b. **Complete Your Profile:** Fill out all sections, including business name, address, phone number, website, and business hours, areas served, reviews, social medias, description, high quality headshot, other pictures of your properties.
- c. **Use Of Keywords:** When filling out the GMB profile, use keywords for local searches. Find list of keywords below.

- d. **Review Farming:** Make a blast email campaign to any previous clients who have yet to write a google review. And for any new first time clients, get them to give a google review.
- e. **Replying to Reviews:** Thanks the reviewer for a good review, and address any negative reviews.
- f. **Post Updates:** Use the GMB post feature to share news, promotions, blogs, or new listings. Regular updates signal to Google that your business is active.
- g. **Have a High Natural Search Result:** Having a high ranking search result will greatly increase the GMB rank. This can be achieved by following the next sub goal breakdown.

## 1. Rank Highly On Natural Local Google Searches.

- a. **Use Of Local Keywords:** These keywords are to be embedded all throughout your website. Depending on the market you want to target, you'll need specific phrases like "realtors in \_\_\_\_\_ (city/area)" or "listing agents for \_\_\_\_\_ (neighborhood)."
- b. **Long-Tail Keywords:** Use longer phrases that target specific needs, like "best real estate agent for first-time buyers in [City]" will help searches. A keyword list can be found below.
- c. **Google My Business:** A good GMB will help your natural search results be higher, as google recognizes you as an active business.
- d. **Optimizing Title Tags & Meta Descriptions:** First log into your website editor.
  - i. **Title Tags:** After locating the title tag edit, proceed to add key words for desired local area as needed.
    - 1. From "Top Realtor".
    - 2. To "Top Realtor in [City] – Your Trusted Real Estate Agent".
  - ii. **Meta Descriptions:** Edit the description to include keywords and phrases.
    - 1. From: "We help you buy and sell homes."
    - 2. To: "Looking to buy or sell a home in [City]? Our expert realtor provides personalized service and market insights."
- e. **Headers:** When using headers, use keywords whenever viable, these are H1, H2, H3 tags. These appear on the website, when title tags appear on search results.

- f. **Valuable content:** Having Content relevant to the market demands can help search results. This can be a blog posted to the page, or a tweet linked from the website.
- g. **Location Pages:** Have different pages that are exclusively for a certain area you serve, and go through and add keywords to boost searches for that area. Do this for all areas you'd like to target.
- h. **Local Directories:** List your business on all relevant real estate websites. Verify / claim any existing listings as yours.
- i. **Reviews:** Encourage reviews, or post google reviews you get to your website. And reply to all reviews as they come in.
- j. **Content/Social Media Marketing:** link from your website to any social medias, and from any social medias, to the website.
  - i. There is a lot of potential in having a “constantly posting, good content” instagram or twitter. Also a blog can help bring attention to a website. Also have it be posted to other places like GMB updates and twitter.
- k. **Backlinking:** get your website hyperlinked from other reputable websites, this builds confidence with google that your site is good.
  - i. **Best Practice For Building Backlinks:**
    1. **Guest Blogging:** Write high-quality articles for other blogs or websites in your niche, including a link back to your site.
    2. **Create Shareable Content:** Produce valuable and informative content (like infographics, guides, or research) that others want to link to.
    3. **Engage with Your Community:** Participate in online forums, social media, and local events to build relationships and encourage others to link to your site.
- l. **Mobile Friendly:** Ensure that the website is optimized for mobile users, as that is a large population of searches. A way to do this is fast loading times. You can run your website through testing software to show you where it can be improved.
- m. **Analytics and tracking:** Use Google Analytics to track traffic, user behavior. Monitor your website's performance and identify any issues affecting SEO. Edit website accordingly.

## KeyWords:

- (\_\_\_\_\_) is any city or neighborhood you would like to target.
- new westminster, realtor, real estate agent, new west realtor, realtors in new west, best real estate agent near me, find a realtor, buyers agent, local realtors, top realtors

near me, listing agents near me, buranbay, burnaby real estate, realtors in burnaby, top real estate agents in burnaby, best listing agents in burnaby, Top Burnaby Realtor Real Estate Agent, top burnaby realtor reviews, \_\_\_\_\_ condos for sale, \_\_\_\_\_ houses for sale, \_\_\_\_\_ townhouses for sale, luxury homes for sale in \_\_\_\_\_, presale condos and townhomes, all MLS listings, featured \_\_\_\_\_ real estate listings, ((your name)) real estate, buyer, best possible price, shortest period of time, property archive, homes for sale in \_\_\_\_\_, contact ((your name)), get free home evaluation, meet ((your name)) top realtor in \_\_\_\_\_, your \_\_\_\_\_ real estate expert,

## **Draft of website improvements.**

**\*Trusted Realtor For New Westmisnter, Burnaby, Vancouver, and Other Cities.\*\***

With years of experience in Vancouver and New West real estate, I am dedicated to providing exceptional service as you Realty expert. Whether you are a local homeowner or looking to move to a vibrant community such as Burnaby, or Coquitlam, my commitment to understanding your needs and utilizing strong negotiating skills ensures a successful transaction, and the best deal for everyone.

Having lived in New Westminster and Vancouver All my life, I possess intimate knowledge of Greater Vancouver. My enthusiasm for this area drives me to help you find your perfect home. I look forward to partnering with you on your real estate journey in New Westminster and beyond!

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Browse the houses and condos that are currently listed for sale in New Westminster BC.

Praise masculinity.