

Dominate Google: The Listing Agent's Guide to First-Page Fame

Are you ready to be the top result whenever someone Googles you or “best realtor” in your town? Buckle up, because we’re about to unleash a strategy-packed guide to help you dominate Google’s first page. In today’s market, a killer digital presence isn’t optional – it’s a competitive necessity. Nearly 97% of homebuyers consider online reviews before choosing an agent, and a huge chunk of all Google searches have local intent. That means potential clients are out there right now, searching for the best real estate pro in your area (or Googling your name after they see it on a sign or postcard). The question is: Will you show up, or will they find your competition first?

Good news: whether you’re in Denver or Dallas, the formula for Google success is within your control. This post will guide you through exactly how to boost your visibility on Google – both with free/organic tactics (like SEO, content, Google Business Profile tweaks, and review strategies) and paid power-ups (Google Ads and retargeting). We’ll even throw in a 10-step, one-month Google domination checklist to keep you on track. The tone here is energetic and a tad witty – because winning at Google should feel like a game you love playing. Ready to become a Listing Beast on the digital stage? Let’s dive in!

Why Google Visibility Matters (More Than You Think)

Imagine a homeowner hears your name from a friend. What’s the first thing they do? Likely, they type your name into Google. If the entire first page doesn’t scream “professional, trusted, top-performing agent”, you could be losing business. In fact, almost half of U.S. adults have Googled someone before doing business with them (and that stat is a decade old, so the percentage is likely even higher now). And if that homeowner doesn’t have a specific agent in mind, their search might be something like “best realtor in [Your City]”. If you’re not prominently visible there either, that lead’s as good as gone.

Google is the new first impression. A strong presence not only gets you found but also builds instant credibility. Consider this: Google’s local results often show star ratings and reviews right upfront. A search for “best realtor [city]” will typically display a map pack of agents/agencies with 4.0+ star ratings – Google won’t even show businesses below 4 stars for queries with “best” or “top”! And 73% of consumers say positive reviews make them trust a business more. In short, showing up on page one – and looking good when you do – can directly translate into more clients.

So how do we get you there? Let’s break it down.

Own Page One for Your Name

First, let's make sure that when someone searches your name, you (and only you) dominate the entire first page of results. This is your digital reputation, and it should shine.

1. Build (and Optimize) Your Home Base – Your Website

If you haven't already, create a personal website or a dedicated page on your brokerage's site. This should ideally be a URL that's easy to remember (like JaneDoeRealEstate.com). On this site, do some basic but crucial search engine optimization (SEO) for your name:

- **Title Tag & Meta Description:** These are the snippets Google shows. Make sure your site's homepage title includes your name and your role/city (e.g., "Jane Doe – Realtor in Denver, CO"). This way, anyone searching "Jane Doe Realtor Denver" will immediately see a relevant result.
- **About/Bio Page:** Have a detailed bio that naturally mentions your name (a few times), your market, and what you do. This isn't the time to be shy – brag a little! If you've won awards or hit milestones ("Top 1% agent in Colorado" etc.), mention it. Google pays attention to this content, and it helps you rank for those queries.
- **Mobile-Friendly & Fast:** Ensure your site loads quickly and looks good on mobile. Google favors mobile-friendly sites in rankings. Plus, many clients will click your site from their phone.
- **Schema Markup (Bonus):** If you're tech-savvy, add [Schema.org](https://schema.org) structured data for "LocalBusiness" or "Person" to your site. This is code that helps Google understand who you are – potentially even leading to a nice knowledge panel on the side of search results.

2. Google Business Profile – Claim It, Own It, Love It

Your Google Business Profile (GBP) (formerly Google My Business) is that sidebar box that shows info about you when people search your name or "Realtor near me." If you haven't claimed yours, do it today – it's free and incredibly powerful. Most realtors still haven't claimed or optimized their Google Business Profile, which is crazy given how effective it is. This is literally your free mini-website on Google, so make it count:

- **Name & Category:** Follow Google's guidelines for individual practitioners (typically "Your Name: Your Brokerage" or simply your name + "Realtor"). Choose the right categories – e.g. Real Estate Agent or Real Estate Agency. Pro tip: Use "Real Estate Agency" as your primary category and "Real Estate Agent" as a secondary. This casts a wider net for both people searching for agents and those just generally looking at real estate services.

- **Contact Info:** Double-check your NAP (Name, Address, Phone) is correct and matches what's on your website and other profiles (consistency boosts trust). If you work in a specific patch of town, use a local address in or near that area – proximity matters for showing up in local results.
- **Photos & Media:** Add a professional headshot, photos of houses you've listed or sold, maybe a team photo if relevant. Listings with more photos get more clicks. And don't forget a cover image that represents your brand (smiling realtor in front of a nice home screams "friendly expert").
- **Hours & Details:** Even if you don't have a brick-and-mortar office, set hours (you can use "Online service hours" to essentially say you're available 24/7, since real estate often is an around-the-clock job). Fill every field Google offers – bio, services, areas served, etc. Fully filled profiles supposedly rank better , and they definitely look more legit.
- **GBP Updates:** Treat your Google profile like a social feed. Post updates: new listings, just-sold announcements, market tips, or even a quick video tour. Regular posts can improve engagement (and Google notices an active profile).
- **Leverage the Q&A:** Yes, your Google profile has a Q&A section where the public can ask questions. You can seed it with common questions ("What's your fee?", "Which neighborhoods do you specialize in?") and answer them yourself. It's another spot to pack in helpful info (and keywords like neighborhood names).

Why GBP is so critical: Search for your name, and you'll likely see your Google profile right on page one, maybe even in a big sidebar card with photos, map, and reviews. It's eye-catching and lends instant credibility. Many agents ignore this tool – which is exactly why you should exploit it to the max and leave them in the dust.

An example of a Google local search result highlighting a top-rated real estate professional. A fully optimized Google Business Profile (with plenty of 5★ reviews) helped this business snag the coveted #1 spot on the map!

(Above: Notice how the listing shows a 5.0 rating with dozens of reviews. In competitive cities, Google's local pack often filters for 4.0+ star businesses by default for queries with words like "best" . High ratings and review counts are your ticket to this party.)

3. Leverage Social Media & Directory Profiles

When someone searches your name, you want all the results to be either content you created or profiles you control. Thankfully, your public profiles on big platforms tend to rank well. Take advantage of this:

- **LinkedIn:** Make sure your LinkedIn profile is up-to-date with your current role ("Residential Listing Agent in [City, State]"), a professional headshot, and a keyword-rich

summary. LinkedIn often shows up on page one for name searches, so let it impress. Bonus: a strong LinkedIn presence contributes to social proof – and 71% of buyers say they prefer agents with a strong social media presence .

- Real Estate Portals: Claim or update your profiles on Zillow, Realtor.com, Homes.com, etc., with your bio and contact info. These sites have heavy SEO clout. A Zillow profile with past sales and reviews can easily appear on the first page for “[Your Name] realtor”. Plus, having recent client reviews on Zillow or Realtor.com provides additional social proof if prospects click on those.
- Facebook Business Page: If you have a Facebook Page for your real estate business, optimize the About section with your name, location, and specialties. Facebook pages can rank for name searches too, and it’s another venue for reviews/recommendations.
- Local Directories and Associations: Are you a member of your local Chamber of Commerce or Realtor association? Make sure your name is listed on their site (with a link to your site if possible). These authoritative sites can rank for your name and bolster your credibility (e.g., “Oh look, they’re on the Board of Realtors – fancy!”).
- YouTube Channel: If you create video content (home tours, market updates), a YouTube channel under your name can rank in search results as well. Even one or two introductory videos (with your name and city in the title) can help snag a spot on page one.

By populating the web with profiles and content about you, you’re effectively claiming real estate on Google’s results page. The goal is that when someone searches your name, the entire first page (and ideally even page two) is all positive, relevant stuff about you – leaving no room for mistaken identity or unwanted surprises.

Pro Tip: Google yourself regularly (log out of your Google account or use an incognito window to see unbiased results). This way, you can see what others see. If you find something undesirable (an old unflattering news article or a similarly named individual who’s not you), you may need to create even more content/profiles to push that result down. It’s called online reputation management – basically SEO for your name.

4. Amp Up the “Proof” – Testimonials and Links

Your site and profiles shouldn’t just flatter you in your own words – include social proof from others:

- Testimonials Page: Showcase quotes from happy clients on your website. Prospects Googling you might click and read these, which can seal the deal. Pro tip: If a client describes you as “the best realtor in [City]” or mentions their neighborhood, include that! It’s organic keyword gold (and sounds more authentic coming from someone else).

- **Link to Press or Awards:** Have you been featured in a local news article, or named “Top 100 Agents in Colorado” by some publication? Awesome – link to it or mention it on your site. Those articles might rank for your name too, and they lend third-party credibility. (If you haven’t gotten any press, consider pitching a story or doing something newsworthy in your community that could get coverage. Nothing like a local paper naming you a neighborhood expert to boost your Google rep!)

Alright, now that we’ve got your personal brand on lock, let’s tackle the next challenge: ranking for those juicy local search phrases that new clients are typing every day.

Conquer Local Google Searches (“Best Realtor [City]”, etc.)

Beyond your name, you want to appear when people search for top agents in general – especially in your city or farming area. These searches indicate someone is looking for a real estate expert right now. Here’s how to make sure you show up when it counts.

1. Nail Your Local SEO Basics

“Local SEO” is all about making sure Google knows where you are and what you do – so it can match you to nearby searchers. Key factors for ranking in local searches (like the Google Map Pack that appears for queries such as “realtors near [City]”) include: reviews, overall website SEO strength, NAP citations, and localized content . Let’s break those down:

- **Reviews, Reviews, Reviews:** We’ll dive deeper in a moment, but know this upfront: the quantity and quality of Google reviews you have can make or break your local rankings. They’re estimated to influence about 17% of your chances of showing in the Google 3-Pack . And as mentioned, Google actively filters for highly-rated businesses in “best realtor” searches . So a realtor with 5 reviews and a 4.8 average can outrank one with 1 review, even if that one review is 5.0. We need lots of stars next to your name!
- **SEO Strength (Your Website’s Mojo):** If your site already ranks well for general terms (like “[City] real estate agent”), that authority spills over to local. Make sure your site is technically sound (fast, no broken links) and has good content (blog posts, neighborhood pages, etc.). Google likes websites that consistently put out quality content and attract backlinks . If your site is a wealth of info on the local real estate scene, Google is more likely to deem you a relevant result for local queries.
- **NAP Citations:** Earlier we talked about ensuring your Name, Address, Phone are consistent on your Google profile and site. Now, extend that everywhere. Citations are listings of your business info on other websites – think Yelp, Yellow Pages, Angie’s List, your local MLS directory, etc. The more authoritative sites list you, the more Google trusts that you’re a legit local pro. It’s not just about quantity but quality and consistency. For example, make sure your name is written the same way in all places (e.g., if you’re “Jane Doe Realty, LLC” somewhere and “Jane Doe Real Estate” elsewhere, pick one

standard). Tools like BrightLocal or Whitespark can help find and build citations . Don't overlook real estate-specific ones: your profile on your state's Realtor association, any "find a Realtor" directories, etc., all count.

- **Localized Content & Links:** This one's fun – create content on your site that's hyper-local. Write blog posts or video pages like "Market Update for [Neighborhood Name]" or "5 Reasons [Neighborhood] is Hot for Buyers in 2025". Not only can this directly rank for people searching those areas, but it signals to Google that you are deeply relevant to your community. Also, if you create awesome local content, you might earn backlinks from other sites – maybe a local blogger shares your post, or the city's subreddit links to your analysis. Each local link is like a vote of confidence boosting your visibility .

2. Create Content Around Key Phrases (Strategically)

Let's talk keywords: those search phrases like "best realtor in [City]" or "top listing agent [Zip Code]". It might feel strange to literally call yourself the "best" in your own content (humble brag, anyone?), but there are smart ways to target these terms:

- **Write Helpful Articles or Videos:** For instance, create a blog post titled "How to Find the Best Realtor in [Your City] (7 Tips from an Insider)". In it, give genuinely useful advice on what to look for in an agent – and subtly highlight how you fulfill those criteria. You've now naturally used the phrase "best realtor in [City]" in a context that can actually rank, and you've positioned yourself as the solution. Another idea: "Top 5 Traits of a #1 Real Estate Agent in [Neighborhood]." Mention local landmarks or quirks to boost local relevance.
- **Optimize Key Pages:** Your homepage and bio page should mention your city and services prominently. For example: "Jane Doe is a top listing agent in Denver, CO, known for selling homes 10% faster than average." Don't shy away from using phrases like "top Denver realtor" if it's truthful (maybe you have sales data or awards to back it). Just don't overstuff the keyword unnaturally – keep it readable for humans.
- **Long-Tail Keywords:** Think beyond the obvious. Many people search very specific things like "best realtor for luxury homes in [City]" or "#1 condo listing agent [Neighborhood]". If you have a niche, lean in. A page or section on your site about your specialty (e.g., "Luxury Home Marketing in Cherry Creek") can capture those niche searches. Fewer people search them, but those who do are golden prospects – and with less competition, you can snag those rankings more easily.

Remember, content is not a one-and-done deal. Consistently adding local content keeps Google's attention. Plus, it gives you great material to share on social media or in newsletters, reinforcing your expertise to your sphere.

3. Maximize Your Google Business Profile for Local Search

We already optimized your GBP for your name; now let's tweak it to rank for those generic local searches:

- **Categories & Keywords:** Ensure you selected all relevant categories (as mentioned, Real Estate Agency and Real Estate Agent are the big ones). In your business description on GBP, use your city and keywords: e.g. "Serving homeowners in Denver and surrounding areas. Specializing in home listings and sales – over 100 homes sold, making me one of the top Denver listing agents around." This description can influence keyword relevance (just don't keyword-stuff; make it natural and factual).
- **Service Areas:** Google lets you list service areas (cities, ZIPs). Add all the areas you work in. If you dominate certain neighborhoods or suburbs, list them out. This helps you show up in those map searches even if your address is in a neighboring town .
- **Reviews (Again, Because It's That Important):** It's worth repeating: ask every happy client for a Google review. Send them a direct link to do so (Google provides a short URL for your profile's reviews section). Emphasize how it helps local homeowners like them find a trusted agent. You'd be surprised – many clients will mention things in reviews like "best realtor in town" or "sold my house above asking in [Neighborhood]". These phrases can actually help your local SEO (and certainly help convert searchers who read them). Businesses that actively gather reviews climb up in local rankings . And don't fear a few less-than-5-star reviews; a perfect 5.0 with few reviews is less convincing than a 4.8 with tons of them. Aim for both quality and quantity. Pro tip: Respond to every review, good or bad. Responses show you're engaged, and Google likes active profiles .
- **Local Posts & Updates:** Keep making GBP posts about local happenings – market trends, just solds, open houses, community events. This not only feeds keywords into your profile ("Just sold a 4-bed in [ZIP] – that's 3 homes sold in [Neighborhood] this month!"), but also signals to Google that you're an active local business. Plus, anyone viewing your profile sees you're on top of things.
- **Q&A for SEO:** We mentioned populating the Q&A. For local impact, consider questions like "Do you work in [suburb name]?" or "What's your experience in [neighborhood]?", then answer them mentioning those areas: "Absolutely, I've helped sell many homes in Cherry Creek and know the area intimately – from the best schools to where to grab coffee on closing day." It's conversational, genuine, and sneaks in those local keywords.

4. Get Local Backlinks and Citations

Time to roll up your sleeves and do a bit of outreach:

- **Join Local “Best of” Lists:** Many cities have annual “Best of [City]” awards (sometimes run by magazines or newspapers). Nominate yourself or ask your network to vote for you when those come around. Winning or even appearing as a finalist often gets you listed on a high-traffic site (and you can bet people search “best realtor [City]” during award season).
- **Sponsor & Network:** Sponsor local charity events, school functions, or sports teams. Often these organizations will thank sponsors on their website (with a link to your site). It’s both good karma and good SEO. For example, being listed on the “[City] Elementary Fun Run Sponsors” page with a link is a nice local citation (and parents notice those things, too).
- **Local News/PR:** Did you just break a record sale or start an interesting initiative? Send a press release to local news outlets or pitch a story. A featured quote in the city paper like “Jane Doe, one of the top realtors in Denver, notes that...” is chef’s kiss for your credibility (and it might show up when people search for top realtors).
- **Community Content Collaboration:** Consider writing a guest article for a local blog or partnering with a well-known local business on a piece of content. For instance, a popular home decor shop in town might love an article on “Preparing Your Home for Sale – Top 5 Staging Tips” from a realtor. You get a byline (and a link), they get content; you both get traffic.

All these efforts build your local authority online. Google’s algorithm is essentially trying to pick the most relevant and trusted results for a searcher. So by covering the web with signals that you are a highly rated, actively involved real estate expert in your community, you make Google’s job easy – it will naturally gravitate to showing you in that prized first page and map pack.

Boosting Visibility with Paid Strategies (Fast-Track to Page One)

Organic tactics are foundational – they build an enduring presence. But sometimes, you want an extra push or a quick win. That’s where paid strategies come in. Let’s explore how Google Ads and retargeting can complement your organic work and ensure you’re everywhere your prospects look.

1. Google Ads (Search): Be the Ad at the Top

Ever notice those Google search ads that appear above organic results? With a bit of budget, that can be you. Here’s how agents use Google Ads effectively:

- **Bid on Your Name (Defensive Ads):** It might feel odd to pay for clicks on your own name when you likely rank #1 organically, but consider two scenarios. One, a competitor could be bidding on agents' names (it happens – sneaky, but it happens). Two, an ad lets you control the message. You could have an ad headline like “Jane Doe – Top-Rated Denver Realtor 🌟” and a link to a special landing page (maybe your testimonials or a free home valuation offer). It ensures the very first thing a person sees is a polished, marketing-optimized blurb about you – even before your website link. And since your name likely isn't highly competitive, it will cost just pennies per click to hold that top sponsored spot.
- **Bid on Local Keywords (Offensive Ads):** For searches like “best realtor [City]” or “listing agent near me,” you can bet other realtors, brokerages, or lead-gen companies (like Zillow or HomeLight) are advertising. You can join that auction. Yes, it'll cost some money – popular real estate keywords can be in the range of \$2 to \$5 per click, sometimes more in big markets – but the leads can be worth thousands. If you go this route, make sure:
 - Your ad copy stands out. Mention what makes you the best (“#1 in Homes Sold in 2024”, “500+ 5★ reviews”, “Neighborhood Expert”, etc.). Use extensions like sitelinks (additional links) to maybe link to “Recently Sold Homes” or “Client Testimonials” on your site.
 - The ad goes to a targeted landing page, not just your homepage. Create a page that speaks directly to that search: “Looking for the best realtor in Denver? Here's how Jane Doe delivers results for sellers...” – include a call-to-action like a free consultation form.
 - Set location targeting carefully. You don't want to pay for clicks from outside your area of business. Use Google's settings to show your ads only to people in your city or the exact ZIP codes you serve.
- **Google Local Services Ads (LSAs):** These are a special type of ad for service providers like real estate agents. If you've ever searched for a plumber or locksmith, you've seen a bar of Google-screened pros at the very top with their ratings. Good news: Google has opened up Local Services Ads for real estate in many areas. These ads show your name, photo, stars, and a “Google Guaranteed” or “Google Screened” badge right at the top of results. And you pay per lead, not per click – meaning you pay only if someone actually calls or messages you through that ad. To use LSAs, you'll need to pass Google's screening (background check, license verification, etc.), but once you're in, this can be huge. Imagine someone searches “real estate agents near me” and before the regular ads and maps, they see a couple agent profiles – including yours with a big 5-star rating. It's an instant trust boost. If it's available in your region, this is definitely worth exploring.
- **Budget Wisely:** Start with a modest budget and test. You might put, say, \$5-\$10/day toward a name ad (you'll likely spend much less, as those clicks will be limited) and

\$20/day toward a local keyword campaign. Monitor for a month. Did you get calls or form fills? Use Google's dashboard to see which keywords triggered your ads and adjust accordingly. The beauty of paid search is you can get data quickly and pivot.

Remember, Google Ads can put you on page one instantly, but you're paying for that privilege. The goal is to ensure the ROI (at least in terms of new client opportunities) outweighs the ad cost. One listing commission easily covers a lot of ads, but you want to be smart so you're not just burning money on irrelevant clicks. That's why targeting and compelling ad copy are key.

2. Retargeting: Follow Your Prospects Around (Nicely)

You've probably experienced this: you browse a website for, say, new shoes, and for the next week you see those exact shoes advertised on every other site and social media feed. That's retargeting (also called remarketing). As a realtor, you can use the same magic so that anyone who visits your site or Google profile starts seeing you everywhere. It's like gently tapping them on the shoulder again and again – "Hey, remember me? Still here to help with that house..."

Here's how to set it up and use it:

- **Google Display Retargeting:** Google has an extensive Display Network of millions of websites. By placing a Google Ads remarketing tag on your website (or using Google Analytics), you can build an audience of people who visited your site. Then create display ads (banner images or responsive ads) that show your lovely face, your logo, a call-to-action ("Thinking of Selling? Let's Talk!"), etc. These ads will "follow" your past visitors as they surf other sites that allow Google ads. It's uncanny but effective – you stay top-of-mind. Maybe they weren't ready to contact you on their first visit, but after seeing you everywhere (news sites, YouTube, weather apps – you name it), they won't forget you. Google's reach is massive for this kind of omnipresence.
- **Social Media Retargeting:** You can do similar campaigns on Facebook and Instagram (Meta). In fact, Facebook's targeting can be super granular. You could retarget visitors with an ad that showcases a recent success story or a video of you giving market advice. The limitation is they'll only see it on those platforms. Ideally, a combo of Google and Facebook covers all bases.
- **What to Showcase:** Retargeting is a great place to use content you already have. For example:
 - A short testimonial quote on an image: "Jane sold our home in 5 days for \$20k over asking! – The Smiths" with your branding.
 - A 15-second video clip of you saying hello or walking through a beautiful listing, inviting them to get in touch.
 - Simply your headshot with "#1 Listing Agent in [Your City] – Let's achieve your real estate goals!"

- **Frequency & Budget:** The goal is gentle reminders, not creep them out. Set a frequency cap if possible (e.g., don't show the same person your ad 20 times a day; 3-5 times over a week is plenty). Retargeting tends to be cost-effective because you're advertising to a warm audience (they've shown interest by visiting you). Even a few dollars a day can go far with retargeting – it's often cheaper per impression than regular ads. And the conversion rates are higher, since these folks already know you somewhat (organic search visitors, for example, convert at ~3.2% while paid search is ~1.5% on cold traffic, but with retargeting you can get conversion rates much higher because of familiarity).
- **Seal the Deal:** The whole point of retargeting is to make sure when that lead who was "just browsing" your site finally decides to take action, your name and face spring to mind immediately. It's a subtle psychological nudge. You appear larger-than-life (they might think, "Wow, this agent is advertising everywhere! They must be really successful."). In reality, you might only be spending \$50 on those ads targeted to a few hundred people – but perception is reality.

A competitive, go-getter agent will use every tool to stay ahead, and retargeting is one that many of your competitors might not even know how to use. Now you do.

We've covered a lot – from SEO and content to profiles, reviews, ads, and more. It might feel overwhelming, so let's simplify things with a handy checklist. Here's your 10-step action plan to boost your Google presence in the next 30 days.

10-Step Google Visibility Checklist (One-Month Action Plan)

Follow these steps over the next month (one every few days), and by this time next month, you'll be well on your way to Google page-one domination. Ready? Let's go:

1. **Day 1-3: Claim & Complete Your Google Business Profile** – If you haven't already, claim your GBP. Add your photo, fill in every detail (contact info, bio, areas served, hours). Choose appropriate categories ("Real Estate Agent", etc.) and upload at least 5 great photos. This is your new best friend – treat it like an online storefront.
2. **Day 4-6: Give Your Website a SEO Makeover** – Update your homepage title to "[Your Name] – Realtor in [Your City]". Ensure your site mentions your city, neighborhoods, and specialties prominently. Add an "About Me" if missing, including why you're a top agent. Check that your site is mobile-friendly (open it on your phone – does it look good and load fast?). If anything's amiss, fix it or ask a web-savvy friend for help.
3. **Day 7-9: Spruce Up Online Profiles** – Audit your LinkedIn, Zillow, Realtor.com, Facebook, etc. for consistency. Make sure they all have your latest photo, bio, and contact info. Use a similar tagline across profiles (e.g., "Denver's Listing Beast with 50+

★★★★★ reviews”). The consistency not only helps SEO but reinforces your personal brand everywhere.

4. Day 10-12: Launch a Review Blitz – Identify happy past clients (start with the last year or two). Send each a personal message kindly asking for a Google review. Provide them the direct link to your GBP review page to make it easy. Aim to get at least 5 new Google reviews this week. Pro tip: drip out your requests so reviews come in steadily (a sudden flood of 20 reviews might look fishy to Google). And of course, respond to each review as they post – thank them sincerely.
5. Day 13-15: Create a “Best of” Content Piece – Write a blog post or film a short video addressing “How to choose the best realtor in [Your City]” or a similar topic. Share insider tips. Naturally mention your city and real estate terms. Publish it on your website’s blog. Even if it doesn’t rank overnight, you can share it on social media and refer clients to it (“I actually wrote a guide on this – check it out on my site!”). You’re building your content library and signaling to Google that your site has valuable info.
6. Day 16-18: Build Citations & Backlinks – Today, submit your business info to 2-3 online directories you’re not on yet. For example, claim your free listing on Yelp or Angi (if applicable). Ensure your Chamber of Commerce or Realtor association has you listed on their site. If you have a little budget, you could use a service like BrightLocal to push your info to many aggregators . Also, reach out to one local website about maybe mentioning or linking to you – could be as simple as asking a local partner to add you to their “Recommended pros” list.
7. Day 19-21: Run a Google Search Ad (Experiment) – Set up a simple Google Ads account (if you haven’t). Create one ad campaign targeting your name and another targeting a local keyword like “realtor [Your City]”. You can keep the budget small (even \$5/day each) just to get your feet wet. Write a compelling ad (use that precious 30-character headline to say something like “[Your Name] Top [City] Realtor” and another line like “Over X Homes Sold – 5★ Client Rating”). Link it to your website’s contact page or a tailored landing page. This will ensure you appear at the absolute top for those searches while you work on organic ranking.
8. Day 22-24: Set Up Retargeting Ads – Add a Facebook Pixel and/or Google remarketing tag to your website (these are snippets of code – your web person can help, or follow Google’s instructions). Then design a simple image ad. For instance, a banner with your photo and a message: “Selling in [City]? Work with the best. Call [Your Name]!” Set this as a retargeting campaign in Google Ads display network, targeting past 30-day website visitors. With a small daily budget (even \$3-5), your face will start “following” your site visitors around online, keeping you in their mind.
9. Day 25-27: Engage in the Local Community (Online) – Find one local online forum, Facebook Group, or Nextdoor thread where you can meaningfully contribute (not

blatantly advertise). For example, answer a question like “Anyone know a good realtor in town?” or comment on a discussion about the housing market with some insight. Use your real name (and make sure your profile mentions you’re an agent). Being visible in these local online spaces can indirectly lead people to Google you – and now your polished presence will do the rest. It also sometimes earns you profile views or even a direct message. Community engagement = more exposure.

10. Day 28-30: Audit & Adjust – Time to measure. Google your name and a few key phrases (“best realtor [City]”, “[Your Name] reviews”, etc.) and see what’s changed in the past month. Likely, you’ll see your Google profile looking fuller (maybe showing those new reviews and posts), your site might inch up, and your profiles should all be present. Check Google Search Console (if set up for your site) to see if your impressions/clicks for those name and local queries have improved. Also, review the performance of your Google Ads – which got the most clicks? Any leads from them? Use this data to refine next month’s plan. Maybe you decide to amp up the budget on that “realtor [City]” ad because it’s driving good traffic, or you realize you need more content targeting a specific neighborhood.

Each step builds on the last. Keep the momentum going beyond 30 days: SEO and reputation building are ongoing games. The more consistently you work at it, the stronger your foothold on Google’s coveted first page.

Conclusion: Be the Beast (on Google and Beyond)

By now, you should feel empowered to grab Google by the horns and claim your spot at the top. It’s not about tricks or gimmicks – it’s about consistently showcasing your expertise, gathering social proof, and using the tools at your disposal (many of them free!) to make sure no one in your market has a stronger online presence than you. Remember, every motivated seller or curious homeowner who finds you instead of a competitor is a win. And every time your name appears with a 5-star rating or as “#1 in [City]” in search results, you’re building trust before you even speak to the client.

In this digital age, being a fantastic agent isn’t enough – people have to see you’re fantastic, often via a Google search. The energetic, competitive spirit that drives you to succeed in real estate? Channel that into your digital strategy. Monitor your results, celebrate the wins (hey, getting to page one is worth a little happy dance 🕺💃), and never stop refining your approach.

Dominate your digital space, own your reputation, and let Google search results become your 24/7 billboard. The road to first-page glory is yours for the taking – now go out there and turn these tips into action. After all, you’re not aiming to be just another realtor in the search results; you’re aiming to be the Listing Beast who owns them. Good luck, and see you on page one! 🚀

Sources: To reinforce these tips, experts agree on the importance of local SEO and reviews. High Google ratings (4.0+ stars) are required to rank for “best realtor” searches , and local SEO gurus cite reviews, website quality, citations, and localized content as key factors for getting to the top . Moreover, studies show 97% of homebuyers read online reviews before choosing an agent – proof that your Google presence can directly impact client trust and choice. By following the strategies above, you’re aligning with what both Google’s algorithm and your human audience want to see: an active, well-recommended, easily found real estate professional ready to serve. Now, go dominate! 💪