



## Article Side

How to Attract Leads for Real Estate Investing Through Search Engines by [Simon Macharia](#)

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When most people want to sell their house or are looking to buy a house, they start their search on the internet. They usually start their search on the search engines.

When your website ranks higher than your competition, you get more leads and business than your competition.

This can be accomplished by optimizing your website to rank high in the search engines. We cover how to do this in this article.

The process of working your website to rank higher than others in the search engines is called search engine optimization (SEO). It involves making sure your website ranks highly for selected search terms or keywords that people looking for your services are likely to search for on the internet.

The higher your website ranks for these keywords, the higher it appears in search results - bringing you more leads and business.

Search engine optimization involves two aspects:

### 1) On-Site search engine optimization

Basically this means working on your website to rank highly in the search engines. The content on your website must be relevant to keywords you select to rank highly.

You need to make sure your keywords appear in the following areas:

Title tag - the title in the meta tags must include the relevant keywords. In the search engine results, this is the part that appears in bold.

Meta description - this should be a short phrase in the meta tags, that usually appears below the bold title in search engine results. It must be friendly to read, describe your services and contain relevant keywords.

Content - your keywords must be part of the content placed naturally and friendly to read. Be careful not to stuff keywords on your website or search engines could penalize you.

Domain name - Whenever possible, having your keywords in your domain name will give you a better ranking.

### 2) Off-site search engine optimization

The second step to effective SEO is off-site optimization. It involves accumulating one-way links from other websites to your website.

The more links pointing to your website, the more popular search engines consider your website to be and the higher they rank you.

Building links involves writing relevant content such as

Articles - article directories allow you to put a link back to your website when you post an article. You do need to include relevant keywords in the article to be more effective.

Blogs - blogs and web 2.0 properties also allow you to link back to your website whenever you post content. Remember to submit all your blogs to RSS directories.

Directories - some classified directories are very popular with SEO.

Social bookmarks - there are numerous social bookmarking websites that also double up as article sites and blogs. Your links on these sites can appear in search engines in a matter of minutes.

Press releases - press releases will get your name out there, and are also important in SEO. If done right, these can bring you a lot of business.

Advantages of search engine optimization

1) Little competition

Once most real estate investors get a website, they just stop there. They rarely pay attention to their search engine rankings.

Just a one-time effort can keep your website at the top for months or even years without further input.

2) Long-term benefits

Once your website is optimized, you can continue getting visitors and business for years. People will easily find you whenever they need your services.

3) Low cost

Search engine optimization is very affordable considering the low cost and long term benefits. An investment of just a few hundred dollars can bring you lots of business for years to come.

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Successful real estate investing requires that you have an effective [real estate investor website](#) that converts leads into closed real estate deals. Find out how you can attract more business through effective <http://www.realestateinvestorswebsites.net/search-engine-optimization/> and close more deals using less time, money and effort.

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