

An illustration of a red and white rocket with a black nose cone and blue fins, standing on a yellow path made of large rectangular blocks. A small astronaut figure is on the path next to the rocket. The background is a teal gradient with faint circular patterns.

The Webdadi Guide to Search Engine Optimisation Best Practice

Simple tips and tricks to boost your estate agency's organic search visibility and improve website traffic.

webdadi

Contents

1. Introduction: What is SEO?

- 1.2. What affects content-driven SEO?
- 1.3. Ranking factors

2. Planning your content

- 2.1. Keyword Research
- 2.2. Writing and Formatting Your Content
 - 2.2.1. Blog writing best practice
 - 2.2.2. Landing Pages
 - 2.2.3. E-Mails
- 2.3. Using internal, external and inbound links

3. Uploading your content

- 3.1. Adding page titles
- 3.2. Meta descriptions
- 3.3. Keyword housekeeping
- 3.4. Formatting links
- 3.5. Alt image tags

4. Things to avoid

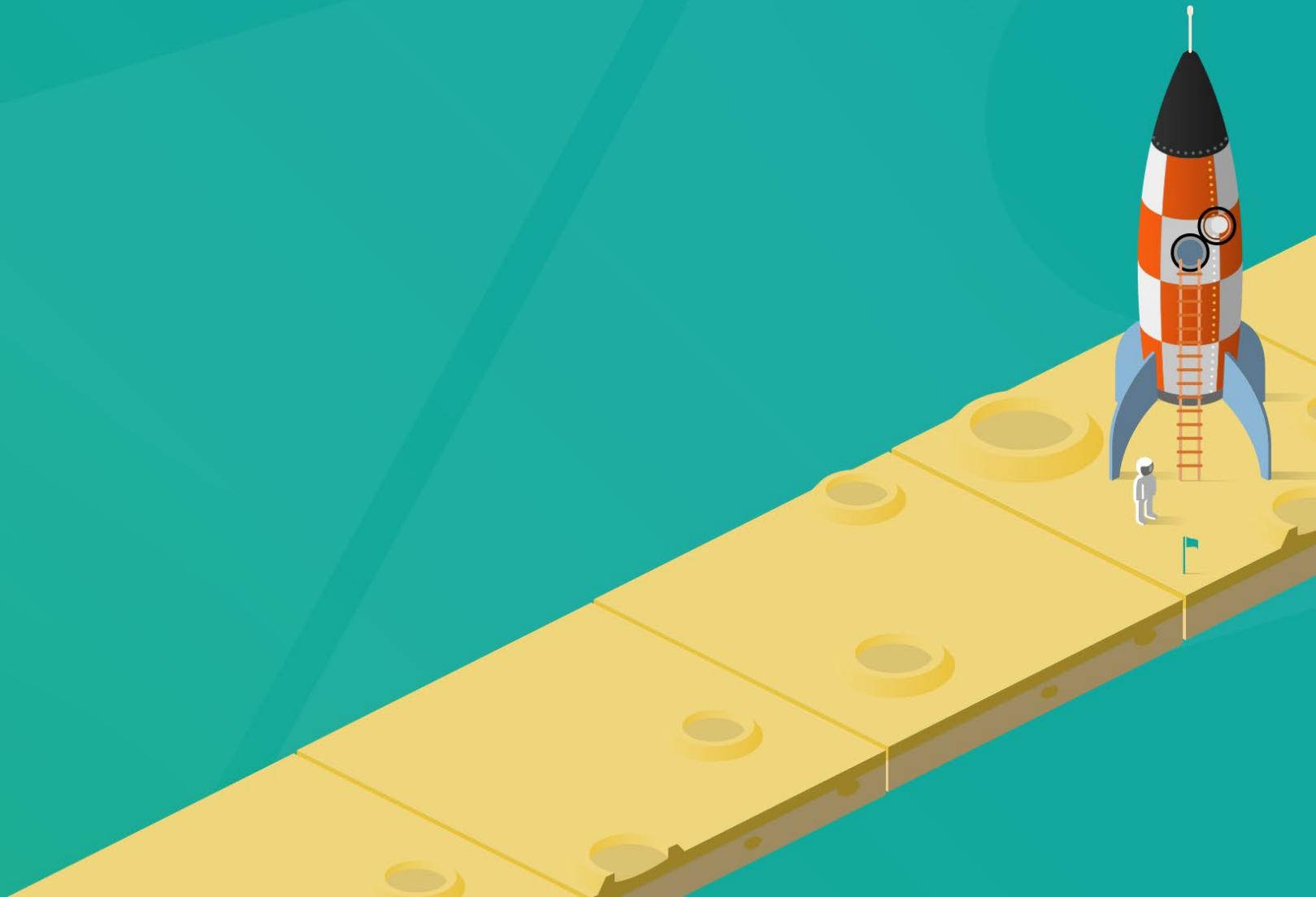
5. Frequently asked questions

6. Helpful resources

7. Who we are

1. Introduction

What is SEO?



1. What is SEO?

SEO stands for 'Search Engine Optimisation'. It's basically a form of marketing that helps a website achieve better rankings in organic search listings on search engines like Google.

This is done primarily, by using well-written and informative content, alongside some basic best practices – which we'll look at more in this guide.



webdadi websites



[All](#) [Shopping](#) [Videos](#) [Images](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 34,800,000 results (0.89 seconds)

<https://www.webdadi.com>

Webdadi: Estate Agent Web Design | Estate Agents Websites ...

Why Use **Webdadi**? We build great looking **websites** that link to our powerful content management software. It enables you to ...

You've visited this page many times. Last visit: 30/03/21

About Us

A BIT ABOUT US · OLIVER
CHAPPLE - CEO DAN SAYER ...

London Office

We will get back to you as soon as
we can. If you are visiting our ...

Webdadi tools

If you've been asked to come to
this page by the Webdadi ...

[More results from webdadi.com »](#)

Modular Website Builder

Traditional website templates
confine you to rigid layouts and ...

Innovations

The High Street is a highly
competitive for estate agents.

Business Websites

designed to help you win more
leads. Fully content ...

1.2. What affects content-driven SEO?

A prime factor in good SEO is the use of content and wording on a website.

The content on the site is what a search engine 'reads' when a user types a search phrase into its search function.

Based on what is written on a site, it'll be ranked according to relevance of the search, the number of instances of the phrase being used on the site, and its popularity with users visiting the site when typing in similar or identical key phrases or search terms.

Now, at this point, you may be saying to yourself '*but I publish lots of content thanks to our sales listings!*' And to an extent, you'd be right; however, these listing tend to be list-based content (so not search-term driven) and removed from websites once properties are sold – meaning they're only visible to search engines for a potentially short amount of time.

Good quality SEO-supporting content should be evergreen in nature and based on the subjects and search terms your prospects are actively looking for. This way, you stand a better chance of being visible on search engine results for the audiences you want to reach.

1.3. Ranking factors



Content is not just the only factor in how a site ranks, though.

At the time of writing, there are approximately 200 known **ranking** factors that contribute toward where a site ranks in Google search listings. These focus on on-page items (like content, imagery, layout, headers etc...), to off-page factors (such as quality of inbound links, social postings and search traffic metrics).

In total, there are around 200 ranking factors that search engines use when deciding where to rank a website and its pages on search results, with the main factors shown opposite.

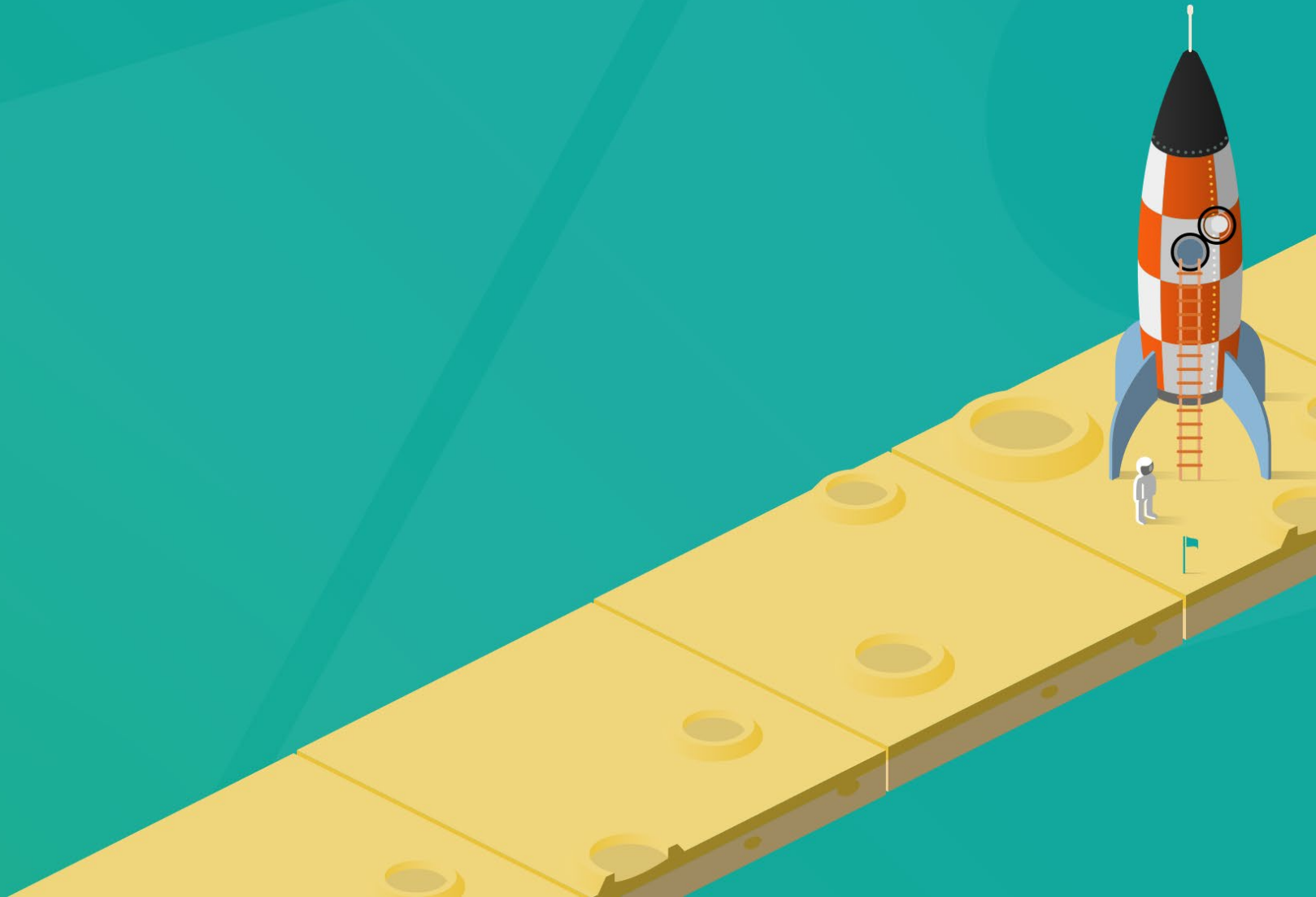
With so many factors to consider, it's critical that you plan your content with SEO in mind – by doing this, you'll be laying the groundwork for a more visible website that generates the right traffic, and the right type of leads.

- Page Meta Data
- Site UX
- Mobile Responsiveness
- Internal Links
- External Links
- Alt-Image Text
- Page Titles
- Domain Authority
- Site Traffic
- Site Footprint / Size
- Inbound Links
- Content Density
- Page Loading Times
- Social Links
- Quality of Backlinks
- Secured Site (HTTPS)
- Domain / Site Age
- Your competitors
- Keyword H1 Tags
- In-Depth Topic Coverage
- ... And much more!!!

For a full list of the current known factors, **just hit this link.**

2. Planning your content

Getting the basics right

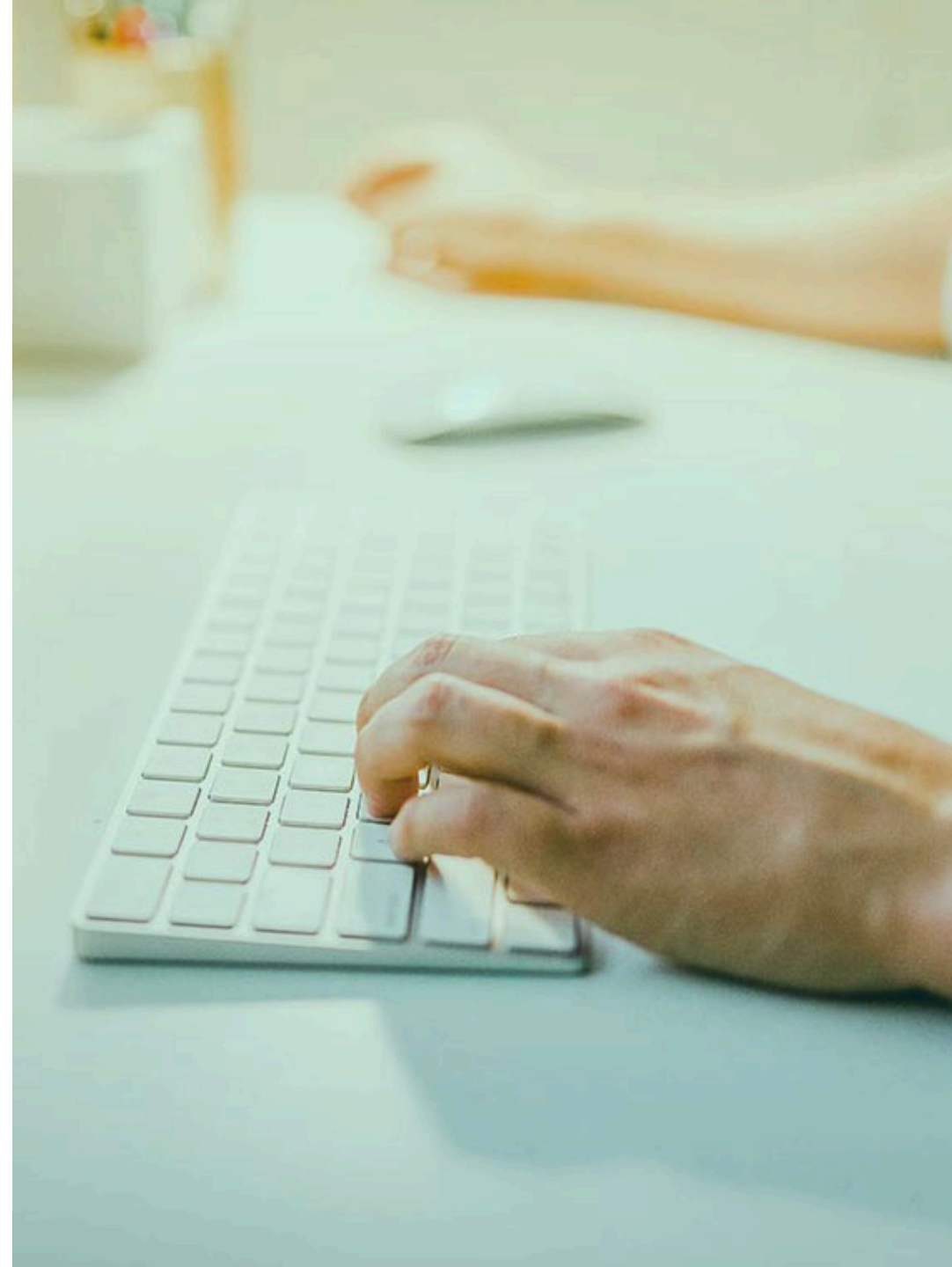


2. Planning your content

For the purpose of this guide, we're going to focus purely on the content-side of SEO and getting the basics right.

The content you use across all your digital marketing activities can have a huge influence on the ranking of a website – but only if you follow some simple methodologies when planning, creating and uploading your content; be it a blog, landing page, property listing or main website page.

Firstly, we'll look at how we plan and write your content for your key digital marketing activities.



2.1. Keyword research

What is it?

Keyword research is essential to effective SEO and ideally, it should be conducted it whenever you are looking to implement a digital marketing campaign.

By conducting keyword research, you can discover:

- What are people searching for?
- How many people are searching for it?
- In what format do they want that information?

By knowing this information, you can create both campaigns and content that can reach your desired audiences, make your site more visible to them, and build critical brand engagement with your agency.

The search terms you choose to target in your content will also need to be relevant to your business and services being promoted on the site; so, always aim to create content which aims to answer a relevant search term or pain point your ideal customers would use to bring them to your site.

For example:

- Why (Your company name) is the best Estate Agency in (location)
- X Tips on Preparing Your Home for Sale
- How to Choose an Estate Agent
- Are New Build Homes a Good investment?

2.1. Keyword research

Why it's essential

Keyword research should be at the forefront of any digital marketing campaign your agency implements, and there are some crucial reasons why:

- **Knowing your keywords helps you to understand your brand and your business.** What is your USP? What do your customers want from an estate agency? If you don't know this, identifying your keywords can help you to really understand who you are.
- **Keyword research can tell you vital information**, such as where you rank for keywords, which keywords are easy to rank for, and which keywords your competitors are ranking for.
- **Keyword research can tell you what people are searching for**, rather than what you think they are searching for.
- **Search engines can only rank your website if they know what your business is.** Targeting keywords on different pages of your website means search engines like Google can then rank you for those keywords.
- **Identifying keywords to use in blogs and outreach can drive all-important traffic to your website.** And the more traffic you get, the more likely you'll see an improvement in your website search rankings.

2.1. Keyword research

Where should you start?

The keywords you target through your content will be unique to your own business; however, there are some search terms that tend to be useful for most agencies and can offer a good starting point for planning your content.

Some keywords you may want to consider include:

- **Property valuations**
- **House valuations**
- **House price valuations in (your area)**
- **Flat valuations**
- **Property prices in (your area)**
- **Selling my house**
- **Selling my flat**
- **Value my house**
- **Value my property**

As mentioned, the search terms shown opposite are just meant as a starting point. When it comes to conducting your own keyword research, you may find alternatives that are more beneficial for your agency to target.

To generate more targeted keywords that really fit your business, think about how someone would conduct a local search for an estate agency like yours, and the search phrases or descriptions they might use for the areas you cover. These might open your business up to more specific traffic and more accurate lead generation, too.

Also, consider including local variations as part of any content or SEO strategy you decide to implement. Whilst you may offer properties across the country, it's likely that many people looking for an estate agency will be looking for one local to them.

Remember, that many search engine results are based on a huge number of factors – and user location is one of them, meaning search results will often prioritise listings that are geographically nearby. So, including content relevant to the area/s you operate in can help your local search visibility.

2.1. Keyword research

Low search volumes & additional resources

One issue you may encounter when doing your keyword research is low search volumes. The more specific, local or niche your target search term, the more likely it'll be that you'll get low search volumes – or even get no search volume data back at all!

However, this doesn't mean these search terms don't have value. Low volume keywords often give you the opportunity to target the search terms that are **highly relevant** to your audience – or even ones that your competitors aren't likely targeting.

Of course, whilst you may not be appealing to huge volumes of organic traffic, there's a good chance that you'll start ranking positively for very specific search terms – and it's more likely that users making specific searches will be easier to convert into valuable leads, or even customers.

The subject of how to target low search volumes is something that search engine marketing website **Search Engine Land** covered in great detail, and their guide on the subject is well worth a read!

To take a look and take a deep dive into how you can target low search volume keywords effectively, just hit the link below.

Hit this link to read the article

2.2. Writing and formatting your content

Once you have your content ideas and topics researched, it's time to start writing it.

How it's written can also have a demonstrable effect on how the reader engages with it; so, there are a few things to remember when creating your content.

Blogs

Blogs are one of the most common and effective forms of SEO marketing we create.

They're inexpensive, can effectively drive traffic to our site, enhance inbound marketing efforts and attract more perspective customers by addressing their problems or giving valuable insights or advice.

When producing a blog, there are a few key points to remember...

2.2.1. Blog writing best practice

The main purpose of your blog should be to connect your estate agency to the relevant audiences you're looking to attract by providing content which is informative and engaging.

Blogs are an effective and proven method to boost your website's organic traffic and can help send quality leads to your website. The more frequent and better your blog posts are, the higher the chances for your website to get discovered and visited by your target **audience**.

Here are some key best practice tips to keep in mind when writing blog posts for your site:

- Make it no less than 600 words and ideally between 1,500 and 2,400 words
- Always aim to start with an engaging headline and introduction
- Keep sentences around 20-25 words in length and keep paragraphs to around 300-400 words
- Break up your blog with sub-headings Include a CTA to a landing page or main relevant site page in the middle and at the end of your blog
- Include relevant inbound and outbound links within your content.

2.2.2. Landing pages

Landing pages can be effective tools to generate inbound leads and convert them into prospects and customers. In fact, dedicated landing pages can capture leads at a higher rate as opposed to sending traffic to a homepage or contact page on your website.

A landing page removes all distractions, such as the site map, links, and navigation options, so your visitors can focus on the one thing you want them to do: complete a form and take a conversional action – such as an instant valuation request, call-back form or content download.

Like blogs, there are few things you can do you make them effective...

Landing Page Best Practice

- Align your landing page with the specific goal of your campaign and the content of any preceding paid adverts
- Ensure your headline and subheading contain your core offering or proposition that match any linked social or PPC adverts
- Simplify your forms to make them as easy as possible to complete
- Have your form the only way to exit the site (unless you close the browser!)
- Keep it mobile-friendly and ensure it loads quickly
- Put all key important information 'above the fold'
- Add a thank-you page after the form
- Include meta data, a page title, image file names relevant alt-image tags.

2.2.3. E-mails

Emails and e-shots are a tried and trusted method building relationships with prospects, leads and current customers.

They're also great for engaging with past customers because it gives you a chance to speak directly to them, in their inbox, at a time that's convenient for them.

For estate and letting agents, this direct method of communication means that you need to ensure emails are engaging with users and not simply being deleted or considered spam. Luckily, there are some simple content-based best practices you can use to help...

E-mail Best Practice

- Avoid using 'No-Reply' in the sender's email address
- Stick to fewer than three typefaces
- Optimise the email's preview text
- Keep the main message and call-to-action above the fold
- Personalise the email greeting
- Keep your email 500-650 pixels wide
- A/B test different subject lines and calls to action
- Use incentives to increase open rates
- Write compelling (but concise) subject lines
- Closely tie emails to landing pages.

2.3. Using internal, external and inbound links

Internal linking

Internal links on a web page – such as a blog or internal site page - will help a viewer stay engaged with your website longer and navigate your site easily, too.

Internal links make the content on your site more readily accessible to viewers, and they can also increase the authority of your web pages and overall site.

These type of links are useful for three reasons:

- They allow users to navigate your website
- They help establish information hierarchy for your website
- They can help spread link equity (search ranking power) around your website.

Internal Linking Best Practice

- Link to similar content on your site. For example, if your blog talks about how to get a property ready for sale, add a link within your content to an internal blog, landing page or web page which covers it in more detail
- Use links that feel 'natural'; so not just linked for links sake. And use a reasonable number –don't overload your content with links
- When uploading content to our site's CMS, ensure the link opens on a new tab, rather than taking them away from something they might be enjoying reading.

For more detailed and technical insights into internal linking practices, search engine gurus MOZ have written a fantastic article on the subject, which you can read via the link below.

Hit this link to read the article

2.3. Using internal, external and inbound links

External linking

Using outbound links to external sites outside of your own domain is also a good way to boost SEO effectiveness; but is has to be done very selectively.

Adding trustworthy and informative website links of high quality to your pages – say, from the BBC, LinkedIn or The Guardian, will help improve the credibility of your website, especially if they support your key messaging or content. External links from your content can strengthen the topic signal to search engines such as Google – boosting the visibility of your website.

However, choose your sources carefully, as adding poor-quality, spam links will hurt your site's ranking and its Domain Authority (how 'trustworthy' it is).

External Linking Best Practice

- Link to similar content on your site
- Use outbound links to back up an assertion or fact, or reference the origins of data you may be citing
- Link to trustworthy content that backs up or illustrates a point you're making
- Give credit to an article that helped shape your thinking on the topic you're writing about; or cite a unique idea that someone else wrote about first
- Only link to sites which are reputable and are hosted on a protected server (https)
- When uploading content to your site's CMS, ensure the link opens on a new tab so users are not taken away from our own site and content.

2.3. Using internal, external and inbound links

Inbound links

Inbound links (or 'Backlinks') are basically links to your website from other websites. This may be because they're referencing a product or service you offer, or perhaps are citing your content as a reference point for their own!

Whilst these can be difficult to generate, there are some fantastic benefits to gaining good quality inbound links – including:

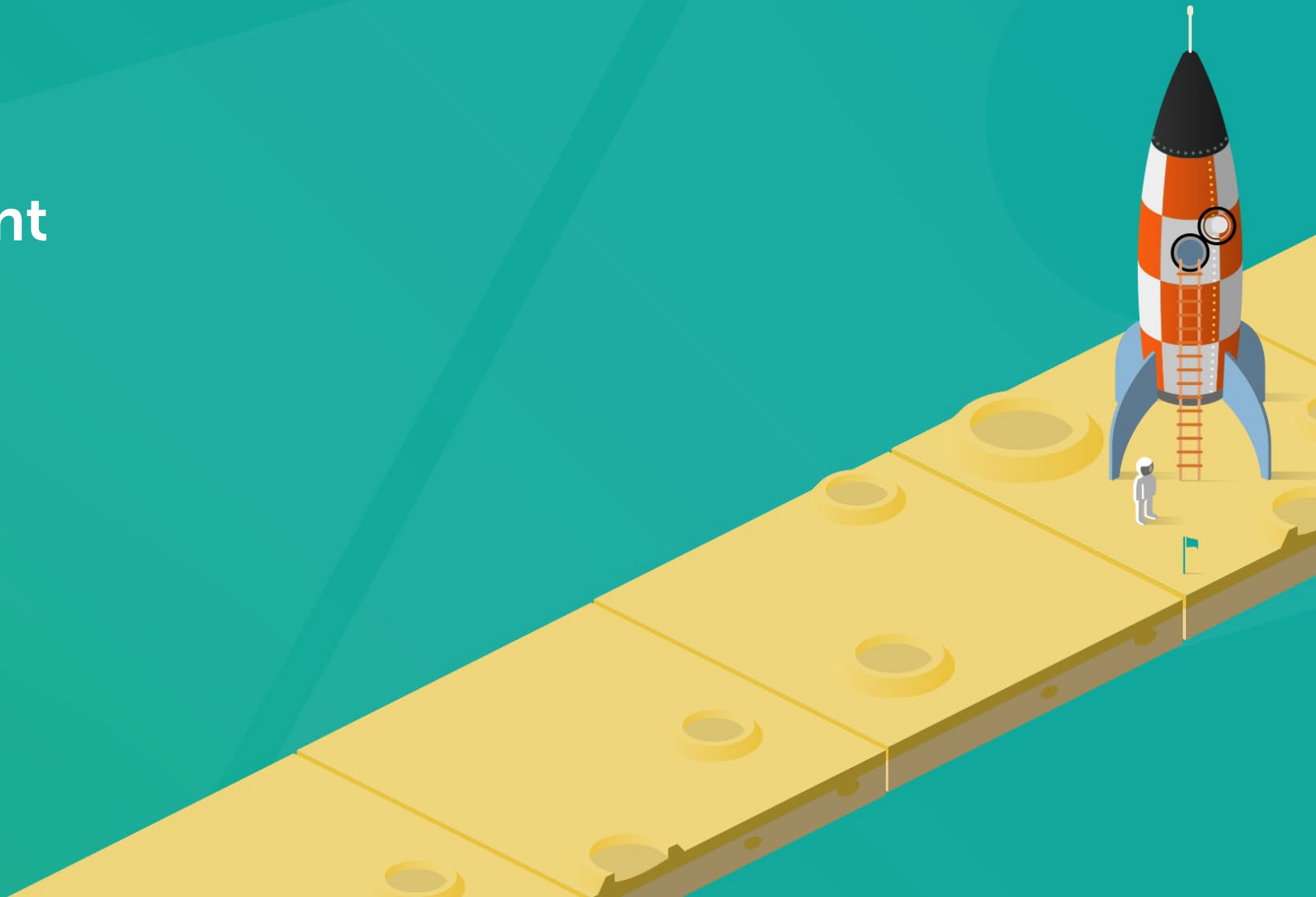
- **They can drive traffic to your website.** If someone posts a backlink to your website on *their* website or blog, their readers might click on it – and you'll benefit from that referral traffic.
- **They can help you rank higher in search.** Backlinks tell search engines that your website is an authority on a certain subject – so, the more backlinks you earn from high-quality, high-authority sites, the better your website will rank in search engine results pages (SERPs).

The difficult part here is how can you get someone to link to your website? Well, content can play a huge part in this, and here are some strategies you can implement that can encourage people to link to your own website:

- Maintain a steady blog with great content
- Link to other blogs on your blog
- Write guest blog posts for industry publications
- Curate and publish helpful resource lists for your audiences
- Do expert roundups to build relationships
- Administer surveys
- Create case studies about your most successful customers
- Conduct free webinars and post archived copies online
- Create free tools or content offers your audiences will find useful
- Ask for customer reviews
- Do something interesting, funny or socially-shareable!

3. Uploading your content

Putting SEO into practice



3. Uploading your content

Now that we've looked at the main content factors that drive effective SEO activities, we can now look at how to put it into practice when uploading content to your own website.

For illustrative purposes, we'll be highlighting how content can be uploaded to our own Content Management System (CMS) built especially for estate agents – VIA.

Of course, your website may have different CMS functionality to the proven VIA system; however, it should allow you to implement the best practice methodologies featured in this guide.

If your website doesn't have an integrated CMS, don't worry – the Webdadi Team is on hand to help.

We build, manage and support tailor-made CMS and website platforms designed specifically for estate and letting agencies – as well as small businesses.

To learn more about our class-leading CMS and website solutions, contact us via the details below.

Email: sales@webdadi.com

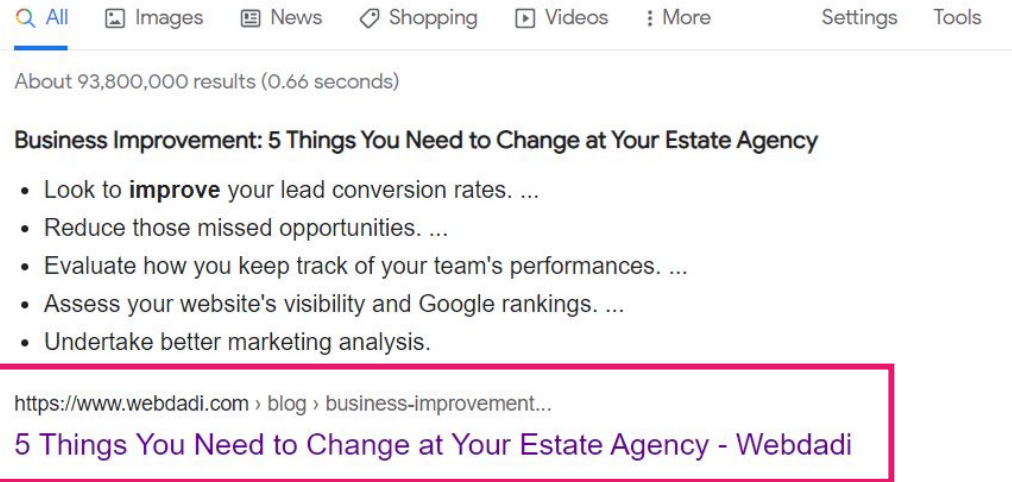
Tel: 020 8246 6060

3.1. Adding page titles

Your page titles play a huge role in the search visibility of your site. Page titles are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

The title of your web pages are meant to be an accurate and concise description of a page's content; giving users a clear idea of what they can expect to find when they reach the page.

Whilst you won't cause your page to not appear on search engines or function without a title, it's best practice to ensure every page on your site has a relevant page title that gives an accurate description of the content on that page. Not having page titles can lead to poor search rankings and search engines not having visibility of your site.



The example above shows a blog which we're ranking on p1 of Google for, and we've highlighted the page title which is shown on the search result listing.

3.1. Adding page titles

When adding page titles, there are a few things to keep in mind..

1. **Your title should ideally be no longer than 60 characters in length** – This means you'll get the full title on search engine results, but not so long that it gets cut off.
2. **Include relevant topic keywords if you can** – Ideally, your page title should include the focus search term featuring in your content; this means that search engines can see that the result will match the search query.
3. **Include your company name** – Always aim to include your company name in the page title for extra brand awareness in the format of 'Your Page Title | Company name'.

4. **Reflect the page title in your page URL.** A URL that reflects the page title is a good practice, along with keeping your URL's as short as possible – around 80 characters or less. So, try to ensure that your URL is as close to your page title as possible, and also includes your focus search term.

Window Title	5 Things You Need to Change at Your Estate Agency - Webdadi
Meta Description	The housing market is booming, so it's the perfect time to make some positive business improvements! Here's 5 things you need to change at your estate agency.

The example above shows the page title function on our CMS, VIA. Note how it matches the search listing on the previous page.

3.2. Meta descriptions

The meta description is the little snippet of text that's shown on search engine listings; so, it's a fantastic opportunity to 'sell' your content to the user!

Your meta description (or meta tag) draws readers to your website from the SERP (Search Engine Results Page), meaning it's a very visible and important part of any SEO strategy.

When creating a meta description, create something that's compelling for the reader and includes your focus search term/s. Doing this will not only help search engine rankings, but will also help click-through rates to your site.

<https://www.webdadi.com> › [via-crm-edition](#) ▼

Property Management Software | CRM, Estate Agent Software ...

Our **real estate** agent CRM **Software** gives you everything you need to manage your property portfolio and grow your business, without costing you the earth.

You visited this page on 23/03/21.

The example above shows an example of one of our website page's meta descriptions.

3.2. Meta descriptions

When creating meta descriptions for your website's pages, there are a few simple things to keep in mind...

1. **Meta descriptions can be any length, but Google generally limits snippets to between 155–160 characters.** It's best to keep meta descriptions long enough that they're sufficiently descriptive, but not so long they're cut off. We recommend descriptions between 50–160 characters, but keep in mind that the "optimal" length will vary depending on the situation, and your primary goal should be to provide value and drive clicks.

2. **Don't duplicate meta descriptions on multiple pages.** You should aim to make each page meta descriptions unique; otherwise, you'll not only get SERP results that all look the same, but it can also lead to your search results not being particularly intuitive for the user.
3. **Don't include double quotation marks.** Any time quotation marks are used in the HTML of a meta description, Google cuts off that description at the quotation mark when it appears on a SERP. To prevent this from happening, your best bet is to remove all non-alphanumeric characters from meta descriptions.

Window Title	5 Things You Need to Change at Your Estate Agency Webdadi
Meta Description	The housing market is booming, so it's the perfect time to make some positive business improvements! Here's 5 things you need to change at your estate agency.

The example above shows the meta description function on our CMS, VIA. This is the listing that will generally be shown on search engine results and is also configured to automatically notify the user when the character limit has been exceeded.

3.3. Keyword housekeeping

As we described earlier on in this guide, your content should be driven by focus search terms that will organically bring people to your site. Now you've uploaded your content, it's now time to format it so that it can work effectively.

When you've uploaded your content, it's best to conduct some quick housekeeping that adhere to best practice methods. This includes:

- Ensure your focus search term is included in your **page title**
- Ensure your focus search term is included in your **meta description**
- Ensure your **page URL is similar to your page title**, contains your focus search term and is around 80-characters in length
- Check that your focus search term is featured **within the first 10% of your main page content**
- For longer pieces – such as blogs – break up your content with sub-headings that **include your focus search term**
- **Link to content within your site** that your content talks about. So, for example, if you've written a blog about tips for selling a house, link it to your property sales page.

3.4. Formatting links

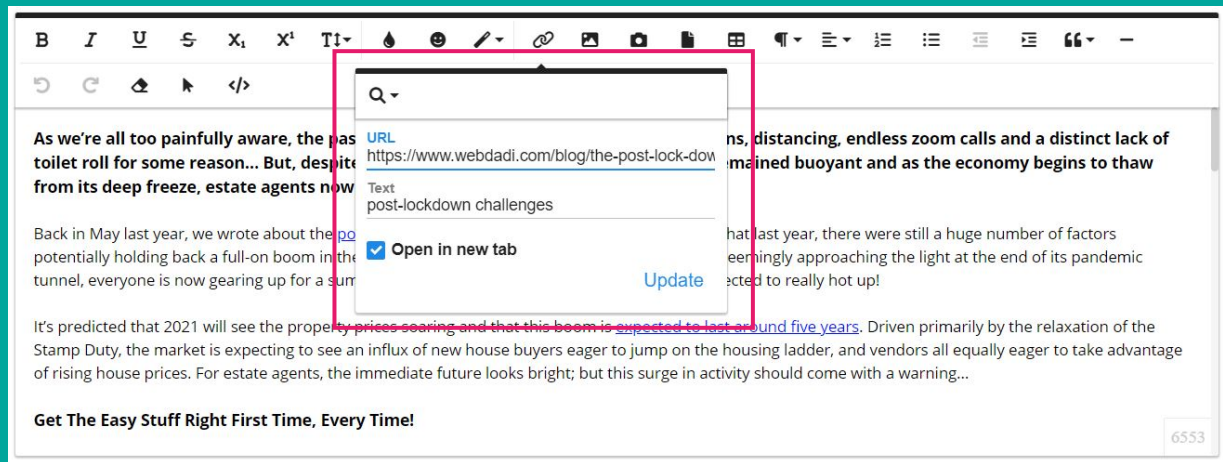
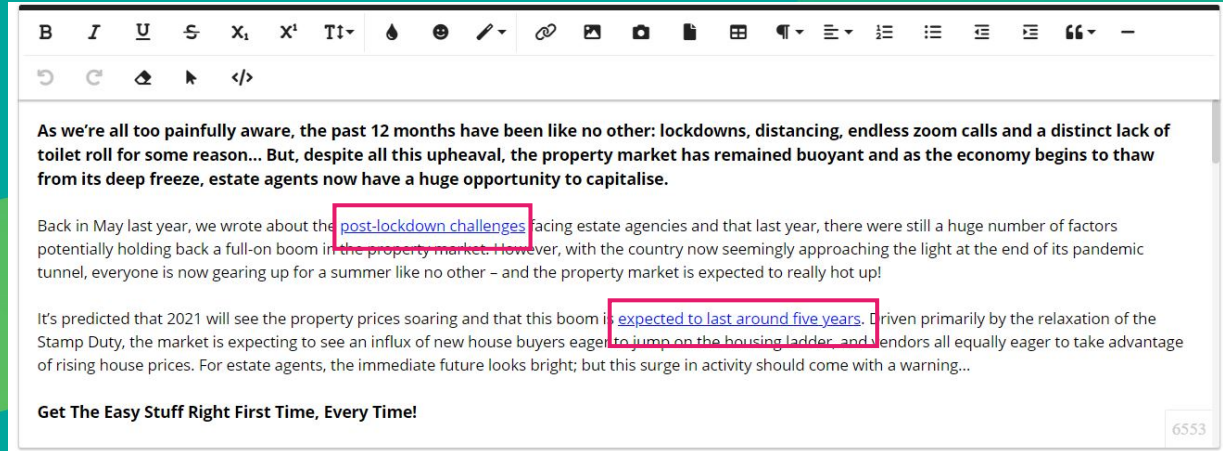
If you've included links within your content, you'll also need to format these correctly. Luckily, this is very easy!

For any links included within your content, you can format them so the links open in new tabs, rather than opening within the page's tab and taking a user away from the content.

To show an example of this, opposite is some blog content with links contained within it as shown in our CMS VIA.

Depending on your CMS, you should be able to edit these links by either right clicking on them, or an edit link function, like the image shown opposite on the VIA CMS.

When you edit the link, you should have the option to 'Open in new tab'. Ensure this option is selected, as it means a reader can visit a linked piece of content on either your site or an external site, but still remain on your site, too.



3.5. Alt image tags

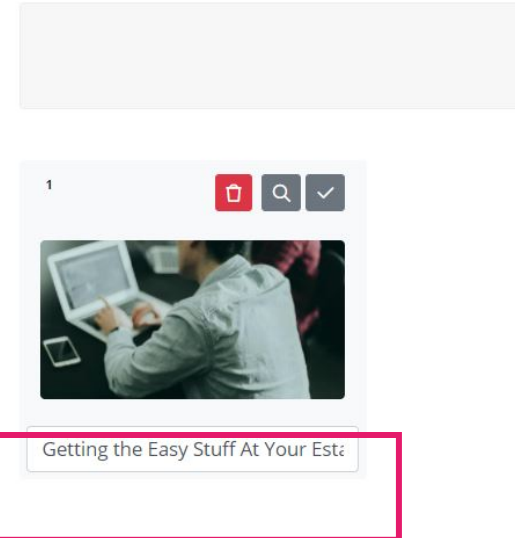
If you've added a featured image or picture into your post or site page, your CMS should allow you to add an Alt Image Tag and description to enhance SEO effectiveness.

These tags and descriptions are 'read' by search engines just like your main content, so it's good practice to add these elements in – especially if you have shorter-than-average content.

However, before you upload your chosen images, name them with your search terms in mind – don't just upload a pic with the filename 'image1.jpg' for example!

Instead, give it a name that reflects your content, includes your chosen search term and also your company name; like: *'tips on selling your property (your company name)'*

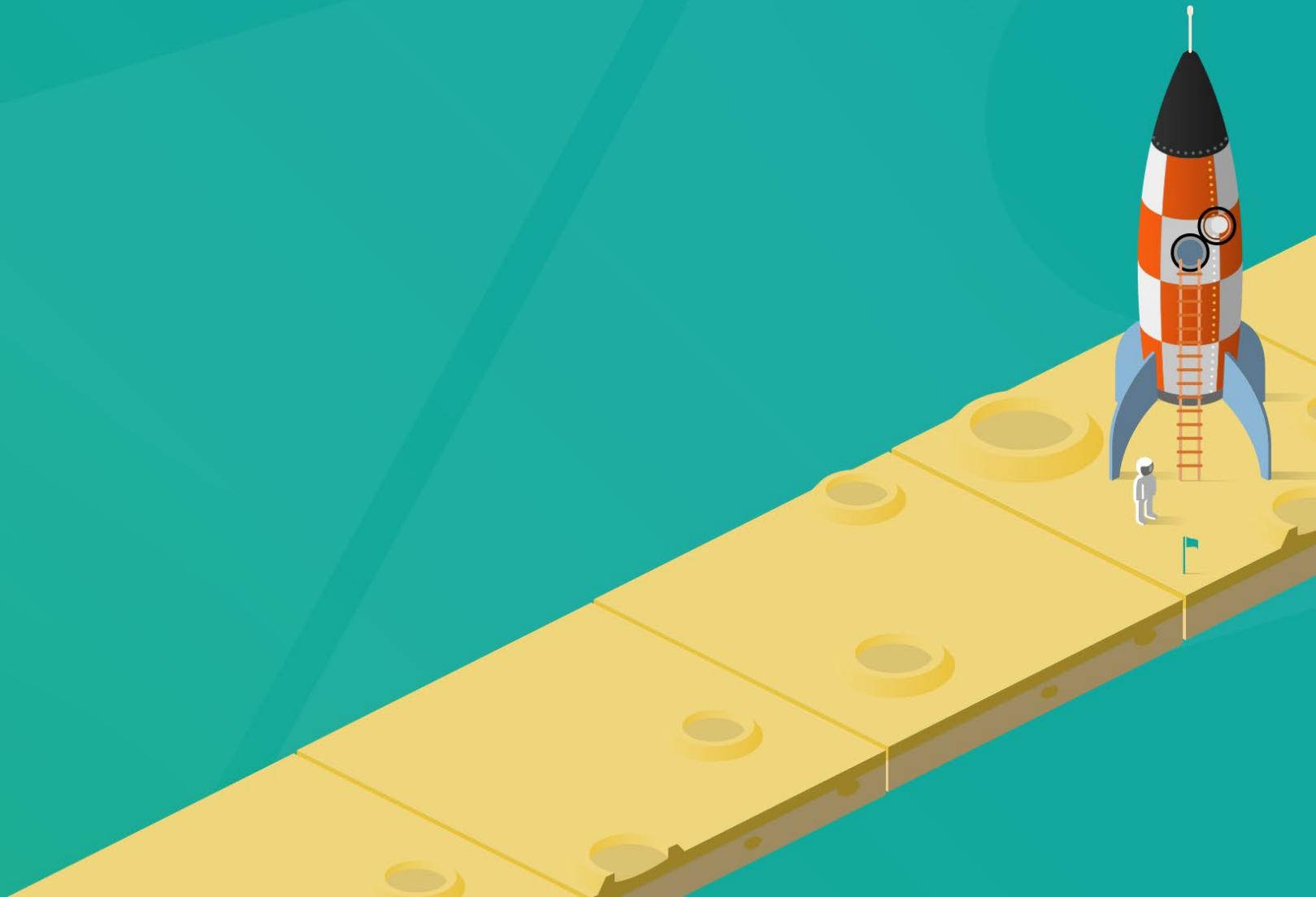
Media



The example above shows an image being used on one of our blogs, along with an alt-image description that mirrors the page title.

4. Things to avoid

Common SEO mistakes



4. Things to avoid

So, we've looked at the content-essential actions you can take when looking to make your website more search engine friendly, but there are also some common SEO mistakes which you can also avoid when producing and uploading content to your site.

Using the wrong keywords

One of the most common mistakes in selecting your keywords is neglecting the preference of search engines and 'long-tail' search terms; for example, using just 'estate agents' rather than 'houses for sale in (your area)'

While you might define your products and services in a certain way, it's more important to understand what words your potential customers would use to refer to them. So, **always** conduct keyword research before embarking on a specific content piece or campaign to ensure it's relevant and being searched for. Also, consider longer-tail keywords that are more specific, and less generalised.

Keyword stuffing

Keyword stuffing was an old trick used by digital marketers back in the early-mid 2000's when Google's search algorithms were far less complex. This involved just including lists of search terms on your pages and overloading your keywords throughout your content –and even hiding them within footers or behind images.

Doing this can mark your site as untrustworthy or even as spam by search engines. Today, Google is employing a special semantic search called [Latent Semantic Indexing](#) (LSI).

This program can recognise your content's topic without the need for stuffing your content with repetitions of your target keywords; so, ensure the content you create reads naturally and has just the right balance.

4. Things to avoid

Untargeted, broad content

You may have a lot of products or services to promote, but having pages which talk about simply everything you do is a big SEO no-no.

Search engines like Google want to serve their users with the most relevant content for people's search terms. So, if your content does not answer specific user needs, it won't rank well, and you'll risk losing valuable site conversions.

Your primary goal with blogs, landing pages and core site pages should be to produce content that truly corresponds to the questions and needs of your target audience, including using the right search terms. Search engines will then be able to trace your content as matching the search term you're optimising for.

Duplicating content

Whilst duplicating content was a common practice back in the day, search engines now penalise this tactic. Copying and plagiarising content is seen as a spammy practice and very much frowned upon by Google's all-powerful search algorithms.

If you really need to include content from another source or spin it for your own needs, take the time to create your own original content based on the sources you're using. This is the only way to make sure your website doesn't get downgraded and pushed in the back of search results.

Skipping page titles and meta data

Page titles and meta descriptions are essential elements of SEO that should not be forgotten!

Skipping them can mean a huge missed potential for your content as these factors are often the front door to your content when being crawled by search engines.

If done consistently, they can play a huge part in improving the content performance of your website; meaning more visitors and more accurate leads.

4. Things to avoid

Doing nothing!

Yes, it may seem like an obvious thing to say, but it's sad fact that over the years, we've spoken to many an agent who perhaps are ranking well on search engines, but do not have any content strategy in place whatsoever!

These anomalies are not uncommon, but the simple fact of the matter is that it's not sustainable long-term. The property market is an insanely competitive industry, and agencies are becoming extremely savvy as to how good content can boost their online search presence – leading to increased web traffic, more customers, and more leads!

The key thing to remember is that your competitors will be aggressively targeting the same customers as you: and the longer you ignore your content and SEO strategy, the more difficult it'll become to overtake them should you start falling behind.



4. Things to avoid

Going overboard with internal links

Finally, and just like keyword stuffing, it's crucial to avoid flooding your content with huge volumes of internal linking.

If the content and associated links seem unnatural, the work will not be appreciated by your target customers. Worse still, it will not be favorably treated by search engines either, as it can be seen as a fraudulent practice or spammy practice.

5. Frequently asked questions



5. Frequently asked questions

Q: When I implement changes to my site, how long will it take to affect my rankings?

A: Unfortunately, there's no set timeframe for when a site is crawled by Google's search algorithms as URLs are crawled at different rates – and none of these rates are definitively known by the general public!

To give an example of this, John Mueller - Senior Webmaster Trends Analyst at Google - revealed that URLs are crawled by at different rates; saying: "I think the hard part here is that we don't crawl URLs with the same frequency all the time. So, some URLs we will crawl daily. Some URLs maybe weekly. Other URLs every couple of months, maybe even every once **half year** or so."

There is a caveat to this, however; and that is websites that regularly update and add their website's content tend to get crawled more often – as little as every few days in some instances – but this is of course not guaranteed.

To give your site the best chance of benefitting from the best practice tactics described in this guide, you can submit an individual URL for it to be re-crawled. Or, to tell Google about many new or updated pages at once, use a sitemap.

Hit this link to learn
how to submit a URL
to Google

Hit this link to learn
how to submit a
sitemap to Google

Q: What are the most important ranking factors for my site?

A: Overall, **content is king** when it comes to the most important ranking factors; and this guide covers the 'industry standard' practices you should do to ensure it's the best quality it can be. However, remember as we mentioned earlier, there are some 200 ranking factors in total! For example, take the SEMrush **Ranking Factors 2.0 study**, which highlighted additional factors such as:

- Time on site
- Total referring domains
- Content length
- Followed backlinks
- And more!

There's no one-stop definitive answer to this question, but there are plenty of online resources that can help.

5. Frequently asked questions

Q: How often should I publish content on my site?

A: Because the core pages of your site (such as your 'About Us' page for example) will often remain unchanged for long periods of time, blogs are a brilliant way to feed search engines good quality, search-driven content to support your site visibility.

As a rule of thumb, we recommend publishing new content between 2-4 times a week and submitting your site URLs or sitemap to be re-crawled every month.

Q: Can using Social Media help improve my SEO?

A: Social media doesn't directly contribute to SEO ranking, but the links you share across social platforms help increase brand exposure – so it can have a positive effect on things like lead generation and brand awareness.

Ultimately, your shares across social media sites have no place in SEO rankings. But, when more people share your content throughout social media, it generates social signals that indicate your posts are useful to your target market.

While social media doesn't directly increase your search engine rankings, it indirectly affects and helps build your brand.

Q: I've done everything in this guide, but I'm not seeing any improvements in my page rankings!

A: OK, so whilst this guide gives you everything you need to give your site the best chance of ranking positively, there's no guarantee you'll suddenly start ranking above and beyond your competitors – sorry about that.

Here's why you may not see an immediate or noticeable improvement:

- Your competitors have a more aggressive search strategy
- Your search terms are highly competitive
- Your website may have underlying technical problems; such as slow page loading, mobile responsiveness issues or unsecure hosting
- Your site is new and hasn't built up sufficient authority to rank for competitive search queries.

5. Frequently asked questions

If your site doesn't begin to show any improvements after implementing positive changes, it may be worth using an SEO tool to evaluate if there are any underlying problems with your site.

Tools you can try include MOZ's Site Crawl feature, the Screaming Frog SEO Spider Website Crawler, and SEMRush's Crawler & Audit Tool .

Q: My organic search traffic has dropped!

A: If you've followed all the guidance in this guide, it's extremely unlikely to have a negative impact on your site; however, if you start to see a noticeable or sudden drop in organic traffic, there may be some underlying problems, which include:

- Check whether your website has accidentally had 'noindex' tags added. This can sometimes happen when developers move a site from a test environment to live, forgetting to remove these.

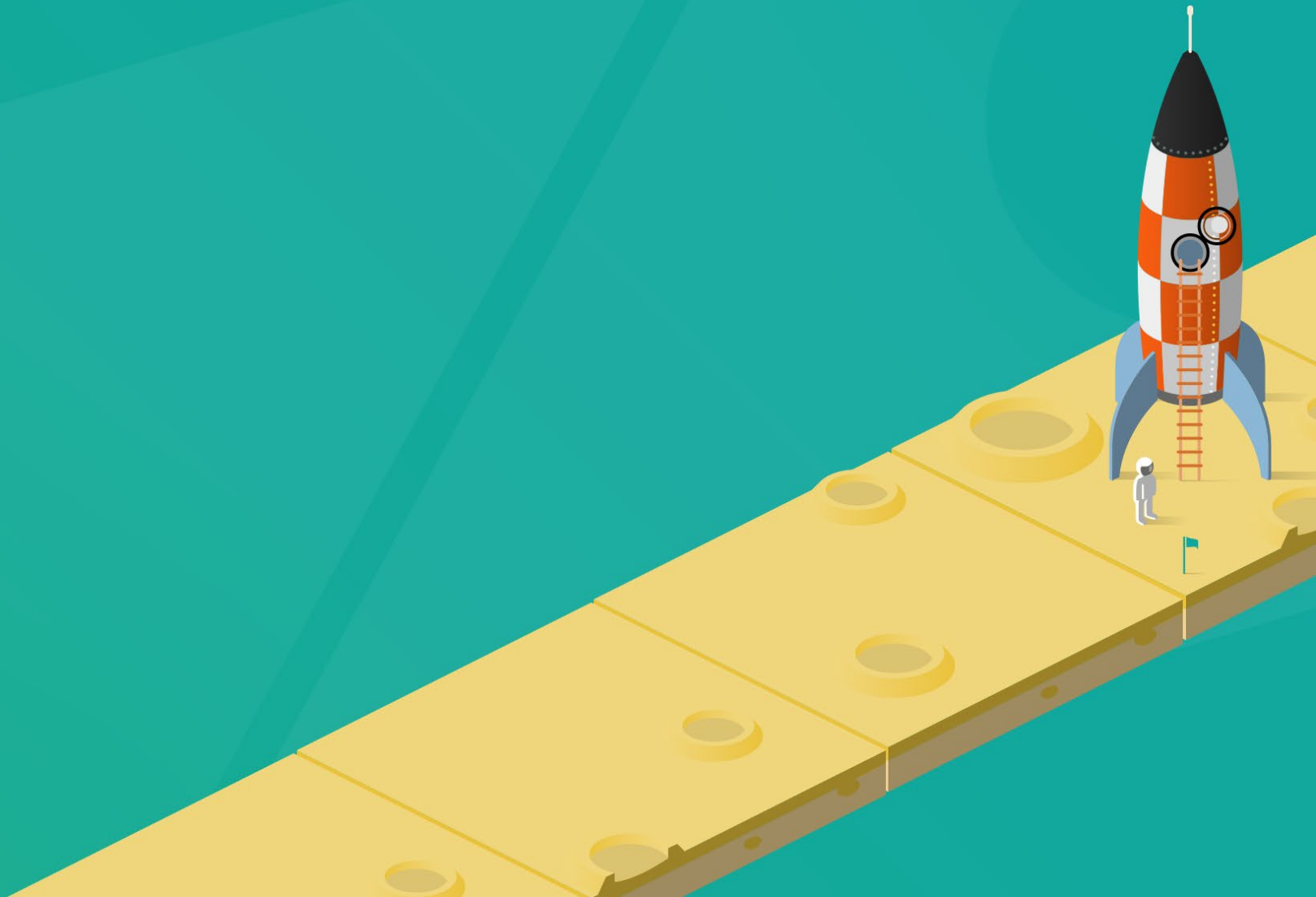
- Check Google Search Console to see whether your site has been removed from the SERPs due to malware.
- Your site may have been impacted by a manual action, although this is unlikely. You can check the manual actions report in Google Search Console by heading to: **Security & Manual Actions > Manual actions**
If you see an issue listed, this is potentially the reason for your site's traffic loss.
- If you've seen a gradual drop in traffic, the most likely reason is that your competitors are rolling out a more aggressive SEO strategy than you are, and they've simply overtaken your organic visibility. In short, they've earned some of the rankings that you previously held!

Q: I've done everything in this guide – I can just sit back and relax now, right?

A: No! SEO and content strategy is not a 'fire and forget' exercise; it requires ongoing benchmarking, content and strategy for it to be truly effective. We've included some useful resources in the following section which should allow you to create an ongoing content strategy.

6. Helpful resources

Everything you'll need to get started



6. Helpful resources

SEO is a truly expansive subject and there are much more detailed resources out there should you want to get a deeper understanding of the subject or perhaps the more technical aspects of good SEO methodologies.

Webdadi Knowledge Base



An online directory of guides, tips, step-by-step advice and information for users of the Webdadi software.

Keyword research guides



Moz | Complete Beginner's Guide



HubSpot | How to Conduct Keyword Research

Content planning & creation tools



Answer The Public



HubSpot | Content Strategy Guide

In-depth technical SEO guides



Search Engine Journal | Complete SEO Guide



SEMRush | SEO Research Guide

7. Who we are

Our mission is to help estate agents, letting agencies and small businesses to make and save money by removing the obstacles to successful sales & marketing.

Webdadi's website and software packages drive opportunity, builds reputation and delivers outstanding customer experience. In addition, our innovative Website-as-a-Service with CRM on a single monthly subscription helps prevent sales and marketing failure, by combining a website, digital property marketing software and proven sales CRM for negotiators, admins and marketeers - all in one Cloud-based software solution.

As a business, we aspire to be the best in all that we do, to think outside the box and always offer the best service. Our commitment to our customers is that we will inspire, challenge and work in partnership with them, supporting their businesses in all the ways that we possibly can.

To find out more about our services and solutions, contact us today.

Tel: 020 8246 6060

Email: sales@webdadi.com

