

SEO Training — Today, September 12

Sep 12

9:45 AM

Rodney B.

has entered the room

Rodney B.

Good Morning Cristian

Cristian M.

Hi Rodney

Rodney B.

How are things in your neck of the woods?

Cristian M.

Lots of work to do, but this really sounded interesting.

Cristian M.

I really do not know if I can attend the meeting, but I would like to see what you brought from Vegas.

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Cristian M.

has left the room

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10:00 AM

Gary D.

has entered the room

Gary D.

Hello Rodney

Rodney B.

Hi Gary how are you this morning.

Gary D.

Pretty good. I'm down here on No. Calif. as a rela state Broker

Rodney B.

Great, how are things in Sunny Calif?

Gary D.

I really can spell. Just hit the return by mistake. It's overcast and foggy on the coast and untypical for this date.

Rodney B.

I'm in Vancouver BC, normally overcast here but today it is nice.

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Rodney B.

Glad you decided to stop by the SEO chat room.

Gary D.

I've been there 2-3 times on cruises. Very nice place and cosmopolitan.

Rodney B.

This is our first SEO chat and hopefully that it will grow to be a great resource for people like you.

Rodney B.

Vancouver is a great place. We love living here.

Gary D.

I hope so too. All of this is relatively new to me and I'm trying to stay ahead of the curve.

Rodney B.

My plan for our time in the SEO chat was to go over a few basic points of SEO. Since it is just you and I for know. I would be glad to start with any questions that you might have.

Rodney B.

I will leave it up to you...

Rodney B.

Do you have a website currently?

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Gary D.

OK. I guess one question that I have is - If I have a website which is maintained by my parent company and reached through an address such as [gary.dominguez@prurealty.com/.....](mailto:gary.dominguez@prurealty.com), How is that less efficient with respect to SEO than having my own site. That's assuming my company site will have blogging capability.

Rodney B.

Good Question.

Rodney B.

One primary difference is that by having your own site you will be able to control the content of the entire site. -- the keywords, title tags, the site structure can all be controlled by you.

Gary D.

that web link is wrong. That's an e-mail address. It's really: [http://www.prurealty.com/gary\\_dominguez](http://www.prurealty.com/gary_dominguez) I think.

Rodney B.

These are all important elements when considering the Search Engine Optimization for your website.

Rodney B.

Hmmm, I just tried that link and it said it was not found.

Gary D.

So if you change other things in the site besides just regularly blogging, that contributes to SEO, right?

Rodney B.

That is correct.

Rodney B.

Here is the link I found to the homepage of your site.

Rodney B.

<http://www.prurealty.com/teamSite679/default.aspx>

Gary D.

Our company site link is <http://www.prurealty.com/thedominguezteam/...>

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Rodney B.

Nice looking site. I like the banner image that you have chosen.

Gary D.

And I have an Ubertor site under development at <http://www.Gary.Dominguez.myubertor.com>

Rodney B.

I have both of your sites open now...maybe we could take a few minutes to discuss how the search engines view your sites.

Rodney B.

When the search engines come to crawl your sites the things that they see is text.

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Gary D.

All that is part of the company site options that are available. There is no blogging capability yet but there are rumors. The reason I'm investigating Ubertor is more control and ultimately more SEO capability with built-in blogging.

Rodney B.

When the search engines come they suck up all the text on you site and store it away for future use. They will catalog the words on you site and use that information to decide if a search that someone does in the future would meet their search needs.

Gary D.

I didn't know it stored info. I guess I thought it went by for a look.

Rodney B.

A blog added to the domain name of you site is an important factor in SEO because it allows you to update your content often which is something the search engines like.

Rodney B.

yeah they store the info.

Rodney B.

Basically they crawl your site and then they index the information on your site.

Gary D.

So the primary thing they are looking for is change, right?

Rodney B.

Change and content that is relevant to the users search.

Rodney B.

So if I search for "Honest real estate agent in Pleasoton, CA"

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Rodney B.

They would know that the content on your site might meet that search criteria and pull your site as a relevant match.

Gary D.

OK, Good. A blog that is created through one of the services and not really integrated with your site is not as effective. Is that correct?

Rodney B.

A blog that is part of your domain name the preferred method.

Rodney B.

If the blog is "attached" to your website, the search engines will see it as a part of the site.

Gary D.

Assuming I'm the only really honest agent in Pleasanton, I still need to have a regularly changing blog to be most effective.

Rodney B.

If you found that people were searching for an honest agent online, then you would want to have those keywords "honest real estate agent" through out the content of your site.

Rodney B.

When we work to help clients optimize their site, we follow a 6 step procedure.

Rodney B.

1. Keyword Research

Rodney B.

this means that instead of deciding what keyword you want to be found for.

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Rodney B.

Research is done to determine what keywords people are actually searching for that would be relevant to your industry and expertise.

Rodney B.

This is why we think it is important for clients to have a niche market because then their websites can be optimized for people searching for that niche market.

Rodney B.

2. Crafting content for the Human reader.

Rodney B.

Some will try to play the game of Keyword stuffing for the search engines, but our first focus is to craft content for your potential visitors.

Rodney B.

The visitors to the site are the ones you are trying to target and convert with your content, not the search engines.

Rodney B.

3. Keyword Integration.

Rodney B.

In this step we would make sure that the proper keywords are placed in your content.

Rodney B.

This would include the keyword that was researched along with any other keywords relevant to the keyword researched.

Rodney B.

Are you following me so far?

Gary D.

Yes - This is a great summary. I've had instruction on key words from my favorite Title Co. Technology Mgr. - Chad Johnson (who also turned me on to Ubertor). I need to get

some key word possibilities from people other than us two on our real estate team. I will be asking neighbors, friends, etc. Our niches right now are First-Time Buyers and Seniors Real Estate.

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Rodney B.

Those sound like great potential markets.

Rodney B.

There are online tools that you can use to do keyword research. They actually pull from the search engines databases to find out what people are searching for.

Rodney B.

One thing that you might consider as you research keywords is what are the needs and interests of first time home buyers?

Gary D.

We hold Seniors Real Estate Specialist (SRES) designations. Also my partner has a lot of experience with first-timers.

Rodney B.

What circumstances in their lives lead them to buying their first home? Marriage, First Child, Promotion at work, etc.

Gary D.

I did not know about places to do key word research.

Rodney B.

<http://wordtracker.com> is one tool that I have used.

Gary D.

Thanks. That's a terrific resource.

Rodney B.

After you get the Keyword set into your page we would

Rodney B.

4. Get the pages into the search engines.

Rodney B.

With your Ubertor site there is a useful tool called Google XML sitemap

Rodney B.

with this tool an XML sitemap would be generated for your site and google would be notified each time your site is updated.

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Rodney B.

Yahoo! also supports XML sitemaps.

Rodney B.

Along with getting your site out to these broad search engines it would be best to get your site out into what is referred to as vertical search engines.

Rodney B.

This would include search engines that are industry specific.

Rodney B.

5. Monitor the progress of your pages through Analytics

Rodney B.

This is an important step so that you will know who is visiting your page and where are they coming to your site from, how long are they staying on your site, etc.

Rodney B.

Google analytics is a free enhancement that you can add to your Ubertor website.

Rodney B.

Finally we recommend that you....

Gary D.

I see. I wondered what Google XML sitemap was. And thank you. I did not know about vertical search engines. I do also have some instruction in analytics.

Rodney B.

6. Work in Ranges of pages

Rodney B.

This means that you work on 5-10 pages at a time in your site with related keywords.

Rodney B.

It is not enough to just optimize one page of your site but it is best to work with a cluster of pages.

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Rodney B.

You can read more about Google sitemaps here...

Rodney B.

<https://www.google.com/webmasters/tools>

Rodney B.

One concern that I would have about your office site is that you are just a small part of a much larger site.

Rodney B.

Google sees your office site as a few pages on the domain name <http://www.prurealty.com>

Rodney B.

By having your own site you can help the search engines and your visitors see you as an authority on servicing first time home buyers in your city.

Gary D.

So change other pages besides the blog..... I think I finally am getting that our company site is much larger than just our part of it. We have been tending to view it as just a way to get to our site, but it's really a huge site for the search engines to look at with our's buried in it.

Rodney B.

Bingo!!

Rodney B.

You got it.

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Rodney B.

The prudential site is a huge site.

Rodney B.

Think of it as a stack of books and your site is just one chapter in one book

Rodney B.

By having your own site you are book all to yourself.

Rodney B.

Each page on your site is a chapter in the book related to a specific topic.

Rodney B.

And the blog, is like an Appendix that is always growing and being updated.

Gary D.

I believe there are some 2000 agents on that site.

Rodney B.

Wow, so you might be more like a few pages in a single chapter in the single book in a collection of 20 books with your prudential site.

Gary D.

That may even be an overstatement.

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Rodney B.

Gary I just have question or two about your Ubertor site.

Gary D.

OK

Rodney B.

I noticed that you don't have a domain name setup yet.

Rodney B.

Have you purchased a domain name for your site?

Gary D.

YEs. I am just working with it for the time being. We have domain names that are pointed at our company site that we most likely will point at the Ubertor site when it up more.

Rodney B.

If you want to add the Google sitemap to your site, it would be best to get the domain name set first and then setup the sitemap, analytics, etc.

Gary D.

I see. Thanks.

Rodney B.

Is there anything else that I could help you with regarding setting up your Ubertor site, apart from SEO?

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Gary D.

Well, I am talking to HELP on getting some consulting for CSS customization. The link on the blog for [www.getcconsulting](http://www.getcconsulting.com) is incorrect (too many c's). I have a name at Get Consulting that I would like to follow up on but I need to know how to find that particular person on there. Search doesn't turn it up. I'm looking upo his name now.

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Rodney B.

The persons name at Getc Consulting is John Lowe. <http://getcconsulting.com/getc->

contact.html

Rodney B.

He is a great CSS designer. I highly recommend him.

Rodney B.

I would like to ask you one more question Gary.

Gary D.

OK. Thanks. That's it!

Rodney B.

Would it be okay if I do a little online keyword research for you?

Gary D.

Sure OK.

Rodney B.

I've been working for Ubertor for several months now but am just now diving into the world of SEO and am anxious to get in there and get some work done.

Rodney B.

I would be willing to do the research at no charge and then will offer the keywords that I find to you.

Gary D.

That would be excellent. We need all the help we can get!

Rodney B.

Once I discover some relevant keywords we can go from there with next steps.

Rodney B.

How does that sound?

Gary D.

Great!

Rodney B.

I will plan to contact you on Thursday of next week.

Rodney B.

Thanks for visiting my first SEO chat -- I will talk with you soon!

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Gary D.

That's fine. Thanks very much for an enlightening timeCSS

Rodney B.

Have a Great Day!

Gary D.

Will do and you also.