

Welcome

To



Think **Plan** Do, **Go** Digital

Meet Me



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Education

Hechi University in China (BBA in Marketing)

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Experience

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BTBE Government Certified Level 4 & NSDA Level 3 Digital Marketer

Local SEO for Real Estate Agents: A Guide to Dominating Local Searches

What is Local SEO and Why Does it Matter for Real Estate Agents?

- [Local SEO focuses on optimizing](#) your online presence to attract clients in your area.
- Helps you rank higher in Google search results for location-based searches.
- Increases visibility for buyers and sellers searching for real estate services nearby.



Claim and Optimize Your Google My Business Profile

- Ensure your business is listed and verified on Google.
- Add accurate business details: name, address, phone number (NAP), hours.
- Add high-quality images and virtual tours of properties.
- Respond to reviews and encourage clients to leave feedback.



Keep Your NAP Consistent Across All Platforms

- Your Name, Address, and Phone Number should match exactly everywhere.
- Use local online directories like Yelp, Yellow Pages, Zillow, Realtor.com.
- Consistency helps Google trust your business and boosts rankings.



Optimize Your Website with Local Keywords

- Use location-based keywords in page titles, meta descriptions, and headings.
- Create local content like “Homes for Sale in NYC.”
- Optimize property listings with city names and neighborhoods.



Create Dedicated Landing Pages for Each Location

- Build landing pages for specific neighborhoods or regions.
- Include location-based keywords, neighborhood guides, and local property listings.
- Helps target specific searches for buyers and sellers in different areas.



Build Local Citations for Better Authority

- Submit your business to local online directories.
- Ensure consistent NAP across all citations.
- High-quality local citations boost local search rankings.



Make Sure Your Site is Mobile-Friendly & Get Reviews and Testimonials

- A majority of homebuyers start their search on mobile devices.
 - Ensure your website is responsive and fast-loading on smartphones and tablets.
 - Improve user experience for people searching for real estate on the go.
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- Positive reviews on Google and other platforms can improve your local SEO.
 - Ask satisfied clients for reviews on Google, Zillow, Realtor.com, etc.
 - Respond to reviews to build trust and engagement.



Engage with Local Social Media & Create Local Content

- Use Facebook, Instagram, and LinkedIn to connect with local clients.
 - Share local real estate news, property updates, and community events.
 - Use location tags and local hashtags to increase visibility.
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- Write blog posts about local market trends, neighborhood guides, and home buying tips.
 - Use local keywords to target specific areas.
 - Engage clients with useful, location-specific information.



Build Local Backlinks & Monitor Your Local SEO Performance

- Partner with local businesses, news outlets, or influencers to get backlinks.
 - Sponsor local events or participate in community initiatives to earn backlinks.
 - Quality local backlinks improve your authority in local search rankings.
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- Use tools like Google Analytics and Google Search Console to track local traffic.
 - Monitor your local rankings for target keywords.
 - Regularly analyze what's working and adjust your strategy accordingly.



BACKLINKS

Next Steps

- Claim your Google My Business profile, optimize your website with local keywords.
- Encourage reviews, engage on social media, and build local backlinks.
- Stay consistent and track your progress for continuous improvement.



KEY CLIENTS



SEO Success Stories

- Doubled traffic for a Birmingham estate agent in 3 months.
- Boosted international inquiries for a luxury property agency & Restaurant by 30%.
- Achieved national recognition for a mid-sized estate agent.



THANK
YOU

Book A Meeting