

> REAL ESTATE KEYWORD MAP EXAMPLE



Highly competitive terms that are extremely difficult to rank for, yet ones you should always include

Local terms that you believe potential customers might search for. They can range from real estate to entertainment

Keywords that focus on your target markets, farm areas, or favorite customer niches

Hyperlocal information on listings, price changes, neighborhoods, developments, or schools

- Real Estate
- Homes for sale
- Real estate in Florida
- Real estate agent
- Real estate prices in Florida

- Naples, FL Real Estate
- SW Florida condos
- Naples area golf courses
- SW Florida real estate news
- New homes in Bonita Springs
- Best real estate investment in Naples

- Buying vacation property in Naples, FL
- Naples, FL beachfront condos
- Bonita Springs homes on golf course
- Selling home in Naples, FL
- Best priced neighborhoods in Naples, FL

- 3 bed condo in Mercato, Naples, FL
- Luxury homes in Naples, less than \$1,000,000
- 4 Bed home on Tiburon Golf Course
- Naples condo walking distance to beach
- Family home in good school district, Naples FL



REAL ESTATE KEYWORD MAP

GENERIC

Highly competitive terms that are extremely difficult to rank for, yet ones you should always include

LOCAL

Local terms that you believe potential customers might search for. They can range from real estate to entertainment

HYPERLOCAL

Keywords that focus on your target markets, farm areas, or favorite customer niches

HYPERLOCAL LISTINGS

Hyperlocal information on listings, price changes, neighborhoods, developments, or schools