



# SEO KEYWORD BIBLE

## FOR REAL ESTATE INVESTORS

InvestorCarrot has helped generate tens of THOUSANDS of leads for real estate investors looking to get in front of motivated sellers, buyers, rent to own tenants and private lenders.

Learn which keywords are the most effective to get in front of your best prospects online + learn what to do with those keywords on your website.

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## **PART 1:**

Setting The Stage ...

The Basics Of Keywords  
+ How We Find The Most  
Profitable Ones To Target

# 13,000+ LEADS PER MONTH AND COUNTING ...

When we started [InvestorCarrot](#), our goal was simple. To create the single most effective Inbound Online Lead Generation platform for high achieving real estate investors in the industry.

2014 was our first full year in business with InvestorCarrot, but by no means our first year generating real estate leads online.

In fact, for just myself and my clients over the past 6 years I've generated over 88,000 real estate related leads online and growing (*this doesn't count the leads our InvestorCarrot members are generating*).

And now, our InvestorCarrot members pull in **over 13,000 leads per month through their Carrot websites** (*which is why we call it "Carrot" ... dangle our sites in front of your visitors and they convert into leads better than the average investor website by far*).

In fact, get inspired by these 3 quick examples below of investors who chose to focus on SEO for their motivated seller lead generation in 2014.

These are just 3 of the hundreds of InvestorCarrot members who are all over page 1 in Google for keyword terms that can help you get the right leads and close more deals.



" ... I did 20+ wholesale deals in 2014 and **100% of my leads come from SEO and my InvestorCarrot websites ...**"

- **Brittany Bolling** - *Real People Real Property - Baltimore, MD*  
**InvestorCarrot Member**

"It took about 5 or 6 months to start pulling in consistent leads in my market through SEO. But **now I get about a seller lead per day through my Carrot sites**, which is my #1 lead source right now ..."

- **Jeff Akins** - *TruthTime Homes - Birmingham, AL*  
**InvestorCarrot Member**





"I'm not going to say it was easy, but **once we focused on the right keywords** that motivated sellers were searching, we started to get great Google rankings in several cities in California and **turned a 478% return on investment with our SEO and websites** with Carrot"

- **Adam Justiniano** - Quick Home Offers - California  
InvestorCarrot Member

SEO isn't the holy grail of leads for every business. But when you focus on the right keywords, have the right system and tools to make ranking easier, and have support to get there ... it can be a great source of leads to add to your business.

## HOW DO SEO AND KEYWORDS PLAY A ROLE IN THIS?

A huge part of Inbound Online Marketing as a real estate investor is getting your websites, YouTube videos, and other resources ranked well in Google for keyword phrases that motivated **sellers**, cash buyers, **tenants**, tenant buyers, **note sellers** / buyers, and **private lenders** actually search online.

So what is a "keyword phrase" you say?

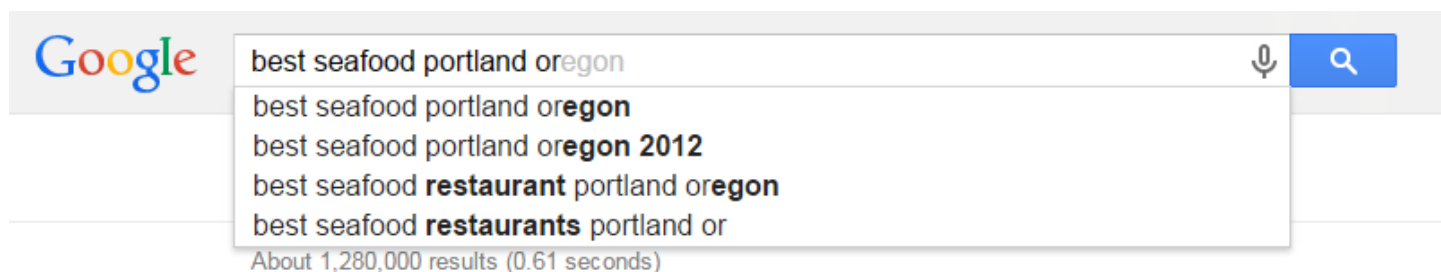
Consider this scenario for a minute ...

... you don't want to cook tonight and decide to go out for dinner instead.

The usual restaurants come to mind, but you want to impress your spouse and put in a little effort. So you hop on the computer and start searching for restaurants.

You might start your search by food type (seafood, Mexican, Italian) or you might look for a restaurant based on reviews and price.

Does this look familiar?



Google gives a few suggestions and then gives you search results that it thinks are the most relevant.

Then you click some of those websites ... check out the menu, price, and reviews of the restaurant, if everything looks good you decide to try one of them.

## DID YOU SEE WHAT JUST HAPPENED?

- 1) You had a need
- 2) You went to Google with that need
- 3) Google served you up a page of options it felt were relevant
- 4) You clicked some and decided to go to that restaurant based on what you found in that online search.

### This is the power of inbound marketing.



Millions of people everyday go to Google with questions or problems. If you can be the one Google serves up high in the results you have the power of your best prospects coming to you for that help.

As a real estate investor, your job is to get your website (**the solution**) in front of your prospect (motivated house sellers, cash buyers, etc.) to help solve their problem.

As an example ...

... if you just inherited a house in Detroit, MI you may hit Google and type ...

“Sell an inherited house in Detroit”

Google   

**Web** News Shopping Images Videos More ▾ Search tools

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About 391,000 results (0.69 seconds)



**Sell Inherited House Detroit - Cash Offers Fast! 248-470-8170**  
[www.estatehomeoptions.com/](http://www.estatehomeoptions.com/) ▾  
 Need to sell inherited house Detroit fast? We buy inherited houses and houses in probate in the Metro Detroit area in as little as 7 days...

**Selling My House for Cash in Metro Detroit**  
[greatlakesinvestmentfund.com/selling-my-house-for-cash-in-metro-detroit...](http://greatlakesinvestmentfund.com/selling-my-house-for-cash-in-metro-detroit...) ▾  
 Jan 1, 2015 - Should you take a cash offer for your Metro Detroit house? ... At Sell Inherited House Detroit we don't spread ourselves too thin, because our ...

**How to Sell Inherited House Detroit**  
[greatlakesinvestmentfund.com/how-to-sell-inherited-house-detroit/](http://greatlakesinvestmentfund.com/how-to-sell-inherited-house-detroit/) ▾  
 Dec 26, 2014 - Do You Need To Sell An Inherited House in Detroit? How to Sell Inherited House Detroit You've tried to sell your house but are running into ...

**Need to Sell an inherited house in Metro Detroit? Call 248 ...**  
[detroit.backpage.com](http://detroit.backpage.com) > ... > Detroit real estate services ▾ Backpage ▾  
 Feb 6, 2015 - Selling inherited property can be a lot of work. I know - I handled my mother's estate and nearly got sued by one of my brothers because he ...

Or ... "sell my house fast in birmingham"

Google   

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About 1,690,000 results (0.73 seconds)

**Find & Flip Homes - Learn From House Flipping Pros**  
**Ad** [www.findandflipvent.com/](http://www.findandflipvent.com/) ▾  
 Coming To Birmingham Area 3/31-4/4

**Sell House Fast - WeBuyBham.com**  
**Ad** [www.webuybham.com/](http://www.webuybham.com/) ▾  
 Sell Your House Fast for a Fast Fair Price-Any area, Any Condition  
 Get a Cash Offer Today - Special Reports - Testimonials - FAQ  
 270 Doug Baker Blvd, Suite 700-276, Birmingham, AL

**Sell My House Fast - We Buy Any House Fast**  
**Ad** [www.southeasternpropertiesolutionsllc.com/](http://www.southeasternpropertiesolutionsllc.com/) ▾  
 Save Time & Get A Fast Home Offer Today!

**We Buy Houses Birmingham Alabama - Truthtimehomes LLC**  
[www.sellmybirminghamhomefast.com/](http://www.sellmybirminghamhomefast.com/) ▾  
 We Buy Houses In Any Condition - Price Range - Or Location In Birmingham - Jefferson - St. Clair County Areas... Sell your Birmingham, Alabama Home fast.

**We Buy Houses Birmingham AL - Sell House Fast Birmingham**  
[www.webuyhousesfastbirmingham.com/](http://www.webuyhousesfastbirmingham.com/) ▾  
 Need to sell your house fast?? We are the local "We Buy Houses Birmingham Alabama" company. We'd like to make you a fair and competitive cash offer now!!

Those searches get searched collectively hundreds of times per month online.

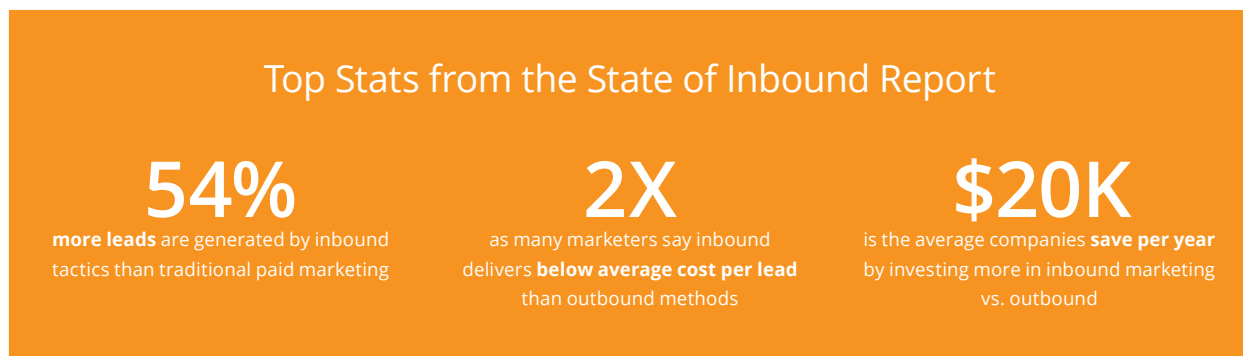
The websites that show up in the first several results in Google are the ones who will get that traffic to their websites, and as long as their website is setup to convert visitors to leads well ... those websites will generate those leads.

## WHY ARE SEO LEADS SO MUCH MORE PROFITABLE THAN OTHER LEAD TYPES?

Before we dive in and show you the 52+ SEO Keywords for real estate investors ... we want to make sure you have the foundation set first.

Knowing the keywords without knowing why or how to use them effectively is like knowing where you want to go on your road trip ... but not knowing why or how you're even going to get there.

A study was done by a well respected Inbound Online Marketing leader, Hubspot that compared the ratio of the number of leads vs. the number of deals / transactions closed in different types of marketing.



Report credit - [State of Inbound](#)

As you can see, SEO leads are as much as 2 to 4 times as likely to turn into a closed transaction than direct mail leads, PPC, and social media.

Why you ask?

It's because of the mind-frame that the prospect is in when they search online.

With direct mail, radio, TV, bandit signs, and billboards (*outbound marketing*) you're interrupting whatever they're doing with a message that hopefully cuts through the clutter of the 17 other postcards that seller got that week.



# BUT WITH SEO AND INBOUND ONLINE MARKETING ...

... the home seller is going to Google to find an answer to their problem.

And they voluntarily click on YOUR website, read around, and choose to **ASK YOU FOR HELP** with their problem.

Read that again.

With SEO and Inbound Marketing (*PPC can have some of the same benefits as well*) they're approaching YOU and asking YOU for help.

Imagine the trust and power that you gain in that situation versus "interruption marketing" using direct mail, bandit signs, etc.

You're seen as a trusted resource.

And the way you rank well for the search phrases that your prospects are typing into Google (*and other search engines*) is by optimizing your web pages for the phrases that your prospects search for.

Here is a simple formula we will use to help you increase your profits with a smart and effective online marketing technique.

**(Keywords + Traffic) x Conversion = Higher Profits**

If only you knew exactly what motivated sellers, cash buyers, rent to own tenants, and private lenders were typing into Google ... right?

Well lets dive in.

## HOW FOCUSING ON THE RIGHT KEYWORD PHRASES IS THE FIRST (AND BIGGEST) STEP IN GENERATING QUALITY, REAL ESTATE CONSISTENT LEADS ONLINE

In the above examples, how does Google know to give you website X versus website Y if you're looking to sell your house fast in Birmingham?

It might seem obvious but behind the scenes of every Google search is a complex algorithm (*fancy word for a mathematical formula*) that considers numerous factors to deliver what Google thinks is the most relevant website for that search.

In fact, there are over **200** ranking factors that Google looks at to determine where a website ranks.

The key is **not** to understand the algorithm, but **how** to play by Google's rules to get favorable results.

Knowing the psychology of how and why people search online can be a huge advantage for you.

For example, **POP QUIZ** time.

Which do you think gets more searches, *"sell my **home** fast"* or *"sell my **house** fast"*?

The only difference is the 1 word ... "home" versus "house".

Knowing the difference could mean a deal a month lost or won, which translates to money in your pocket.

### **The Answer: "House" is used 20x More Than "Home"**

Just that one tweak in the phrase means access to up to 20x more potential home sellers per month coming your way.

Google is getting pretty darn good at recognizing that words like "house" and "home" are very similar and adjusting their search rankings accordingly.

But knowing how your prospects think and search can help you optimize your real estate investing websites for the right keyword phrases to give yourself the best chance at success.

We will show you the keywords that most sellers, buyers, rent to own, and private lenders are searching for and what to do with them to grow your business.

## **WHY ARE KEYWORDS SO IMPORTANT IN SEO?**

**SEO (Search Engine Optimization) relies heavily on the content on your web page.**

To understand why keywords are so important, let's quickly talk about how keywords are used.

A website uses words and images to describe what your business can do for people.

If you sell turnkey rental properties, you'd better write something about turnkey rental properties on your website ... right? (*Obvious I know*).

Google crawls websites looking at your content and compares your content against the phrase that searchers are typing in.

Google then saves your web pages in its HUGE database and serves up your website when someone searches phrases that Google believes are related to what your website is about.

When looking for keywords to use on your website, only go after the ones that are highly relevant to your prospect (*which we'll give you the most popular keywords in 2015 later in this report*).

Ones that they're actually typing into Google.

Create content on your website that helps show your prospect that you can solve their problem (i.e. - you can buy their house fast, or sell them discounted properties, etc.).

Then **optimize** the content to include the phrases (keywords) your prospect is likely typing into Google.

Then structure your website correctly to give your website the best chance to rank (*our InvestorCarrot websites are already built to be crazy effectively search engine optimized to give you a head start*).

Seems simple, but there is a little more too it.

If you're an InvestorCarrot member, we have SEO tools built into our websites, training, and support to help you rank your websites better ... faster.

If you're not an InvestorCarrot member, seek out tools and support from people who can make your life easier. We'd love to have you as a member if it's a fit. **Reach out to us at [oncarrot.com](http://oncarrot.com).**

Ok, now we know why knowing the right keywords is very important if you want to generate more leads online with SEO.

But ... how do you find those keywords?

## HOW TO FIND RELEVANT KEYWORDS IN 2 SIMPLE (BUT STRATEGIC) STEPS

### Keyword Research Made Easy

The #1 reason most real estate investors have trouble getting leads through SEO is because they aren't going after the right keywords that will put them in front of enough of the right people to matter.

Or, if they know the right keywords ... they aren't using them right on their websites, so we'll teach you that later in this report as well.

This whole report was made to give you a jumpstart so you don't even have to do your own keyword research if you don't want to.

We have the 52+ top SEO keywords for buyers, sellers, rent to own tenants, etc. later in this report, which will completely solve the issue of "what do I optimize my website for?"

## BUT IF YOU LIKE TO KNOW HOW THINGS WORK ...

... then this section is for you.

There are a few ways to research what people are searching online.

Most people suggest using the **Google Keyword Planner** (*Google's free keyword research tool built into Google Adwords*).

While it's effective, we honestly do it a bit differently ... a way that's quicker and more accurate.

We start with a strategy we call "*Suggest Stalking*" ... then end with using the Google Keyword Planner to verify the search volume for those phrases to make sure they're worth ranking for.

Again, I want to stress this.

We've already done this and compiled the best keywords for motivated sellers, cash buyers, rent to own tenants, private lenders, etc. This section just walks you through how we find the keywords we go after.

So lets dive in to the "how to".

# STEP 1: "SUGGEST STALKING"

First off, put yourself into the mind of your prospect.

Close your eyes and visualize what they may type into Google when they're looking to sell their house (or *buy investment properties, etc.*).

Things that come to mind for me are things like ...

*"sell my house fast in Austin"*

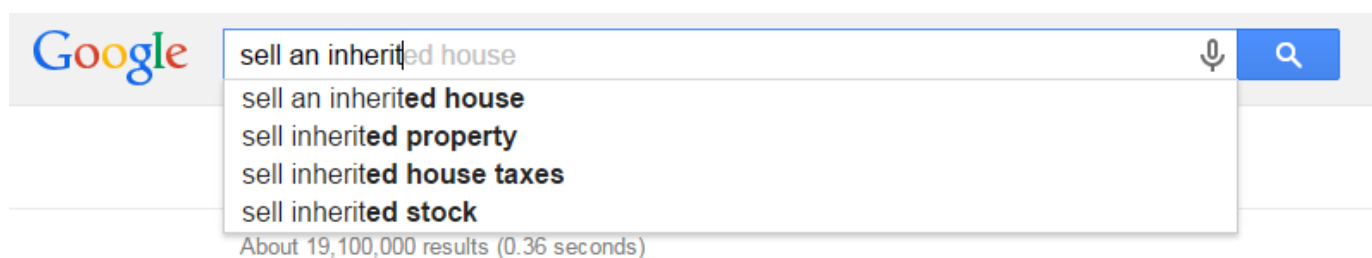
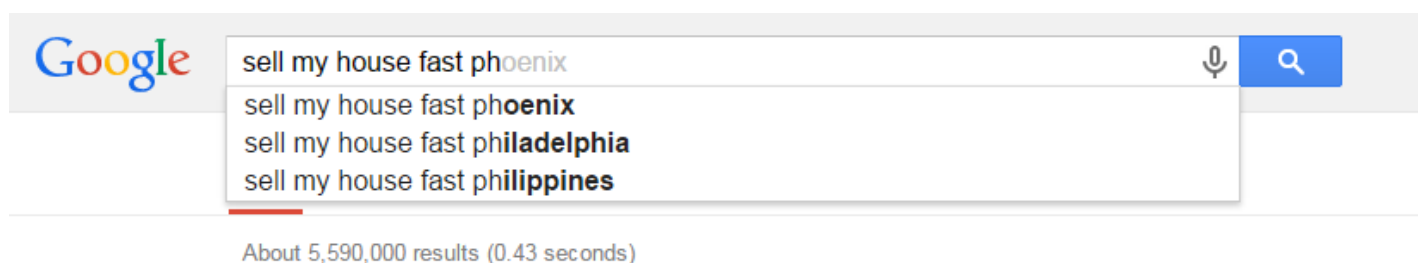
*"how to sell my house fast"*

*"selling my Orlando house without a real estate agent"*

Etc.

You get the idea.

Now go to Google and start typing in those phrases really slowly and see what pops up as suggestions from Google.



**TIP:** Be specific in what you type in. Add in your city name or location to the end of the phrase to "localize" it and you'll be surprised what pops up.

Now write down, or remember the phrases that pop up in Google's suggestions.

Google serves us up those suggestions only when enough people type those phrases in that Google feels that it must be important.

You can rest assured that if something comes up as a suggestion that enough people type it to matter.

Another tool you can use to find great keywords is [Übersuggest](#).

With this tool it's very similar.

You type in a broad suggested phrase and it spits out a bunch of suggested searches from Google's database.

Grab the ones that look interesting to you and save them.

This is how we tend to do our initial keyword research.

And the key to the whole thing is putting yourself in the mind of your prospect and asking yourself what you would type in if you needed to sell your house fast.

Or if you were going through foreclosure, or divorce, or inherited a house ... or were wanting to buy cheap investment properties, etc.

## Übersuggest - Suggest on steroids!

Get keyword ideas with Übersuggest the free keyword suggestion tool that makes good use of different suggest services.

### How it works?

- Write a term in the box.
- Choose a language and a source. Übersuggest can get suggestions either from regular
- Add all visible keywords to your basket clicking on the large grey button.

With this free keyword tool you can instantly get thousands of keyword ideas from real user queries! Use the keywords to get inspiration for your next blog post, or to optimize your PPC campaigns.

Any comment or questions? [Read the FAQ!](#)

made with **Flask**

English/USA Web

Suggest

Select all keywords

212 suggestions found.

[original](#) \_ [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#)  
[q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [1](#) [2](#) [3](#) [4](#)

### sell my house fast

- sell my house fast san antonio
- sell my house fast
- sell my house fast for cash
- sell my house fast reviews
- sell my house fast ct
- sell my house fast miami
- sell my house fast memphis
- sell my house fast atlanta
- sell my house fast san diego
- sell my house fast orlando

### sell my house fast +

- sell my house fast san antonio
- sell my house fast for cash
- sell my house fast reviews
- sell my house fast ct
- sell my house fast miami
- sell my house fast memphis
- sell my house fast atlanta
- sell my house fast san diego
- sell my house fast orlando
- sell my house fast houston tx

You get the idea.

After a while it'll come second nature to you.

We have other resources to help you rank your website higher at the end of this report that you can check out.

But now lets move onto the next step ...

## STEP 2: NARROWING DOWN YOUR LIST

Once we have a short list of keywords that Google told you people are typing in in your local market (maybe 5-10), now we need to prioritize which ones are the most important to focus on first with your website.

Because wouldn't you rather focus on optimizing your website for a search phrase that gets 100 searches per month from prospects in your area vs. 10 searches per month?

I would.

If all of this sounds confusing ... don't sweat it.

We narrow these down for you later in this report and give you your marching orders on what to optimize your website for.

And if you're an InvestorCarrot member, we've already automatically built the most important keywords for your LOCAL area into your websites to give you a huge jumpstart in your market.

Next head over to the **Google Keyword Planner**.

Google creates all kinds of great free tools to help us get better results online.

Google wants us to succeed online ... as long as we play by their rules.

The more relevant content Google can serve up to searchers, the more people will love using Google, the more ad revenue it'll earn.

So it's in Google's best interest to help us create useful websites that help solve real problems real people are having.

Find the Google Keyword Planner here: [Google's Keyword Planner](#).

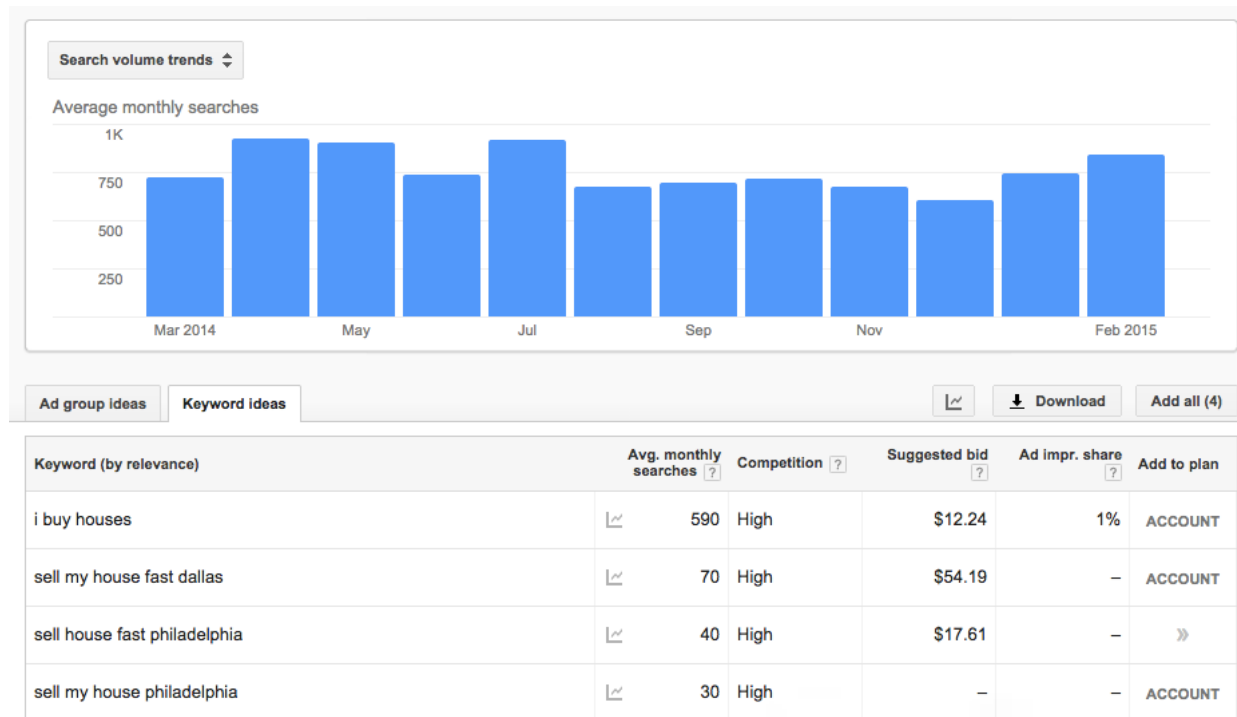
Or just head to Google and search for "Google keyword planner" and it'll be the first result that'll pop up.

# WHAT DOES THE GOOGLE KEYWORD PLANNER DO?

This tool will show you monthly search volume, competition, and estimated cost per click (*if you are going to do paid advertising*) per search term.

Take those keywords you generated from the “Suggest Stalking” step above and put them into the “get search volume” box and run the search.

It’ll serve you up with rough traffic estimates for those exact phrases.



From here, it’s all about seeing how much traffic each of those keywords gets.

Some will get more than others ... which means they have a higher potential to generate more leads from if you’re able to rank very high in Google for those phrases.

**TIP:** The Google Keyword Planner isn’t 100% accurate. Use it as a tool ... not as gospel. We’ve discovered keyword phrases that showed a “-” (*indicating 0 searches per month*) in the Keyword Planner but did show up as a suggested search when in our Suggest Stalking exercise ... meaning enough people searched that phrase for it to matter. In some cases we’ve ranked #1 for those phrases and generated dozens or hundreds of website visitors from those keywords.

Now write down the keywords and the monthly traffic that Google tells you.



Again, if you're in a small area and some phrases showed up in Google suggestions but showed "-" in search volume ... don't get discouraged.



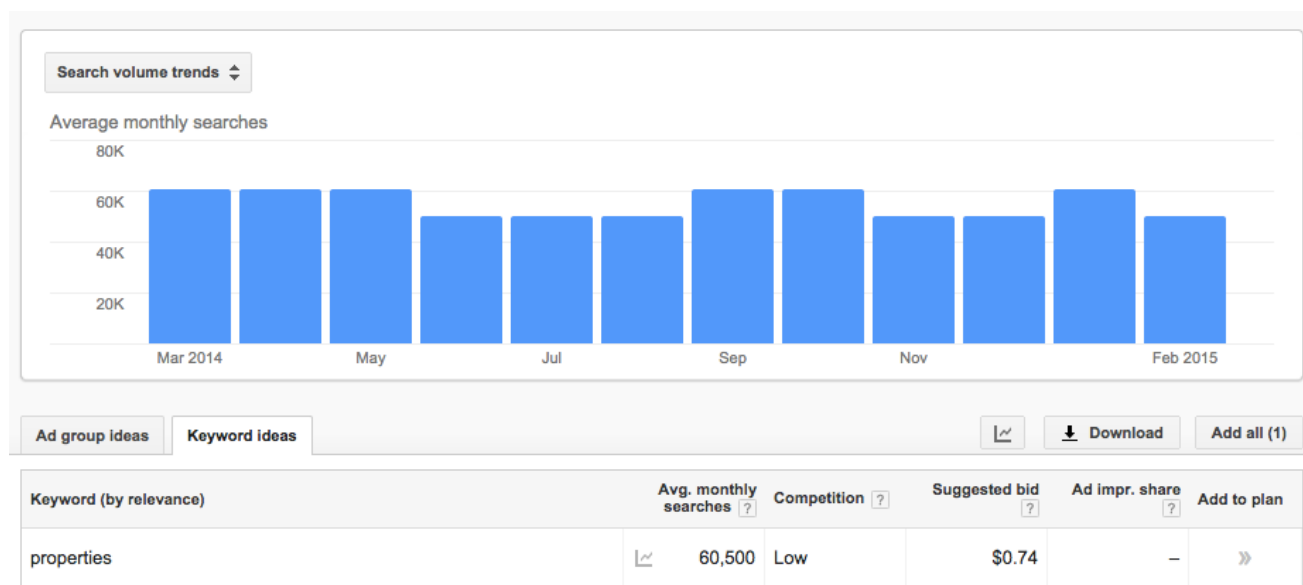
## FINDING HIDDEN KEYWORDS TO BRING IN MORE TRAFFIC

Another beautiful thing about this tool is you can find **hidden keyword gems** that other marketers are not utilizing.

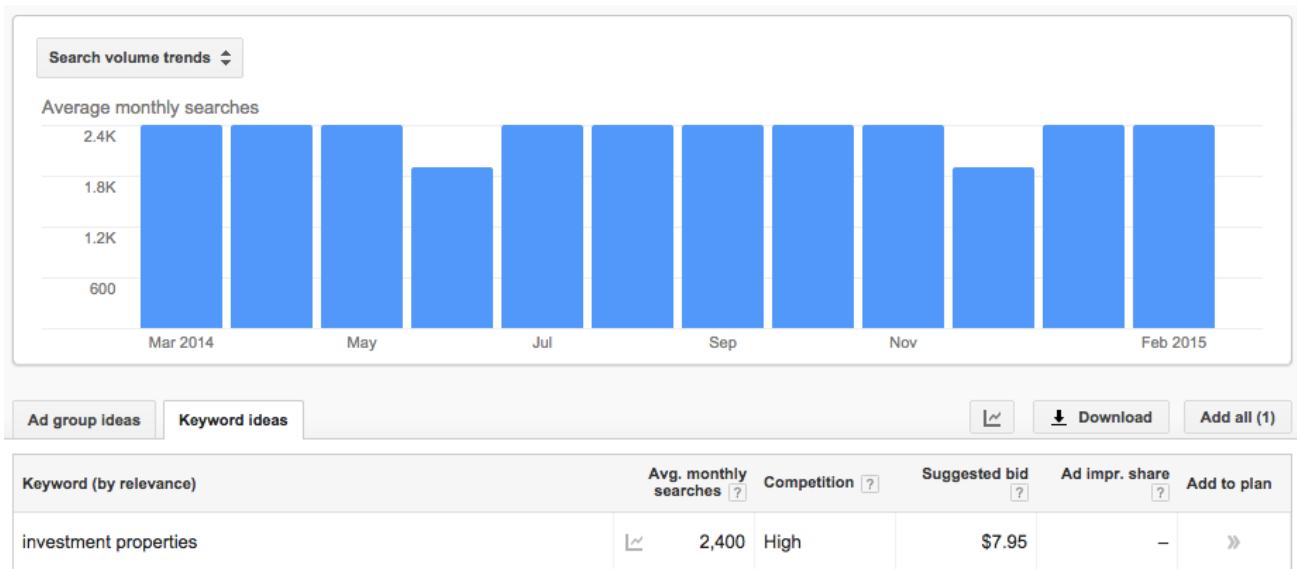
The best way to find **hidden keyword gems** is with long tail keyword research.

Long tail searches are more specific and less broad. This means they're likely a more qualified lead if they land on your website.

Consider this; if I search "properties" I might be looking to buy, sell or rent a property. This result shows 22,000 results because there are a lot of different properties out there.



But if I search "investment properties" Google know what type of properties I am looking for. If we know what that person's mindset set is when searching, we can create content around why investment properties make sense. The results are lower (1,000) but the message can be more specific.



Not only are long tail keywords easier to rank for (less searches and less competition) but they tend to be much higher quality and more motivated prospects.

If I'm buying houses in Lancaster, PA ... I'd much rather rank high for *"sell my house lancaster PA"* than just *"Sell my house"*.

Why?

2 reasons.

First, it'll be much easier to rank very high for the longer phrase. There's less competition.

Second, the more broad *"sell my house"* may attract people from all over the country ... including cities you have no interest in buying houses in.

Focusing your keywords on specific locations will bring you higher quality traffic and be much easier to rank for.

## **PART 2:**

# Top Keywords to Use

# 52+ SEO KEYWORDS FOR REAL ESTATE INVESTORS FOR 2015

## Awesome.

By now you should have a short list of keywords that you know are getting searched by actual people ... people that you can help in your business.

Circle the 3 keywords that you feel will get you in front of the right people ... and that may have enough search volume to matter for your business.

Now you know our process and how we do SEO smarter and capture the RIGHT traffic that'll help us grow our business.

Or ... if you don't want to do your own keyword research, we've done it for you!

If you skipped to this point to swipe the keywords and run, cool ... here they are!

But make sure you **read the section after this** to learn what you need to do with those keywords on your websites in order to ramp up your traffic and leads so it can change your business.

If you're an InvestorCarrot member you'll be able to skip many of the steps on the next section as they may already be done for you on your website for your local keywords (*or our SEO tool will definitely make it easier on you*).

First, a quick disclaimer.

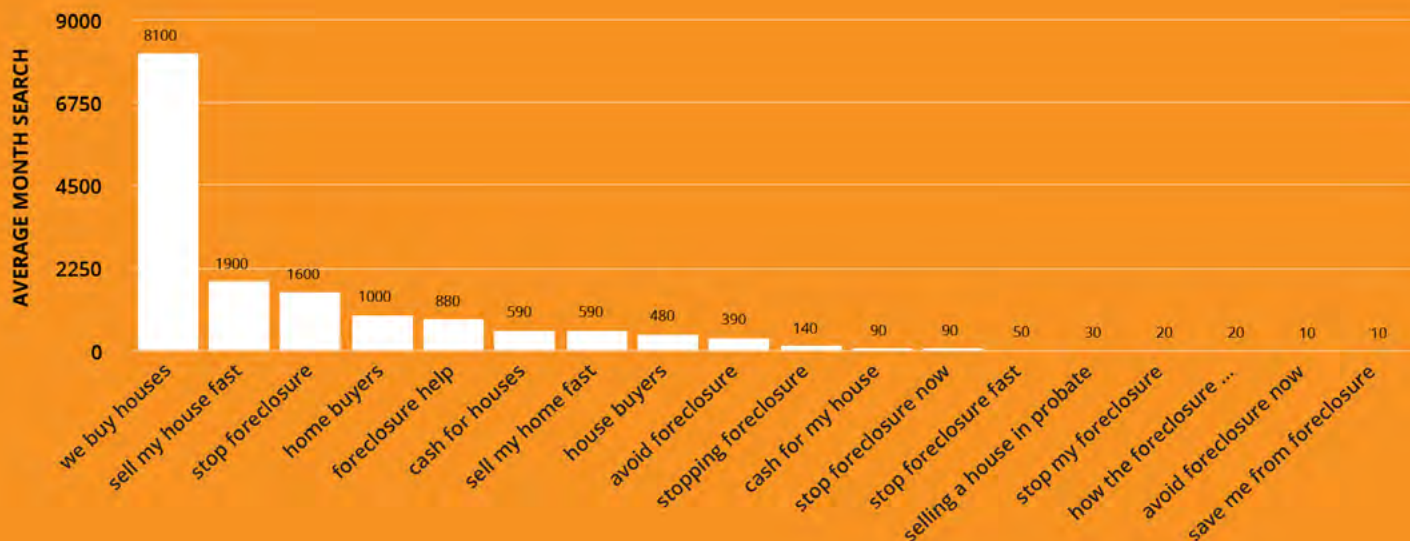
This list of keywords is just an overview of some of the most successful keywords that we have found on our customer sites and in our own keyword research.

This list is **not meant to be all inclusive** and if you search hard enough you will probably find some that impact your business even better.

This list is meant to give you some insights for what people are searching for in Google and what ones to focus on in your own market.

Without further ado, here are the keywords most sellers, buyers, rent to own and private lenders are searching each month.

# MOTIVATED HOUSE SELLER



## The InvestorCarrot Analysis

These numbers are only the search volume for those “exact” phrases. So according to the current data as the publish date on this report, the exact phrase “sell my house fast” was searched 1,900 times across the US.

**That doesn’t include all of the thousands of people who are putting that phrase as part of their search ...** such as “sell my house fast in Portland” or “how to sell my house fast” or “sell to sell my portland house fast” or “sell my portland house fast”.

You get the idea. So there are many many thousands more searches per month for these phrases that are more “local” (*where the searcher puts in their city / location in the search or other qualifying words*).

That’s good news!

Overall the search phrases didn’t change much if at all from last year. The search volume has changed a bit ... but the “we buy houses” type phrase (*driven in our opinion by the offline marketing by the thousands of investors out there with “we buy houses” on their bandit signs, postcards, ads, etc*) still is among the most popular highly motivated phrases in most markets we’ve researched.

**Action Plan:** Pick 1-2 primary keyword phrase to focus your home page on, then add your location at the end. Example: “Sell My House Fast Portland”. This will drastically increase the chances you’ll rank for a phrase in your location if your website is structured right. Make that phrase the first part of your “title tag” and optimize your content on that page for that phrase.

**TIP:** InvestorCarrot has a built in “SEO Grader Tool” to help you optimize your web pages for search phrases that matter whether you’re an SEO expert or not.

## Carrot SEO Tool

General

Page Analysis

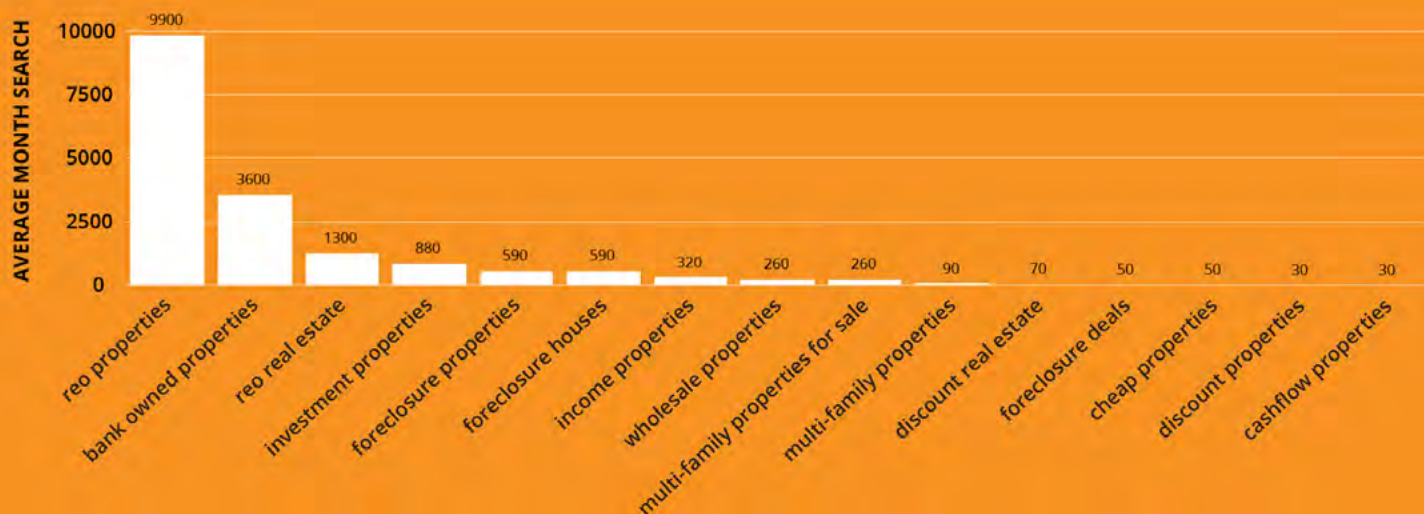
Advanced

To update this page analysis, save as draft or update and check this tab again.

- The keyword density is 0.58%, which is a bit low, the keyword was found 4 times.
- The keyword for this page contains one or more [stop words](#), consider removing them. Found 'we'.
- The images on this page do not have alt tags containing your keyword / phrase.
- The keyword / phrase does not appear in the URL for this page. If you decide to rename the URL be sure to
- The meta description is under 120 characters, however up to 156 characters are available. The available space Google will also include the publication date in the snippet.
- The page title contains 71 characters, which is more than the viewable limit of 70 characters; some words will
- No outbound links appear in this page, consider adding some as appropriate.
- The copy scores 77 in the [Flesch Reading Ease](#) test, which is considered fairly easy to read.
- Keyword / keyphrase appears in 1 (out of 2) subheadings in the copy. While not a major ranking factor, this
- There are 695 words contained in the body copy, this is more than the 300 word recommended minimum.
- The page title contains keyword / phrase, at the beginning which is considered to improve rankings.
- The meta description does not contain the keyword / phrase.

**TAKE A DEMO TO SEE  
IT IN ACTION!**

# CASH PROPERTY BUYER



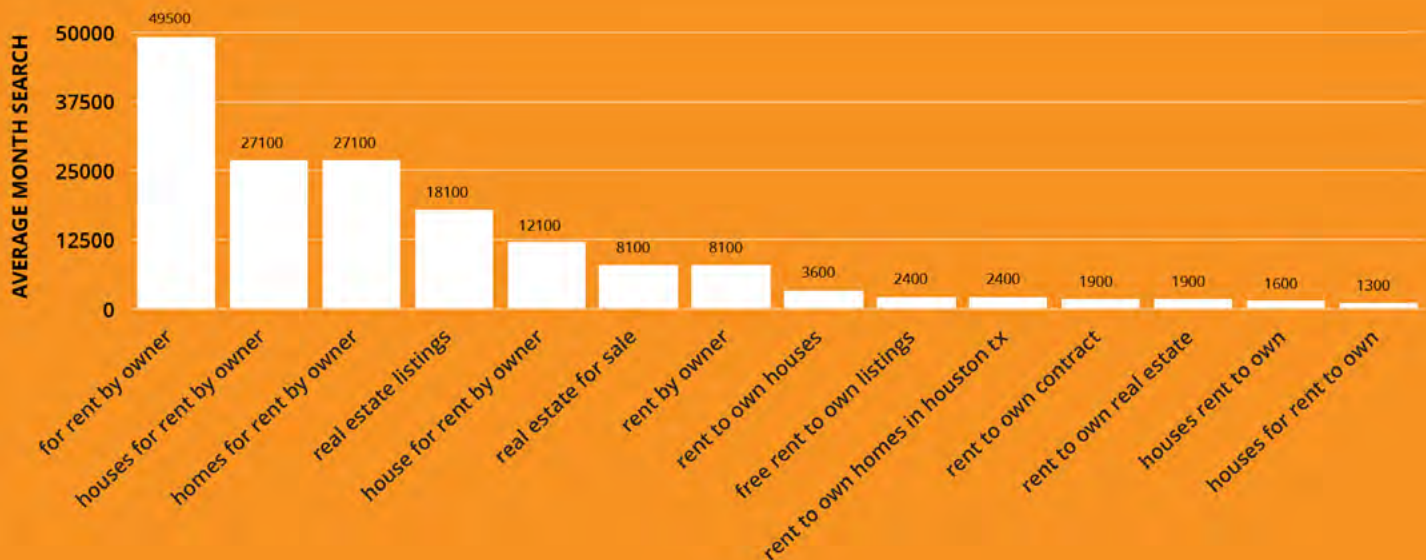
## The InvestorCarrot Analysis

An addition to this years Keyword Bible are the “HUD” related searches. There were HUD searches last year, but they seem to have climbed in this years report. “Foreclosed homes” type of searches are still popular even 5 years after the housing meltdown (for people looking to buy foreclosure properties as investments or to live in).

But if you’re looking to sell properties to investors, the best ones in each market tend to be the “investment properties in [location]” or “cheap property in [location]” or “handyman properties for sale in [location]” or even “fixer upper homes in [location]”.

Optimize your pages for those phrases in your market and even write a blog post or two targeting those keyword phrases in your market.

# RENT TO OWN LEASE OPTION TENANT BUYER



## The InvestorCarrot Analysis

Rent to own homes have been growing in popularity over the past 5 years since the meltdown. Millions of home owners lost their homes in the mortgage meltdown and many are still suffering from bad credit as a result.

So rather than settling with renting, many are hitting the internet looking for “rent to own homes” or “lease options” or “lease purchase” deals in their local area.

Several national websites are dominating the search results for these keywords, but many InvestorCarrot members have had lots of success optimizing their websites and Youtube videos for these phrases.

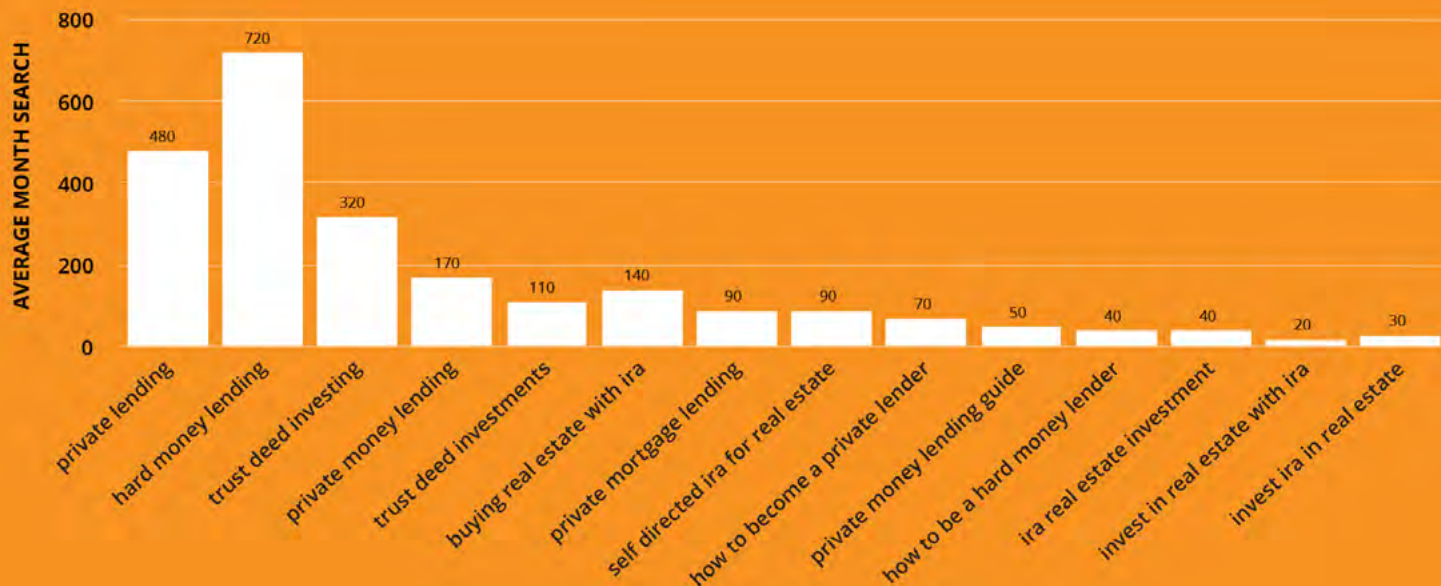
The “free rent to own listings” and “rent to own home listings [location]” are pulling solid search traffic in almost every market across the country. If you can corner your area on building a great presence online for people looking to find local rent to own homes, then you can find out what they’re looking for and find them a house.

**TIP:** Our rent to own home websites are **converting visitors to leads on average over 32%**. Plus our system automatically filters out the tire kickers and shows you the tenant buyers who have cash to put down and a payment that fits.

**Set up a rent to own website on InvestorCarrot today!**



# PRIVATE LENDER KEYWORDS



## The InvestorCarrot Analysis

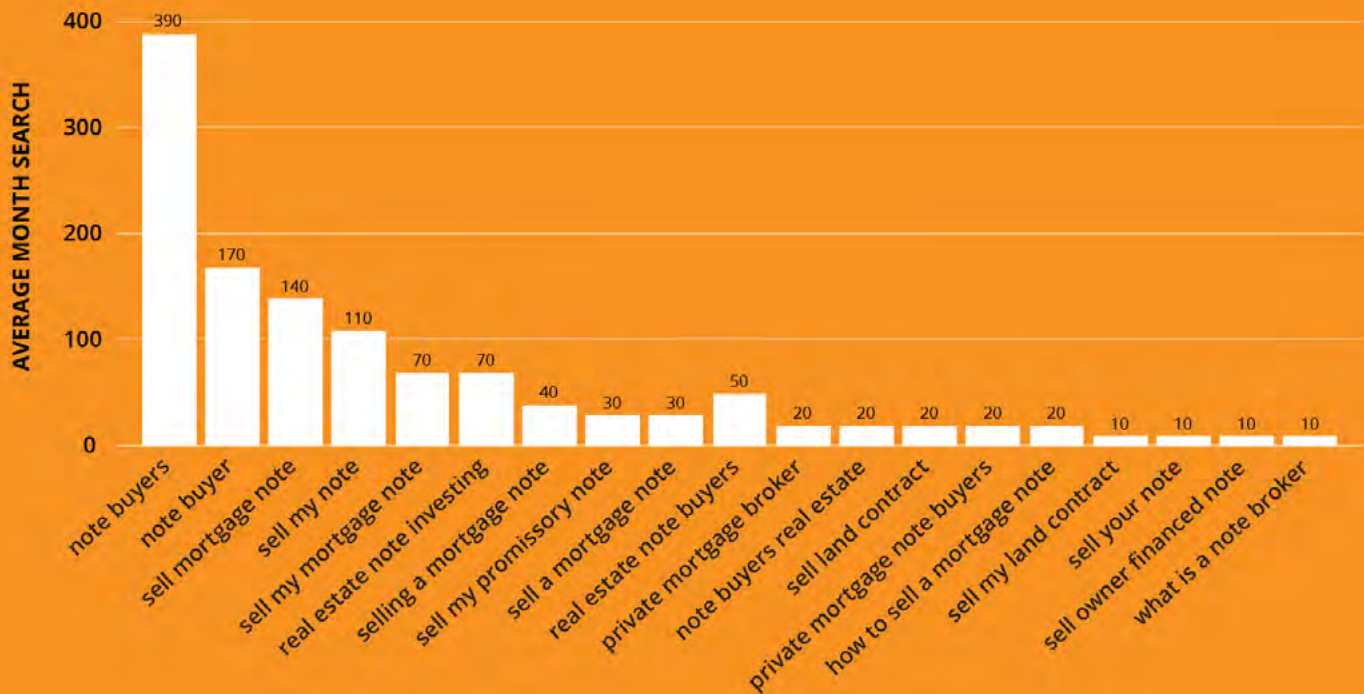
This set of keywords is for companies or people looking to lend real estate investors hard money or private money. A subset of our InvestorCarrot members are active private lenders and have asked for this data, so here you go!

The biggest thing to notice here is the way that people search ... when they're looking for the same thing. The top three phrases in this category are for "hard money" specifically ... followed by an array of "private lenders" and "private money" phrases.

So if you have a private money lending company, you should also focus some of your content on your website on "hard money" to attract some of that traffic as well.

Mix it up and go after both sets of people on your website to attract the most amount of qualified traffic possible.

# NOTE BUYER



## The InvestorCarrot Analysis

Buying notes in real estate can provide a smart real estate investor with a secure return without the risk of flipping a fixer upper, finding a buyer, or dealing with tenants.

A real estate note is a legally binding document between the investor and buyer. The buyer promises to repay the borrowed money according to the terms laid out in the contract.

The keywords shown here are geared towards finding people who want to sell their note. Some of these keywords are big amongst websites who are note brokers.

The key to these note buyer keywords is having a site that builds credibility, and reassures the seller that they are going to get a fair offer for their note.

The best way to go about ranking for these keywords is to use long tail keywords and local based keywords like "selling a mortgage note in Denver Colorado" or "sell my note Washington DC"

It might be worth making a few blog posts that explain the process of how the note buying process works to put a seller's mind at ease.

## **PART 3:**

# What to Do with These Keywords on Your Website

# HOW TO USE THESE KEYWORDS ON YOUR WEBSITES TO BRING IN MORE TRAFFIC AND LEADS

So now you know what your prospects are searching for online.

That's the first half of the SEO battle.

Now let's quickly talk about what to do with these keywords, as there is a lot of misinformation out there.

Often newcomers to online marketing and SEO think that the number of times a keyword shows up on a page, the number of links, and the number of people who visit determine if the site gets ranked well.

This is not entirely true and **can actually hurt rankings if you do it wrong**.

Always remember, **quality over quantity**.

The practice of using a keyword a bunch on a web page is called **keyword stuffing**.

It is best to avoid this because it violates one of the SEO golden rules.

The golden rule states ***"Don't write for Google, write for your audience"***.

Try to write simple to understand and meaningful content that helps build trust, rapport, value, and shows the reader that you can help solve their problem.

If you are not a copywriter you might want to consider hiring someone or finding a solution that provides SEO optimized content for real estate websites like InvestorCarrot does (*take our demo at: [oncarrot.com/demo](https://oncarrot.com/demo)*).

With that being said, optimizing for the right keywords is very important ... but Google looks a lot at **how the content is being used** (*not just what is being said*) on the website too.

Google will notice if the content is being shared on social media, if other's link to it, and how many times it is mentioned in other pages or on other websites. All of those are great things that can help your rankings over time.

# BUILDING YOUR WEBSITE, WRITING EFFECTIVE CONTENT, AND OPTIMIZING YOUR CONTENT TO RANK WELL

**Great! This is where the rubber meets the road with SEO.**

If it seems like a lot, it can be overwhelming if you're new to online marketing and SEO. But, everything we talk about in this free guide is already built into every InvestorCarrot website to give you a head start on the process. We even localize the content on your web pages to help you have a better chance of ranking well in your specific market ... which is one of the reasons InvestorCarrot members hold more page 1 rankings for keywords that matter for real estate investors than any other website platform.

But here are a few steps you should take if you want to learn the process or do this on a non InvestorCarrot website.

First ...

At most, each page, post, or article should be optimized for 1 or 2 related keywords.

Many people will try to make their home page rank for everything.

Instead, be specific and precise. When you try to optimize 1 page for too many things ... Google may not know what that page is really about and choose to not rank it well for anything at all.

So here's what to do with those keywords on your website.

**NOTE:** Head over to our website to access free SEO training videos that walk you through the process of optimizing your website for the best keywords to reach more sellers, buyers, lenders, and tenants.

Go to: [oncarrot.com/seo-report](https://oncarrot.com/seo-report) for **FREE** detailed SEO videos.

# YOUR TITLE TAG

A title tag on your website is one of the first things that Google looks at when trying to figure out what your website is about. It's also what it tends to show in the search results when your website shows up.

Title Tags and Headlines should be compelling and contain the keyword being targeted for that post or page. Try to keep your title tag between 50-60 characters, which is about what Google will show in their search results.

So let's dive into what to do with your title tag on your website.

## Optimal Format Of Your Title Tag:

Primary Keyword - Secondary Keyword - Your Company Name

## Optimal Length:

Between 50-60 characters

## Example:

*"Klamath Falls Apartments - Apartments Near OIT - ABC Houses"*

Carrot SEO Tool

General Page Analysis Advanced

Snippet Preview ⓘ **Klamath Falls Apartments - Klamath Falls Apartments Ne...**  
www.klamathfallsapartments.net/  
Looking for **Klamath Falls Apartments** for rent near OIT?. Check out our 2 bedroom and 1 bedroom units close to OIT, the Hospital, and the lake. Take a tour.

Focus Keyword: ⓘ klamath falls apartments  
Focus keyword usage  
Your focus keyword was found in:  
• Article Heading: **No**  
• Page title: **Yes (2)**  
• Page URL: **No**  
• Content: **Yes (6)**  
• Meta description: **Yes (1)**

SEO Title: ⓘ Klamath Falls Apartments - Klamath Falls Apartments Near OIT - Siskiyou Apts  
**Warning:** Title display in Google is limited to a fixed width, yours is too long.

Meta Description: ⓘ Looking for Klamath Falls Apartments for rent near OIT?. Check out our 2 bedroom and 1 bedroom units close to OIT, the Hospital, and the lake. Take a tour.  
The meta description will be limited to 156 chars, 1 chars left.



# YOUR CONTENT

The content is perhaps the most important part of your real estate investor website strategy.

Why?

Because it's the part that really lays the foundation for what your website is about in Google's eyes along with the title tag.

Plus your content, if crafted carefully, is what hopefully **converts a visitor to a lead** once they land on your website.

Home About Us Contact Us  
Call Us! (904)

Get A Cash Offer Today How It Works Resources FAQ Testimonials About Us Blog

## We Buy Houses!

Get A **GUARANTEED, Fair, All-Cash Offer**

No hassles. **No obligation.** Any Price Range.

**Just Complete This Quick Form!**

### Get A Free And Fast Offer

We buy houses in ANY CONDITION! We pay CASH and you will not pay any commissions, agents, or fees. We may even be able to pay for moving costs!

Property Address \*

Phone Email \*

Get Your Free Offer Here<<

### We Buy Houses In Any Condition - Price Range - Or Location In Jacksonville, FL

My name is James Hawk, Partner at Hayden Hawk Investment Group here in Jacksonville, Florida

Are you looking to sell your house fast in Jacksonville, Florida or surrounding areas? We would love the opportunity to make you a Fair Cash Offer, and close on the property at your convenience. Just give us a call at (904)325-9088 to get a quick offer over the phone today, or fill out the simple form on this site.

We buy houses Jacksonville FL - any condition... as-is... and we pay all the closing costs.

These are some of the common situations we can help you with... **avoiding foreclosure, divorce, relocating, inherited an unwanted property, own a vacant house, upside down in your mortgage, behind on payments, owe liens, downsized and can't sell your house, needs repairs you can't or don't want to pay for, fire damaged, bad rental tenants, just**

### Hear What Others Have To Say...

Without a doubt, this is the best way to sell your house in Jacksonville!! If you're skeptical... don't be. give them a call and you will see what I mean. They really will buy your house for a fair cash price, and make it easy.

Randy Watts

As Seen In

You can have the #1 ranking website in your market ... but if the words on the page aren't effectively written to build credibility, engage the reader, and convert them to a lead ... that #1 ranking doesn't matter a bit.

Our InvestorCarrot websites are among the best ranking and highest converting websites in the industry, so take a demo to see if we can help you save time and get better results.

Take the [InvestorCarrot Demo >>](#)

We could write an entire report on how to optimize the content on your website better than your competitors website ... but we don't have time for it in this SEO Keyword Bible.

So, here are a few tips to help you make the content on your website have the best shot at ranking well for your keywords.

- **Vary the way you write the keywords on your page.** If the main keyword you're going after on that page is "sell my house fast Atlanta" ... use that just a few times ... but also use variations of that phrase, like ... "sell your Atlanta house fast" ... "sell my Atlanta home fast" ... "sell my home quickly Georgia", etc. This helps give the page more reach and Google can still understand that those phrases are all extremely related (which is a good thing). This kind of writing looks natural to Google and the reader
- **Include pictures on your pages** and include variations of your keyword in the "alt tags" (or alternative text) of your images
- **Use your "H1" and "H2" headings wisely.** They help break your content up and make it easier to read ... but they are also a great place to mix in your keywords where it makes sense
- **Aim for at least 300 words on every page you want to rank well.** This isn't a hard and fast rule, but in general ... more high quality content is better than less content (as long as it's optimized well).
- **Link to and from your most important pages.** The pages that you want to rank should link out to 1 to 2 other high quality pages (it could be other pages on your website or other reputable websites) ... plus, make sure your most important pages are linked to from other pages on your website. This helps Google realize that that page is an important one on your site.
- **Include your keyword in the URL of the pages.** In general, it's a great practice to include the keyword phrase in the URL of the page. This rule generally applies to pages on your website. We're not saying that your domain name has to have your main keywords in it. As an example, lets say you invest in Fresno, CA and you create a page specifically for Fresno on your website.

The url may be: [www.yoursitehere.com/sell-my-fresno-house-fast](http://www.yoursitehere.com/sell-my-fresno-house-fast)



- **Write your content for the visitor to your site, not for Google.** We like to write the content on our web pages for the house seller, buyer, tenant, etc first. Write the page to convert them to a lead. Then after the content is written, we use our built in Carrot SEO Tool to then optimize the page for the keyword we want to rank for.
- This ensures the content makes sense and resonates with the reader ... AND is optimized well for Google too.

All of those elements above are already pre-built into our InvestorCarrot websites to give you a jumpstart. Then from there if you want to tweak them and customize your content to better fit your business, it's easy to do that too!

## YOU DON'T HAVE TO BE AN SEO EXPERT TO DO THIS!

### Our Built In SEO Tool Will Guide You Through

We take the technology and SEO headaches out of the process for you. If you're an InvestorCarrot member, your websites are pre-built with high converting content optimized for your local city. Then, we give you access to our built in Carrot SEO Tool to have our SEO expertise take you by the hand to make sure any content you write is optimized as well as we could do it ourselves.

#### Carrot SEO Tool

General
Page Analysis
Advanced

To update this page analysis, save as draft or update and check this tab again.

- The keyword density is 0.58%, which is a bit low, the keyword was found 4 times.
- The keyword for this page contains one or more stop words, consider removing them. Found 'we'.
- The images on this page do not have alt tags containing your keyword / phrase.
- The keyword / phrase does not appear in the URL for this page. If you decide to rename the URL be sure to
- The meta description is under 120 characters, however up to 156 characters are available. The available space Google will also include the publication date in the snippet.
- The page title contains 71 characters, which is more than the viewable limit of 70 characters; some words will
- No outbound links appear in this page, consider adding some as appropriate.
- The copy scores 77 in the Flesch Reading Ease test, which is considered fairly easy to read.
- Keyword / keyphrase appears in 1 (out of 2) subheadings in the copy. While not a major ranking factor, this
- There are 695 words contained in the body copy, this is more than the 300 word recommended minimum.
- The page title contains keyword / phrase, at the beginning which is considered to improve rankings.
- The page title does not contain the keyword / phrase.

As long as you can follow directions and our “stoplight” signals ...  
you can optimize your web pages.

Next, sit down and craft a well thought out plan on how you can create value with your content.

Share a story that resonates with the website visitor about **why** your real estate solution is better than using an agent or big company.

Start educating users on the process, what they can expect.

What to watch out for.

How they can reach their goal quickly with you.

## A QUICK EXAMPLE CONTENT GUIDE ...

Here is an example of how to effectively use keywords in a post.

### 1) First, identify a “Keyword” to use:

*“Sell inherited house in Phoenix AZ”*

### 2) Create post “SEO Title Tag:”

*“Sell Inherited House In Phoenix AZ - 4 Simple Steps - ABC Houses”*

### 3) Craft a “Compelling Headline:”

*“Need to sell an inherited house in Phoenix AZ Fast? 4 Simple Steps”*

### 4) “Hook” the reader:

“Inheriting a house in Arizona can be a blessing and a curse. It’s a blessing if you’re able to sell the house in an easy and stress free way so you can turn the house into cash, but selling the traditional routes can be time consuming and costly.

Here are 4 simple steps to sell your inherited house in Phoenix Arizona fast, without hassle, so you can move on with your life ... ”

### 5) Write “Main Content” on the page:

Now, write some content on your page that walks them through how to sell their house they inherited in the Phoenix area. Write the way you would talk. Don’t try to sound too professional or stiff. And include your primary and secondary keyword phrase in the post content where it makes sense ... and vary it up a bit so you’re also using similar phrases to make it read and feel natural

### 6) Create a simple “Call to Action:”

Again, a high ranking web page doesn’t do you any good if it doesn’t work to convert a visitor to a lead. There are hundreds of elements that can make a website convert well or not. Most real estate investor websites are leaving 30%+ of their leads on the table because of an underperforming website.

One of those elements to improve your website conversion is to have a very clear call to action on every page.

*"For a fair all-cash offer on your inherited house **call us at 555-555-5555** or fill out the short form below"*

## THIS ALL OVERWHELMING YOU???

If this all seems overwhelming to you, don't sweat it.

I started doing this kind of stuff over 7 years ago so I've got a bit of a jump start on most.

But, you don't have to learn SEO or how to build a website, or how to make a website convert in order to get results online.

In fact, **Jeff from Birmingham at the start of this report didn't do any of his own SEO**, didn't build his own website, and doesn't know a thing about conversion rate optimization.

If this isn't something you're good at ... or maybe you just don't have the time to learn SEO from the ground up.

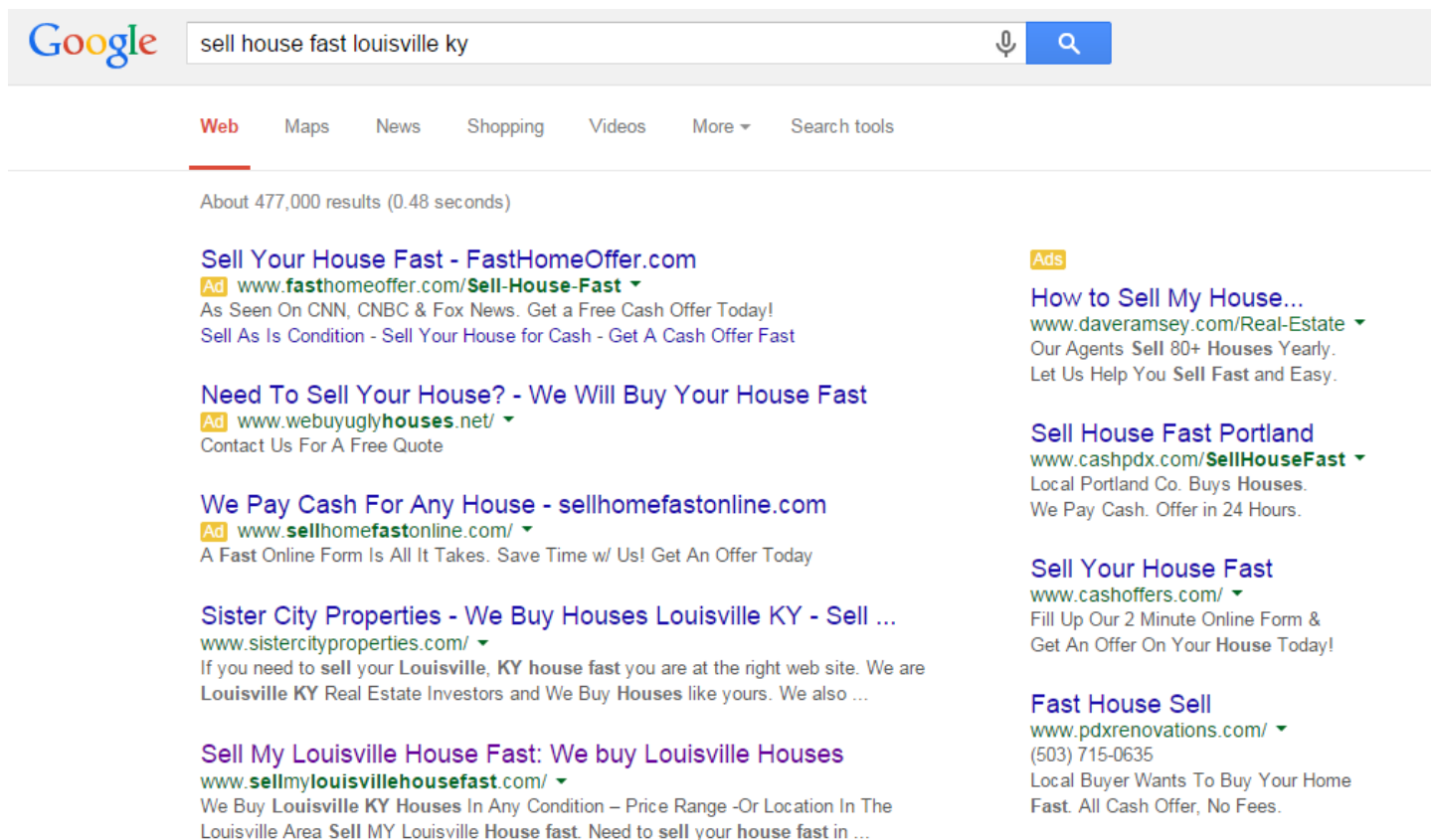
No biggie! That's what we specialize in and why there are more InvestorCarrot members on page 1 in Google than any other real estate investor website platform on the planet.

**GIVE INVESTORCARROT  
A TRY RISK FREE!**

# RANKING WELL IN YOUR AREA

## Local Search Identifiers

One beautiful thing about SEO as a real estate investor is most of the time you're just looking to rank well for phrases people in your local area are typing in.



The screenshot shows a Google search for "sell house fast louisville ky". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar, there are tabs for "Web", "Maps", "News", "Shopping", "Videos", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 477,000 results (0.48 seconds)". The search results are divided into two columns. The left column contains several organic search results, each with a title, a URL, and a brief description. The right column contains several paid search results, each with a title, a URL, and a brief description. The paid results are marked with a yellow "Ad" icon.

**Web** Maps News Shopping Videos More Search tools

About 477,000 results (0.48 seconds)

**Sell Your House Fast - FastHomeOffer.com**  
Ad [www.fasthomeoffer.com/Sell-House-Fast](http://www.fasthomeoffer.com/Sell-House-Fast) ▼  
As Seen On CNN, CNBC & Fox News. Get a Free Cash Offer Today!  
Sell As Is Condition - Sell Your House for Cash - Get A Cash Offer Fast

**Need To Sell Your House? - We Will Buy Your House Fast**  
Ad [www.webuyuglyhouses.net/](http://www.webuyuglyhouses.net/) ▼  
Contact Us For A Free Quote

**We Pay Cash For Any House - sellhomefastonline.com**  
Ad [www.sellhomefastonline.com/](http://www.sellhomefastonline.com/) ▼  
A Fast Online Form Is All It Takes. Save Time w/ Us! Get An Offer Today

**Sister City Properties - We Buy Houses Louisville KY - Sell ...**  
[www.sistercityproperties.com/](http://www.sistercityproperties.com/) ▼  
If you need to sell your Louisville, KY house fast you are at the right web site. We are  
Louisville KY Real Estate Investors and We Buy Houses like yours. We also ...

**Sell My Louisville House Fast: We buy Louisville Houses**  
[www.sellmylouisvillehousefast.com/](http://www.sellmylouisvillehousefast.com/) ▼  
We Buy Louisville KY Houses In Any Condition – Price Range -Or Location In The  
Louisville Area Sell MY Louisville House fast. Need to sell your house fast in ...

**How to Sell My House...**  
Ad [www.daveramsey.com/Real-Estate](http://www.daveramsey.com/Real-Estate) ▼  
Our Agents Sell 80+ Houses Yearly.  
Let Us Help You Sell Fast and Easy.

**Sell House Fast Portland**  
[www.cashpdx.com/SellHouseFast](http://www.cashpdx.com/SellHouseFast) ▼  
Local Portland Co. Buys Houses.  
We Pay Cash. Offer in 24 Hours.

**Sell Your House Fast**  
[www.cashoffers.com/](http://www.cashoffers.com/) ▼  
Fill Up Our 2 Minute Online Form &  
Get An Offer On Your House Today!

**Fast House Sell**  
[www.pdxrenovations.com/](http://www.pdxrenovations.com/) ▼  
(503) 715-0635  
Local Buyer Wants To Buy Your Home  
Fast. All Cash Offer, No Fees.

Most investors don't need to rank nationally.

If you're in Richmond, VA and you do 90% of your investing in Richmond ... you should just be focused on getting your website ranked well for local Richmond, VA keywords.

### Keywords like ...

*"sell my house fast richmond va"*  
*"we buy houses richmond virginia"*  
*"richmond va cash house buyers"*  
*"investment properties in richmond va"*

You get the idea.

People tend to search “local” when looking for a solution to their real estate problems.

So take the keywords in this guide and put your location name after it.

Like ... *“sell my house fast [your city / area here]”*

Simple eh?

## THE RIGHT KEYWORDS ARE THE FOUNDATION ...

### ... But You Can’t Stop There.

Great!

You now know the exact keywords that motivated sellers, cash buyers, private lenders, and tenants are typing in to Google to find the solutions you can help them with.

Knowing that is like knowing the best streets in your city to put bandit signs where the most motivated sellers drive.

Pretty awesome eh?

Knowing the right keywords to target are perhaps the most important part of SEO that **most real estate investors get wrong**.

Now that you have this resource, your life is going to be 100% easier as far as getting leads online with SEO and PPC goes.

But, keywords are only part of the equation.

**Keywords are like the soil in your vegetable garden.**



Plant



Nurture



Grow



Harvest

Without nutrient rich soil, your chances of growing a good crop of vegetables is pretty low.

The same goes for keywords.

The right keywords are your nutrient rich soil.

But to harvest a great crop (*profits*), there are other things you have to do.

- 1) **“Plant” great seeds**  
(*build a website geared for SEO and conversion, not just to look pretty*)
- 2) **“Nurture” and water those seeds**  
(*actively market your website & improve your rankings*)
- 3) **“Grow” the crop**  
(*create pages that go after other keywords on your site to broaden your reach*)
- 4) **“Harvest” a great crop**  
(*turn those leads into profitable deals*)

Having a great website platform, great content, some good quality back links, a **high converting website**, and great support when you need help are the “water”, “fertilizer” and “care” needed to grow great rankings and harvest that traffic into leads.

Our InvestorCarrot members generated **nearly 1 million visitors to their websites in 2014 and generate over 13,000 leads per month.**

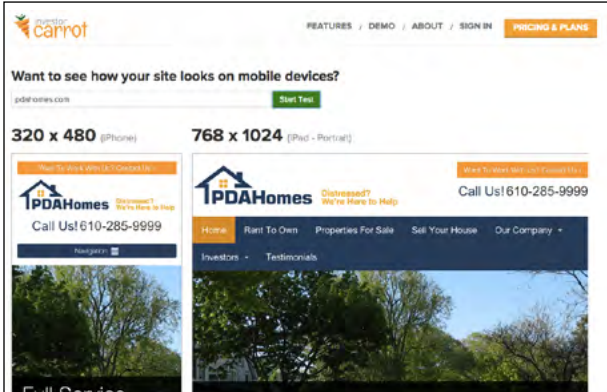
If you want to leverage our industry best Inbound Online Marketing Platform with built in SEO and Conversion Tools and Methodology, head over to our website and take a free demo or reach out to us to see if we can help you reach your goals.

Just go to [oncarrot.com/demo](http://oncarrot.com/demo) and start your journey!

The screenshot shows the InvestorCarrot website. At the top, there is a navigation bar with links for FEATURES, DEMO, ABOUT, SIGN IN, and PRICING & PLANS. The main content area is divided into two columns. The left column is titled "Grow Your Real Estate Investing Traffic, Leads and Results With The InvestorCarrot Online Marketing Software". It includes a sub-headline: "Our customers are generating over 13,000 inbound leads per month right now... and growing (sellers, buyers, tenants, rent to own, and more). How is your real estate investor website performing for you?". Below this, it says "Our Demo Will Guide You Through Step-By-Step How InvestorCarrot..." and lists several bullet points: "Gets you better search engine rankings (real world results in the demo)", "Is designed by the best conversion experts in the world to convert you more leads", "Leverages social media and mobile technology to give you an edge", "Demonstrate how Carrot skips the hype and over-delivers on our promise", and "Why our customers say their Carrot sites convert visitors to leads up to 5x MORE than their non-Carrot websites". It then says "Fill out this form to start the demo!". The right column is titled "See InvestorCarrot In Action" and contains a sign-up form. The form has an "Email\*" field, a "Whats your main real estate focus?" dropdown menu, and a "Start My Demo" button. Below the form, there is a section titled "Inbound Marketing Methodology" with a diagram showing a flow from "Create a New Site" to "Inbound Marketing Methodology" to "See Our Local First Open Properties - FREE!".



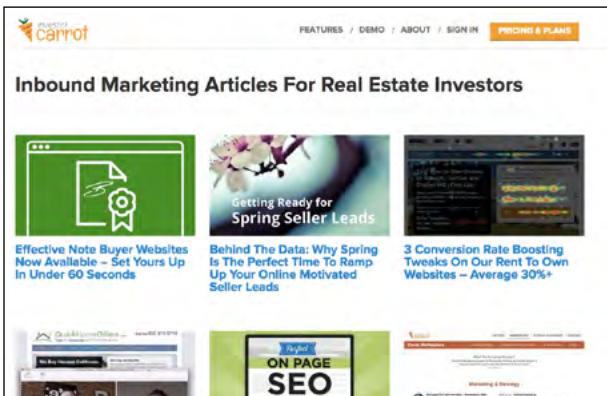
# ADDITIONAL FREE RESOURCES FROM INVESTORCARROT



## Is Your Website Optimized For Mobile?

Go to [oncarrot.com/responsive](http://oncarrot.com/responsive) to test your own website today! See how it looks on mobile devices and whether it's user friendly or not on our free "Mobile Checker"!

Go to: [oncarrot.com/responsive](http://oncarrot.com/responsive)



## Inbound Marketing For Investors Blog

Each week we publish articles and free resources to help real estate investors generate more leads online. See our split test results, SEO tips and tricks, and innovative reports to help you stay ahead of your competition.

Go to: [oncarrot.com/blog](http://oncarrot.com/blog)



## Perfect On-Page SEO: 12 Key On-Page SEO Factors

This detailed free guide will walk you through how to optimize your web pages to have the best chance of ranking well online.

Go to: [oncarrot.com/on-page](http://oncarrot.com/on-page)

# SO, WHO IS INVESTORCARROT ANYWAY?



InvestorCarrot is a passionate team of techies, marketers, and investors who are helping thousands of **high achieving** real estate investors “*do more of what makes your heart sing*” by creating **simple** and **effective** software, training, and hands on support to help you **generate more leads** and **credibility** online.

Our members are pulling in over 13,000 leads per month as of the time we’re writing this and closing more deals with online leads than they ever have prior to leveraging our Inbound Online Marketing Platform for real estate investors.

**If you want to build more credibility online and generate better results (*leads and deals*),** there is a reason some of the most successful investors in the country have been attracted to our system and methods.

Learn more about InvestorCarrot and how we can help you grow your real estate investing business today ...

To Learn More Visit: [www.oncarrot.com](http://www.oncarrot.com)

## Our Mission

To create **simple** but crazy **effective** software **tools, training, and support** for entrepreneurs so you can ***do more of what makes your heart sing*** and less hassling with tech & marketing issues that hold you back.

## Our Core Values

1. Have Fun and Be Different. Different is Good :-)
2. Always Genuinely Care
3. Be Beacons of Positivity and Possibility
4. Be Adventurous, Creative, and Open Minded
5. Create Intimate and Real Connections with People
6. Constant and Never Ending Incremental Improvement
7. Transparency
8. Deliver WOW Through Great Service
9. Gratitude for Everything



