

# MARKETING MEETING

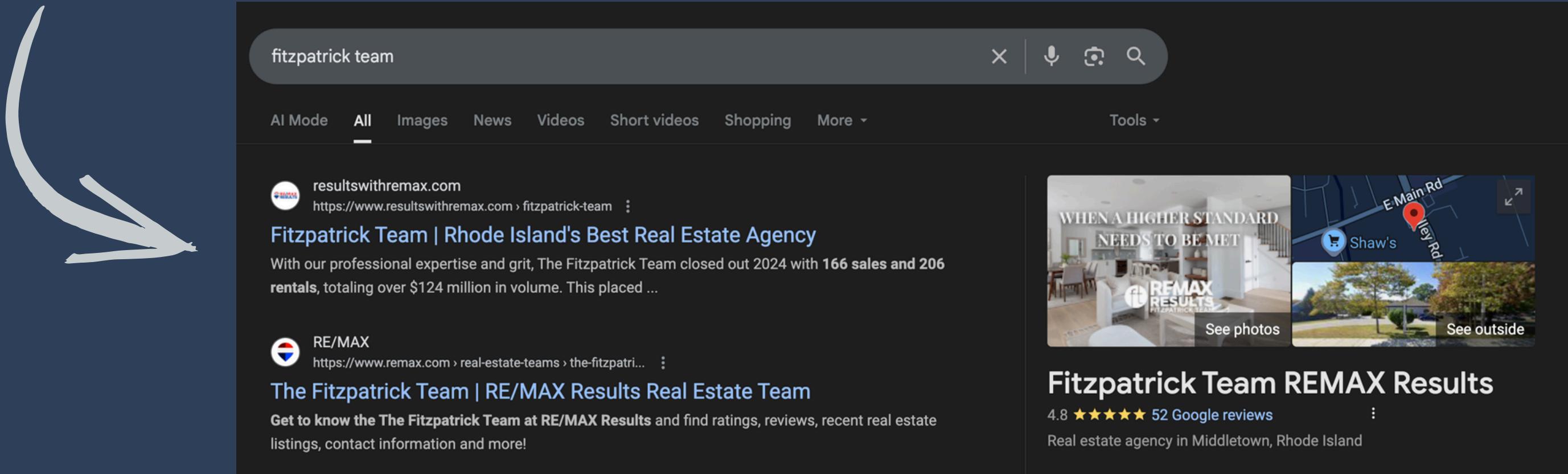
JULY 22ND

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# SEO FEATURES FOR INSTAGRAM

# WHAT IS SEO?

SEO stands for **Search Engine Optimization**. It's how you get websites, videos, or information to show up at the top of Google or other search engines when you make a search.

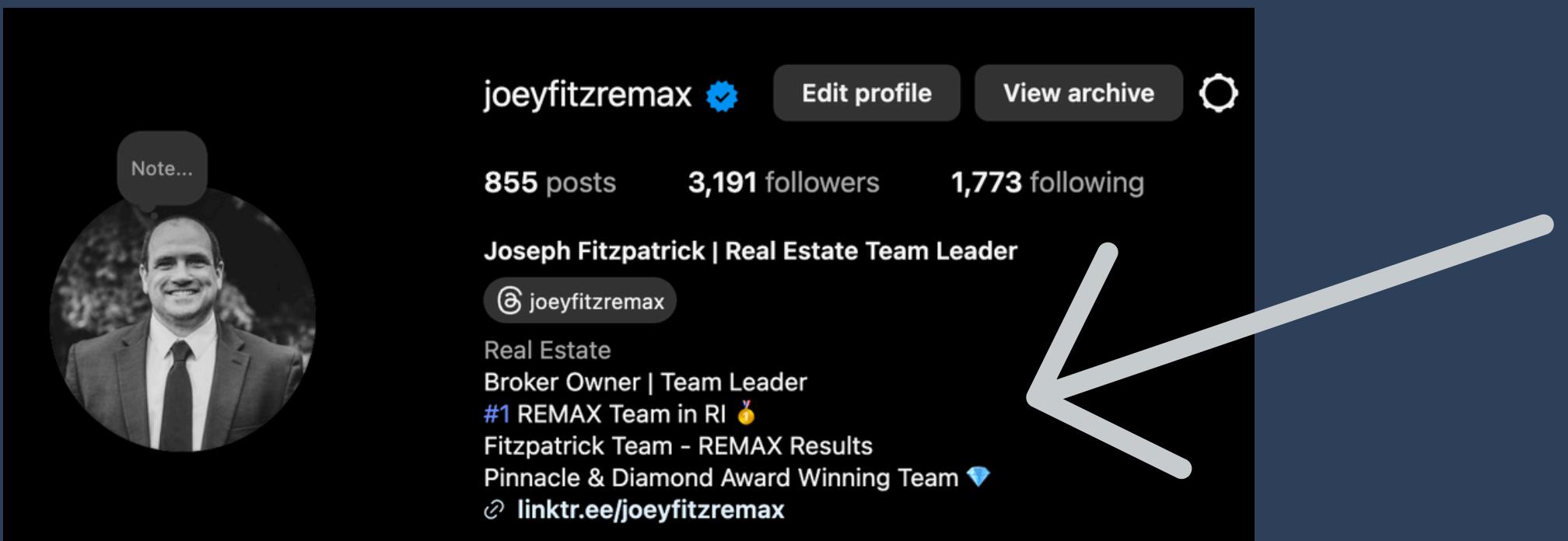


# SEO BASICS

- As of July 10<sup>th</sup>, your Instagram photos and videos could appear in Google search results!
  - This means more people will be discovering your content, even if they don't even use Instagram
- The goal is for your photos and videos show up when people are doing their research
- More eyes, more reach, only requires a little bit of extra work

# SEO BASICS

- It's all about using the right keywords in your **captions** and **bios**.
- Instagram is now letting users search by topics and keywords - not just hashtags or usernames. That means what you write in your captions **really matters**.



Your bio should include all details of who you are and what you do!

# WHY DOES THIS MATTER IN REAL ESTATE?

- People are searching things like:
  - “Homes in Newport”
  - “First-time homebuyer tips”
  - “Luxury listings RI”
- If your post matches what they search, they can find you even if they don’t follow you!
- You don’t need to go viral, you just need to show up when someone’s searching for a local home or agent.

# REFLECT

Ask yourself these questions:

- What do I want to be found for?
- What content would help the right people discover me?
- What neighborhoods do I want to be known for?
- What real estate problems or decisions do my ideal clients Google, and how can I answer them?
- What search terms do I want my name or brand to appear next to?

# CAPTION EXAMPLES

✗ Bad: “Dreamy new listing in Middletown! 

✓ Good: “Just listed: 3-bedroom home for sale in Middletown, RI that’s perfect for first-time homebuyers who want a fenced backyard and top rated schools nearby.”

✗ Bad: “3-bed, 2-bath listing in Middletown for sale!”

✓ Good: “Just listed: a 3-bed colonial in Middletown, RI. This home is perfect for first-time buyers looking near the Navy base and the Newport bridge.”

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