

# 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.



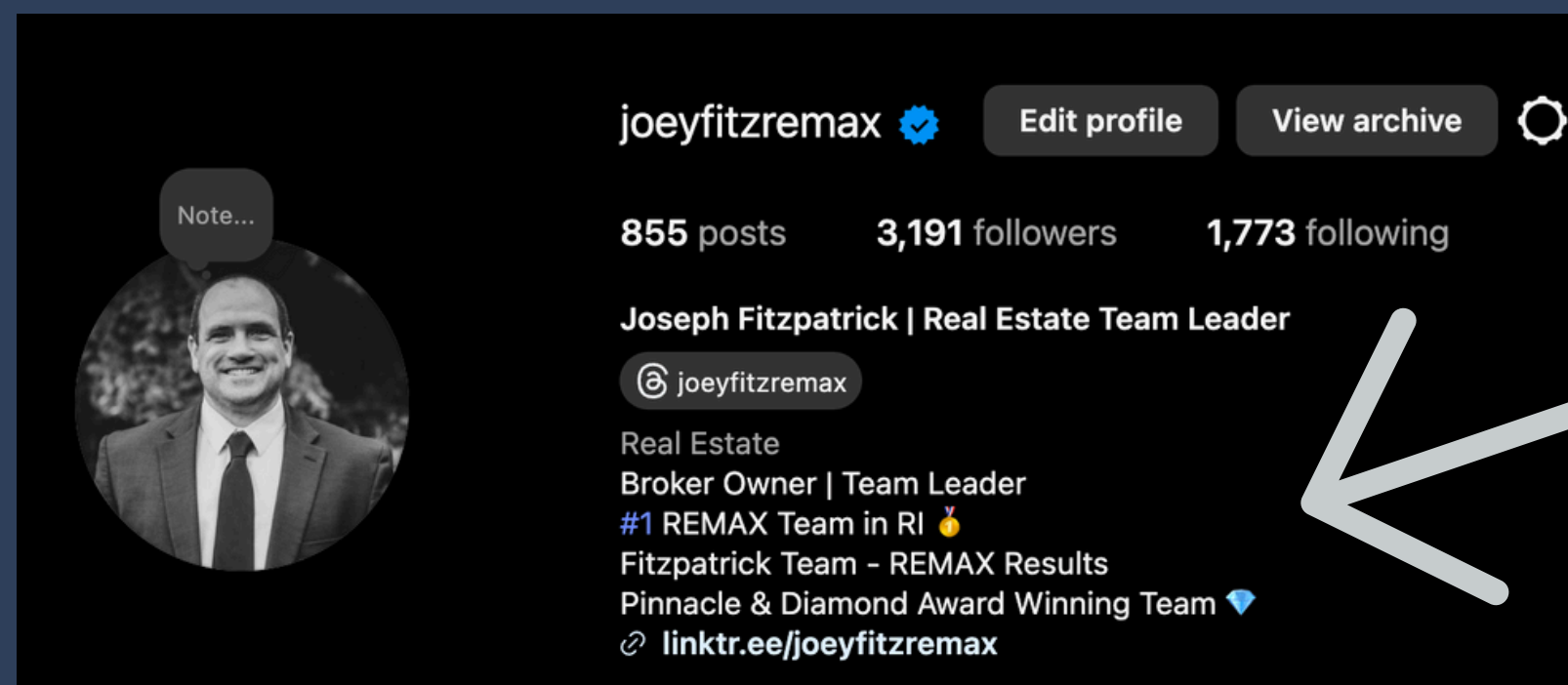
A screenshot of a Google search for "fitzpatrick team". The search bar at the top shows the query "fitzpatrick team" with a search icon. Below the search bar, the "All" tab is selected. The search results are displayed in two columns. The left column shows two organic search results. The first result is from "resultswithremax.com" with the title "Fitzpatrick Team | Rhode Island's Best Real Estate Agency" and a snippet mentioning 166 sales and 206 rentals. The second result is from "RE/MAX" with the title "The Fitzpatrick Team | RE/MAX Results Real Estate Team" and a snippet about ratings and reviews. The right column shows a featured snippet for "Fitzpatrick Team REMAX Results" with a 4.8-star rating, 52 Google reviews, and a location in Middletown, Rhode Island. The featured snippet includes a map showing the location on E Main Rd and Wey Rd, and a photo of a house with the text "WHEN A HIGHER STANDARD NEEDS TO BE MET".

# 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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