



**From The Marketing Studio**  
**Real Estate Video Marketing**

**eac** estate agents  
®.co-operative

## Firstly why do you want or need Google to find your website or content on the internet?

### Because search engines are everything for your online business!

If you are not found in the search engines, that means when potential real estate consumers search your agency name or agents in your area, they won't find you in the search results.

This will cost you thousands in potential business.

## So how can EAC Video Marketing Solution help?

If you're not aware, YouTube is owned by Google and you may have noticed that Google are placing a higher emphasis on video in their search results.

Google determines what your videos are about from the words you use in the name of your video, the descriptions, tags, who you are connected to on social media and various other methods.

Please make sure that in the description of your video, the words you use, are relevant words that will assist Google in finding your real estate video.

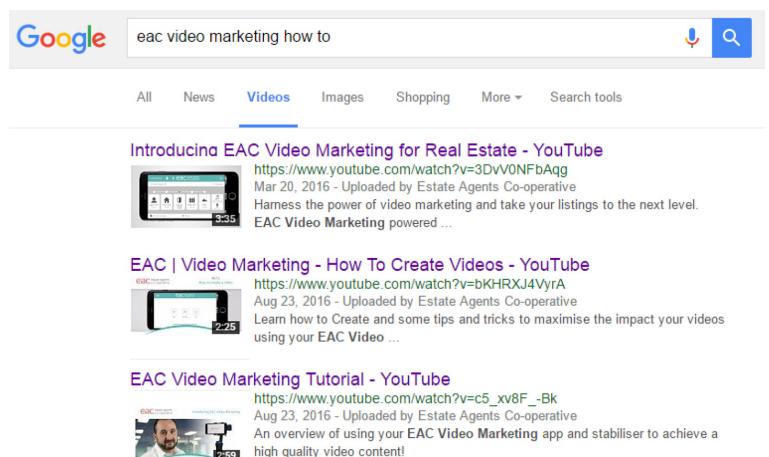
## There are many ways that you can be found on Google

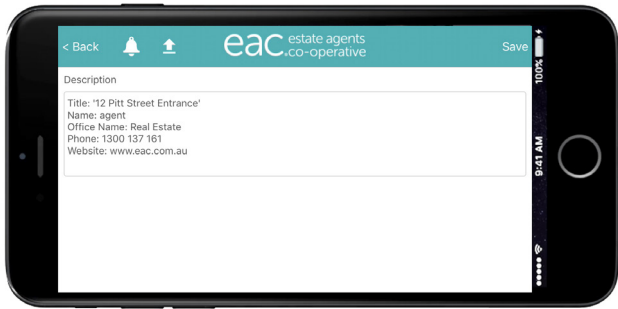
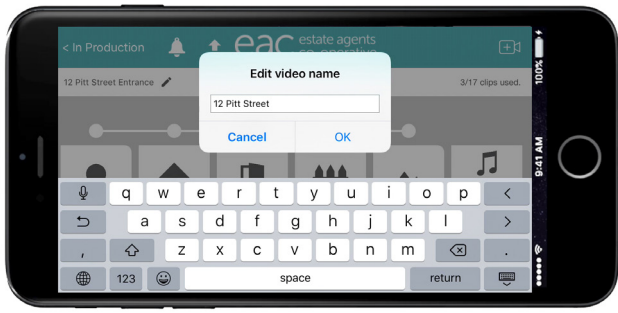
When you search a topic, underneath the Google search bar, Google separates their findings into further categories.

### A few of these are

- All (that is by all sources),
- News - (latest news),
- Video (video files),
- Images (photos and pictures).

It's clear that Google wants to segregate their content not only into topics but also into formats.





## Make it a goal to have your videos seen in the video section.

To achieve this you need to ensure that the name of your video and the description are completed correctly.

### For example:

In the title (video name), use the address of the property and your agency name - 14 Smith Street Orange NSW - Richardson & Wrench Orange.

### For the description we suggest including:

- Your office website
- Include the property address again
- Include the advertisement you have written for the property - you can cut and paste this from other documents.
- Your agency name
- Salesperson's name
- Your contact phone number
- Keywords

## A few more tips on the use of keywords

Make sure that when you load anything to your website or anywhere else for that matter, you use keywords in your content and images.

**For example: Use your keywords in the name when you save your videos, images and other files. When naming your images and files you need to use a dash (-) to separate words i.e real-estate-agent-dubbo.**

The way you think about keywords, is by thinking about how people will search you. If someone was to move to a new area and they wanted to buy or sell a house, they would put into Google the following search terms:

**Real estate agents (suburb they want to buy) Houses for sale in (suburb they want to buy).**

Or if they had been referred to a person or office they would search the person's name or company name.

**For example: Anthony Chapman Real Estate Agent Western Plains Real Estate Dubbo**

To begin your keyword journey, use examples of these keywords throughout your online profile.

**For more hints and tips on marketing visit our YouTube Channel**

To learn more about the benefits of the EAC video app or to find out about the other ways we can help you grow your business go online at [www.eac.com.au](http://www.eac.com.au) or speak to a team member on **1300 137 161**

The Estate Agents Co-operative enables and inspires real estate agents to work together to build strong, prosperous and sustainable businesses that are well-equipped to cope with the modern era. We provide end to end support to independent and franchise organisations via a comprehensive suite of real estate support services, including data, marketing, forms and membership services and we advocate on our members behalf at a government level on changes impacting our industry.