



# 72 Awesome Real Estate Keywords

What matters most when it comes to your business? Leads. And it's very hard to get leads if you don't have traffic to your website. Today, I'm going to be breaking down over 72 types of real estate keywords you can target in your business. Similar to my [72 real estate marketing ideas](#) article, this list is meant to inspire you to be creative when marketing online.

## What is a keyword?

Simply put, a keyword is a word or phrase that defines any webpage. For example, this blog article's keyword is: Real estate keywords. This article's keyword is [becoming a real estate agent](#). I'm going to help you figure out the best real estate keywords for your business here. After reading, you should look at this post about [real estate seo](#) and [backlinks](#). These posts will teach you how to show up on Google for various

keywords.

## Different Types of Real Estate Keywords:

There are different types of real estate keywords. Generic real estate keywords are terms that will show up when researching in [Google's Keyword Tool](#). These terms are useful. But very competitive. You should stick towards the hyperlocal keywords. In fact, our Easy Agent Pro websites help you rank for 10+ of these from day 1. These keywords are terms that your serious buyers and sellers will be using. They are very specific in nature. As I explain in [this article](#), you want to be the realtor who specializes. No buyer or seller wants to work with a generalist. They want to work with a realtor who specializes in the area they are interested in.

<b>Stiff Competition</b>		<b>Easy!</b>	
Generic	Local	Hyperlocal	Listing Specific
Real Estate	Dallas Real Estate	Buying Second Home In Plano	Listings 3 Miles From Plano Elementary School
Find A Realtor	Find Dallas Realtor	Find Plano Realtor To Buy Home	Find Best Plano Realtor For Vacation Home
Homes For Sale	Dallas Homes For Sale	Plano Texas 400,000+ Listings	New Plano TX listings
How Much Is My Home Worth?	How Much Is My Dallas Home Worth?	How Much Is My Plano Home Worth?	How To Sell My Plano TX Home For More?

# 72 Real Estate Keywords:

These 72 ideas should be customized like you see in the above chart. For example, the real estate keyword 'horse farms' needs to be changed to: "horse farms outside of Dallas, TX." To make this universal for everyone, I've listed the base idea of the keyword. You can do the local and hyper-localizing of it!

1. Realtor
2. Realtors
3. findingarealtor
4. howtofindarealtor
5. findrealestateagents
6. howtofindarealestateagent
7. bestrealtornear\_\_\_\_\_
8. toprealtorforbuyinganewhome
9. toprealestateagentsin\_\_\_\_\_
10. selling a home
11. sell a home fast
12. fastest way to sell a home in \_\_\_\_\_
13. home selling tips
14. cost of selling your home
15. marketing your home
16. ways to sell your home
17. house staging tips
18. how to stage your home
19. foreclosure
20. forecloures
21. short sales
22. short selling
23. short sale process
24. foreclosure or short sale
25. cons of a short sale
26. short selling your home
27. for sale by owner
28. fsbo
29. why to use a realtor
30. property for sale by owner
31. for sale by owner listings
32. listing property for sale by owner
33. selling your home by owner
34. selling real estate without a realtor
35. tips for selling your home
36. short selling your home
37. top tips to get the best offer

38. best improvements for home valuation  
39. process for selling a home  
40. tips to sell your \_\_\_\_ home  
41. tips to sell in under a month  
42. do open houses sell houses  
43. best realtor in [neighborhood]  
44. top rated realtor in [area]  
45. house for sale on [area]  
46. buy real estate  
47. buy home  
48. process of buying a home  
49. best real estate listings  
50. find real estate  
51. foreclosures for sale  
52. buy a home  
53. houses for sale  
54. house 4 sale  
55. real estate agent listings  
56. condos for sale

57. townhomes for sale

## What do you think?

58. town houses for sale  
59. mls listings  
60. real estate listing mls  
61. mls real estate listings  
62. multiple listing service  
63. first time home buyer guide  
64. best homes for first time home buyer  
65. first time home buyer programs  
66. first time home buyer help  
67. list of real estate agents  
68. reviews of realtor  
69. best schools near [area]  
70. horse farms outside of [area]  
71. best homes for [big business] employees  
72. relocation realtor in [area]

I really suggest picking out 10 keywords and making them as specific as possible. Then, create pages on your website with this keyword as the focus. Don't know what to do? Write 500-1000 words about that keyword and include the keyword 1% of the time (5-10 times). The post that blog article or page on your website. You should then track your

ranking on Google. Finally, I'd try to link to that page from other pages at least 5 times with the keyword as the link text.

Let me know if this gives you any real estate keyword ideas in the comments below!

I look forward to talking with you there.