



# Hyperlocal Marketing

Strategy to improve your SEO results and boost the user experience

**CENTURY 21.**  
Canada

Updated October 2021

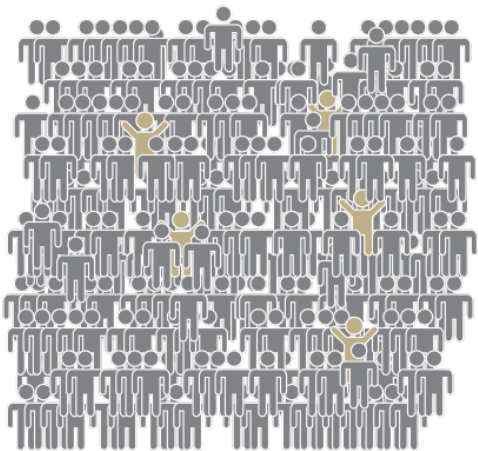
## What is hyperlocal marketing?

Hyperlocal marketing is the process of targeting customers in a localized and specific geographical area; such as a community or neighbourhood rather than a city. The goal of this approach is to target a specific audience and sets you up effectively as an area expert in the eyes of both the customer and Google. It shows you know the area well and it comes across as more personal and genuine. It's targeting on a micro level as opposed to casting a broader net.

## Why is this a good approach for me?

Hyperlocal marketing allows you to navigate SEO in a more strategic way. Trying to rank well in Google for "Vancouver real estate" is almost impossible as the first page of results is dominated by Realtor.ca, Zillow, Real Estate Wire (REW) and REBGV. But these aren't actually your competitors and no amount of on-site work will get you ranking ahead of them. Trying to rank for neighbourhoods in Vancouver would yield much better results, and ties in better with location based searching, which Google is now factoring into their search results. Even when you're searching from your laptop, your physical location impacts your search results and hyperlocal marketing plays right into this.

This approach targets your content and strategy so that your site appears in the relevant searches for a user who's looking for it. Google will see your site as being more relevant which will also help your Google search ranking.



If you are trying to attract the gold figures as potential clients, advertising to the whole group is inefficient.



Instead, target your approach to only reach the gold figures. This is the effective hyperlocalized approach.

## Hyperlocal marketing strategy

There are multiple facets of a cohesive hyperlocal marketing campaign, all of which you can manage and customize on your C21 WordPress website. But before you do any of them, you must know what hyperlocal areas you are going to target.

## Find the right long-tail keywords to use

Determining which areas to target should be based on the areas you service and know, as well as the popularity of those search terms in Google. Finding the right hyperlocal keywords is a critical step, specifically the long-tail keywords (here's a great one minute introduction to [long-tail keywords](#)).

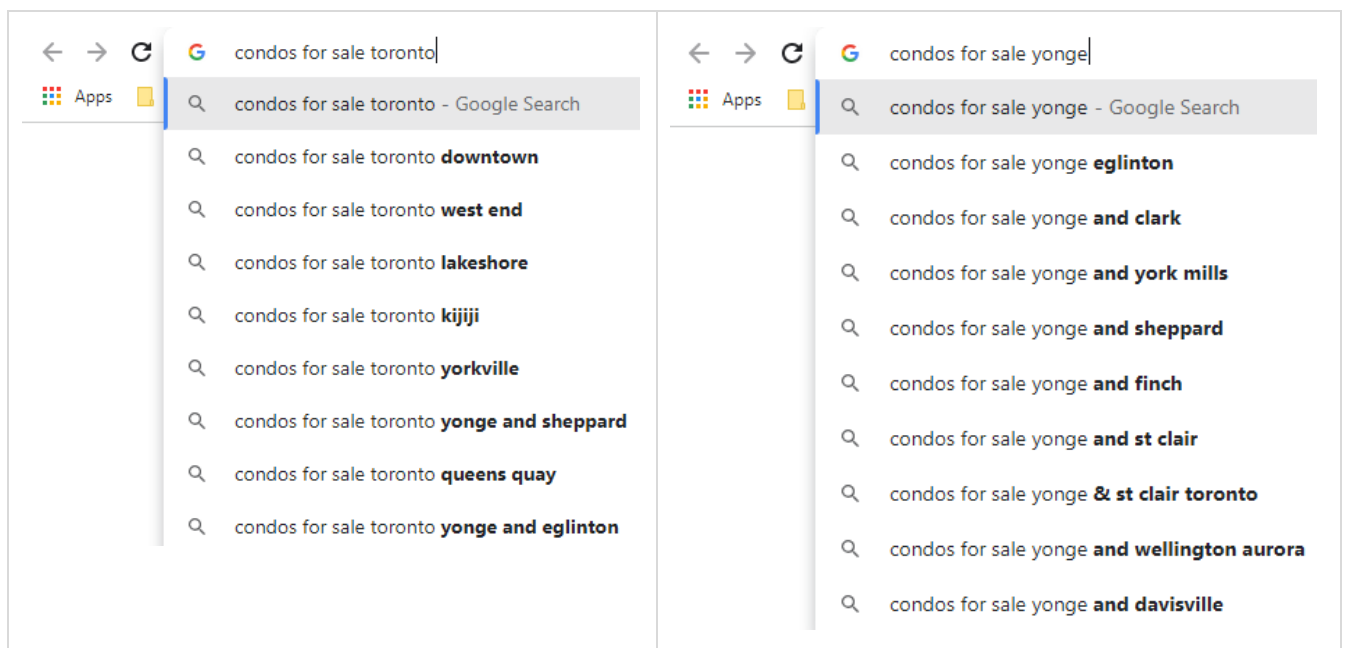
These are some suggestions for the types of long-tail keywords to consider:

- *[Neighbourhood] homes for sale*
- *3-bedroom house [Neighbourhood]*
- *Pre-construction condo in [Neighbourhood]*

## Researching your hyperlocal long-tail keywords

Because we want to rank well in Google, the best resource for researching search terms is... well, Google.

When you start to type in your search phrase, Google will suggest alternatives based on what other people have searched for.



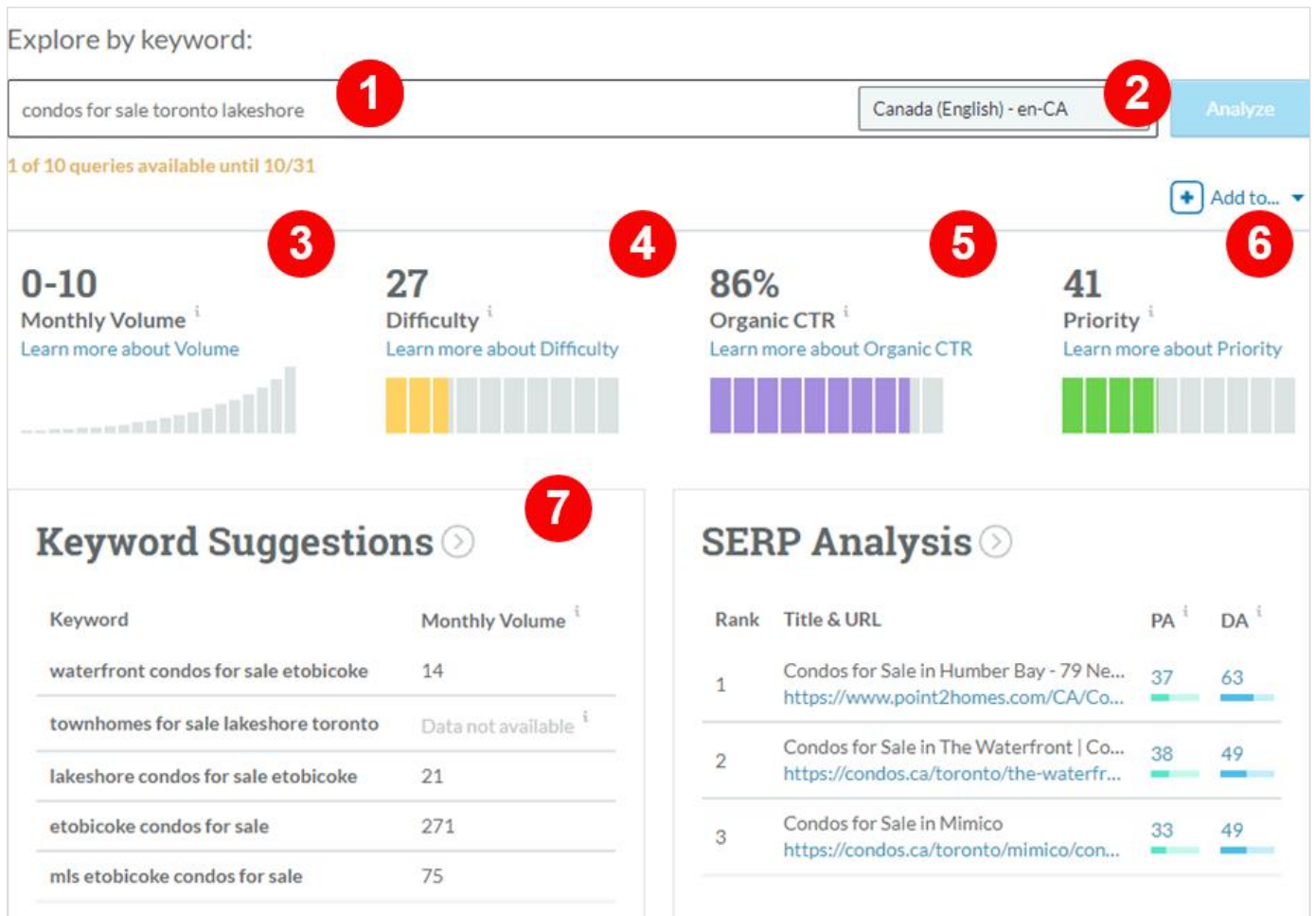
Make a list of the phrases that make the most sense for your market and this will be your starting point.

## Analyzing the search volumes

The next step is to analyze your list of long-tail keywords for their monthly search volumes versus their difficulty ratings. A great free tool to use for this is [Moz.com](#).

Set up a free account on [Moz.com](#) to do your research. Start by entering one of your long-tail keywords and it will present you with a dashboard containing the results.

# Hyperlocal Marketing: Strategy to improve your SEO results and user experience



Each of the key dashboard's metrics is explained below.

- 1** The long-tail keyword the analysis is for. You can change it or add another to rerun the report.
- 2** Be sure you set this to Canada.
- 3** The monthly volume for the phrase (please note it is not always able to give an estimated volume if the phrase is too unique).
- 4** Difficulty rating with 0 being the lowest and 100 being the highest.
- 5** Organic click-through rate is an indicator of how likely you will organically rank for this phrase (opposed to paid positions like ads).
- 6** Priority rating rolls up all the other metrics; the higher this score (out of 100), the more likely you've found the sweet spot.
- 7** Suggested alternative long-tail keywords to consider

Keep completing this exercise using trial and error to refine the keywords. There isn't a limit for how many keywords you can have on your site, so find as many as you can that are accurate and have a Priority rating of 50+. The more you have, the higher the likelihood you will appear in relevant search results which will drive traffic to your website.

## Countering old ideas about SEO

The way people use technology has changed so much in the last couple of years and this has had a big impact on how SEO works.

When you dig down below the surface, SEO has never been about search volumes. It's about getting the right potential customers onto your site. It's a misconception that it's important to show up on Google's first page of search results for a generic keyword. Many sites that achieve that frequently have a high bounce rate (people who click onto the site and then leave without clicking anything else) because they've realized the site isn't what they were looking for. This is the risk with generic keywords.

Alternatively, if you rank well for a specific, long-tail keyword you will be seen by far fewer people, but the chance you are the website they are looking for is far greater and you are attracting the right visitors who are looking for what you are selling.

With the majority of searches occurring on cell phones these days, location-based searching plays a much larger role than it has in the past. It's now the smart approach to narrowly define yourself with specific, location-based keywords.

## Change the structure of your website

There are a number of structural changes needed to create a website that's hyperlocal marketing oriented. The following suggestions should not be viewed as separate activities you can choose between. They work together cohesively to gear your website toward hyperlocal searches.

## Infuse hyperlocal keywords into your content

You need to use your long-tail keywords throughout your website titles and content for Google to make the link between them and your website.

Here are some basic guidelines to follow:

- Use headings correctly:
  - Heading 1 for the title of the page (and only one Heading 1 per page)
  - Use Heading 2 for subheadings and if there is another level under that, Heading 3
- Try to limit each page on your website to a single purpose or idea
- Target one or two long-tail keywords per page
- There isn't a limit to how many long-tail keywords you can use on your website
- The content on a given page must be relevant to the long-tail keywords you use on it

When it comes to where to use the keywords, the guidelines are:

- Use the long-tail keyword in your Heading 1
- When possible use them in your Heading 2 and 3 titles as well
- The first sentence of the page should also include it
- The more content on the page, the more times the keywords should appear

The density of keywords should be relative to the volume of content, and the priority of that keyword. Some will be more important to you than others and they should be used more prominently on your website.

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If this document were a webpage, these would be the long-tail keywords I would be targeting and here are some stats about how I've used them:

Priority	Keywords	# in H1 titles	# in H2 titles	# in H3 titles	# in body copy
1	Hyperlocal marketing	3	0	0	10
2	Long-tail keyword	0	1	1	17
3	Hyperlocal keywords	0	0	1	5

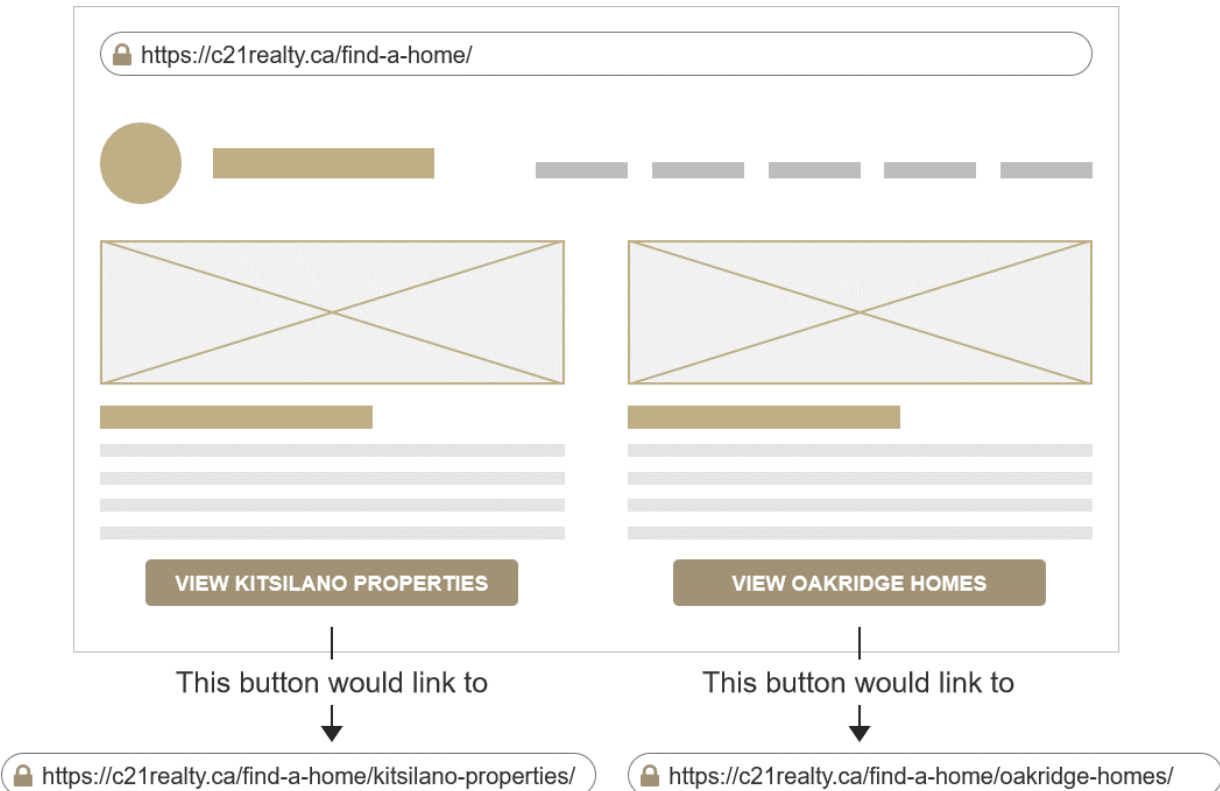
While there are some big differences between a document and a webpage (such as the number of Heading 1 titles you can have in a document), the general principles are the same. The use of these keywords hasn't been over-the-top preserving the readability (and usability) of the document. And every mention has been in context and relevant. That is the balance that should be strived for.

## Utilize your hyperlocal keywords in your URLs and links

A good linking structure will help your users with a positive experience as well as get the most SEO benefit from your website. This is accomplished in two ways:

- Using your hyperlocal keywords in the text you link from
- Using your hyperlocal keywords in the URL structure of the pages on your site

To illustrate this, let's say the website below was targeting *kitsilano properties* and *oakridge homes* as their keywords. Both the buttons and the URLs those buttons link to are utilizing these keywords.



## Create neighbourhood pages

Build a section on your website dedicated to neighbourhoods within the city or area your brokerage caters to. This is best accomplished with a top-level page with the city or area and links to a series of subpages for the various neighbourhoods that encompass it.

Each neighbourhood page should include the following elements:

- Write-up about the neighbourhood including anything that makes it unique
- Local property market and/or blog posts about the area
- Dedicated property search that brings up listings within the neighbourhood

You should aim to do this for 20+ neighbourhoods in your city to get any real SEO benefit from it. This is one of the key areas where you can utilize your long-tail keywords.

Here is a suggestion for how these neighbourhood pages could be laid out.

MENU

**Neighbourhood name**

Photo of the neighbourhood

Maecenas blandit risus et augue lobortis feugiat. Etiam nec tortor placerat, bibendum mi vehicula, egestas enim. Cras convallis congue tellus. Ut malesuada facilisis elit quis imperdiet. Maecenas felis augue, placerat et rhoncus vel, sagittis ut velit. Etiam elementum, justo nec finibus vehicula, lorem ante venenatis risus, vitae pellentesque diam nulla sit amet ex. Nunc eros sem, sollicitudin quis metus aliquet, semper molestie dui. Sed ultrices commodo velit quis ullamcorper. **READ MORE...**

Write-up about the neighbourhood

**Neighbourhood highlights**

- Etiam nec tortor plac erab bendm mi vehicula egestas enim
- Cras convallis congue tellus
- Ut male suada facilisis elit quis impert ecenas felis augue placerat et rhoncus
- Mentum justo nec finibus vehicula ante venet

**Top 5 restaurants you have to try**  
Malesu ada facilisis elit quis imperdiet ecenas felis augue, placerat et vel, sagittis ut velit...

**Parks to visit on a sunny weekend**  
Malesu ada facilisis elit quis imperdiet ecenas felis augue, placerat et vel, sagittis ut velit...

**Neighbourhood market trends**  
Malesu ada facilisis elit quis imperdiet ecenas felis augue, placerat et vel, sagittis ut velit...

On the Left: Statistics or facts about the neighbourhood

On the right: Links to blog posts specific to this area

**Featured Listings**

Featured listings for this neighbourhood

Street address  
City, province & postal code

**\$ Price**  
X Beds X Baths XXX sqft

MLS Board and brokerage name

See all <location> listings

**Neighbourhood market trends**

Maecenas blandit risus et augue lobortis feugiat. Etiam nec tortor placerat, bibendum mi vehicula, egestas enim. Cras convallis congue tellus. Ut malesuada facilisis elit quis imperdiet. Maecenas felis augue, placerat et rhoncus vel, sagittis ut velit. Etiam elementum, justo nec finibus vehicula, lorem ante venenatis risus, vitae pellentesque diam nulla sit amet ex. Nunc eros sem, sollicitudin quis metus aliquet, semper molestie dui. Sed ultrices commodo velit quis ullamcorper. **READ MORE...**

Link to a dedicated property search for listings in this area

More information about the neighbourhood such as a market analysis

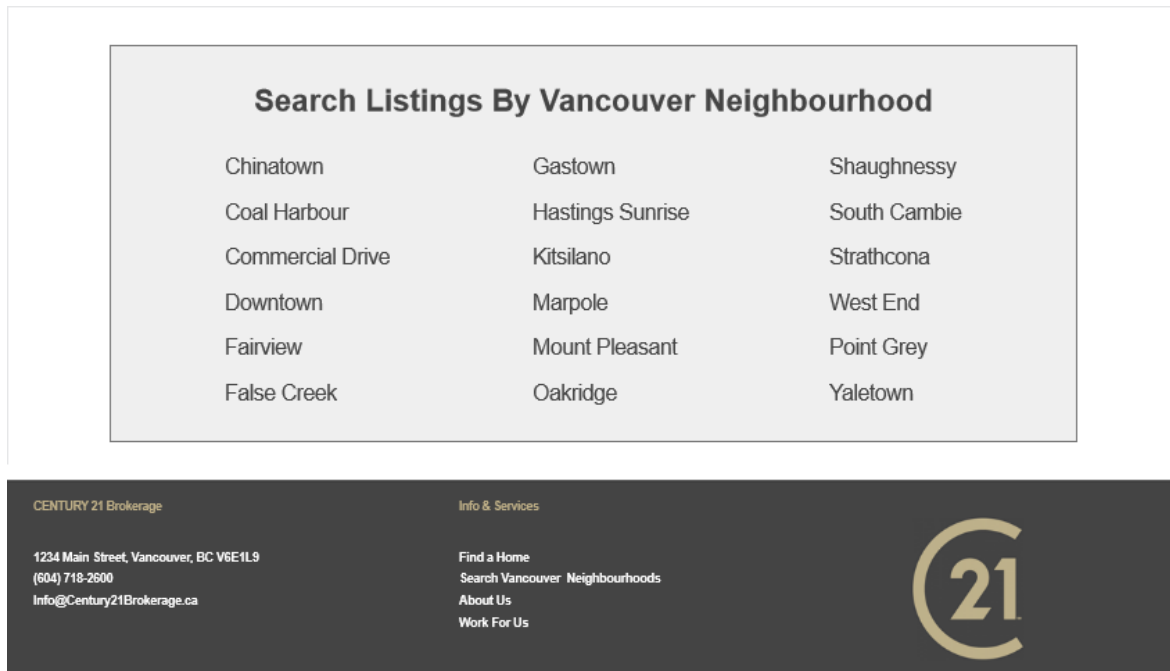
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## Integrate links to neighbourhood pages throughout your site

The goal of a decent website is to avoid having any pages that are dead-ends. There should be a clear and defined call to action on every page, such as:

- Enquire on a listing
- Contact an agent
- Get a free home evaluation

Offering a list of your neighbourhood pages can also be a call to action. To increase the visibility, it should sit as a constant at the bottom of all content pages, just above the footer.



## Write hyperlocal blog posts

It's a tough balance to write enough content on the neighbourhood pages to garner value, without overdoing it and making it cluttered. This is where blog posts can assist. Targeted posts about the neighbourhood can be linked from the neighbourhood pages, which also gives you content you can promote on social media.

Blog posts allow you to take on a different tone, and focus more on the lifestyle of a neighbourhood by highlighting the top restaurants, cafes, pubs, breweries or parks in the area. Alternatively, they could be an opinion piece on why specific trends are occurring in that given market.

Think of each blog post as another page you are adding to your website with long-tail keywords that are working toward your hyperlocal marketing strategy.

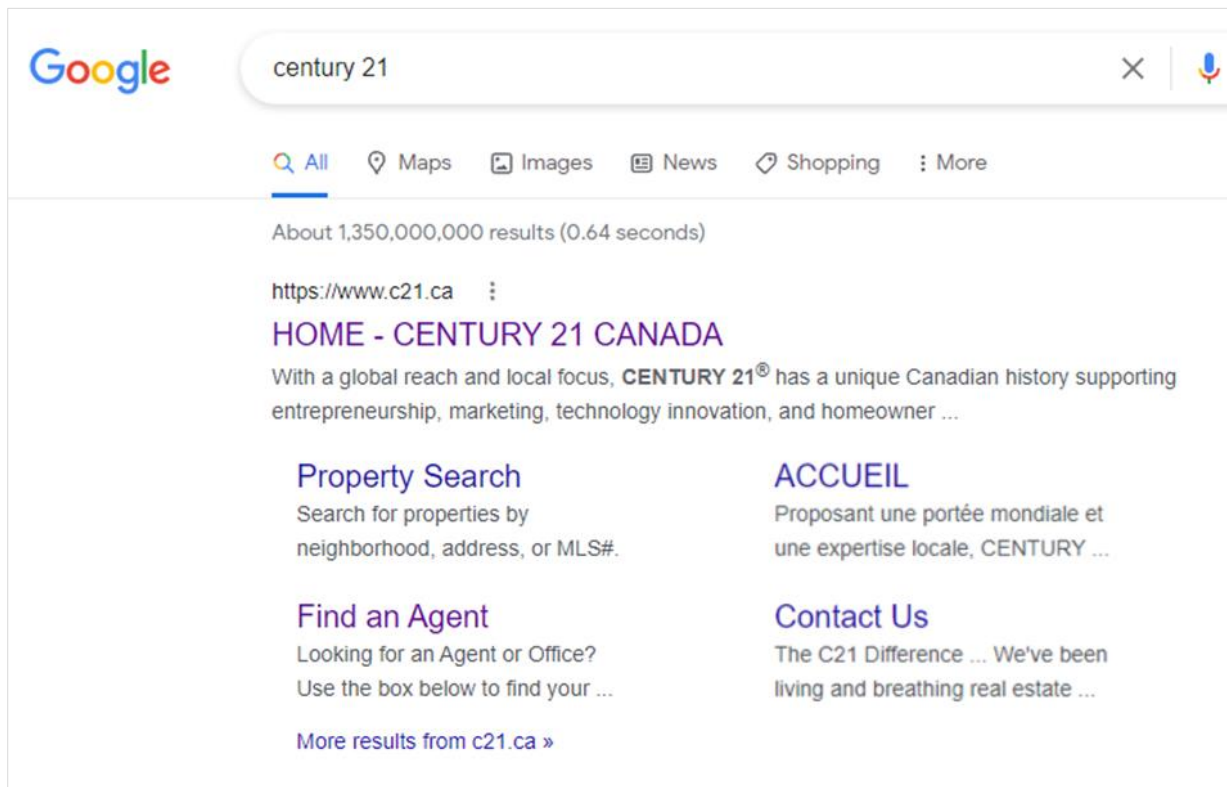
## Tell Google what to say about you in search results

One of the frustrations business owners have with the way their company is represented in Google search results is what Google chooses to say about them. Luckily there is an ability to control that to a certain degree. All C21 Canada websites have a feature in the back-end called Yoast SEO which allows you to customise the descriptions Google uses.



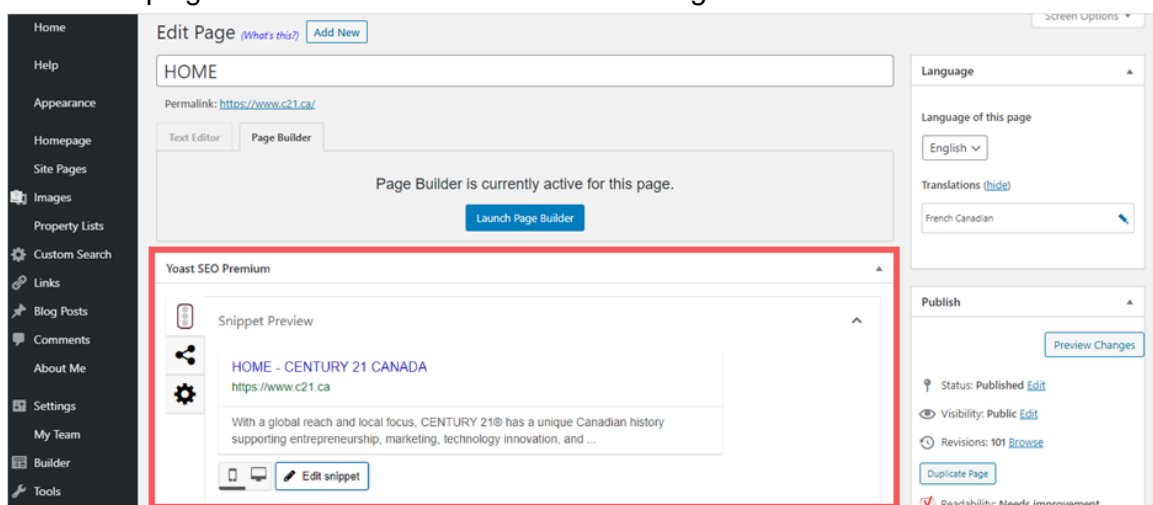
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Below is a typical Google search result. Unfortunately, there is no control over which pages Google chooses to show for you. But you can influence the description that appears below each page.



To add or amend these descriptions on your website:

1. Log into HUB21 and click My Website in the Moxi menu  
*You will now be in the CMS editor in the back end of your website*
2. Click Site Pages in the menu on the left side of the screen
3. Select a page by clicking Edit under the page's name
4. The Yoast plugin is first section under the *Launch Page Builder* button



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Here you will see the content that Google uses to describe you in search results. If you do not have any content here, Google will use content from that page which might not be the best or most accurate description.

For your Home page you get 160 characters (including spaces) to describe yourself. The subsequent pages below get a reduced 66 characters (including spaces). And remember, you have no control over which pages Google chooses to display other than your Home page. Therefore, it's a good idea to customise the snippet description in Yoast for every page on your website.

## Use social media to boost your presence

The section *Change the structure of your website* contains suggestions that should be done before entertaining the ideas here. While they do work together, there is still an order of events. A restaurant wouldn't have an opening night party before hiring a chef and creating a menu. Getting your website in order should be goal #1 and your online promotion will then follow.

### Tag your location on Facebook

When making Facebook posts be sure to "check in" and tag the location with the neighbourhood you are in. This is especially important if the area is also one of the keywords you are targeting.

This will also have the added benefit of bringing up your name/profile if anyone searches on Facebook for that area.



### Hashtag your keywords on Instagram

When posting on Instagram, use hashtags for the terms you are targeting in your keywords. This is specifically relevant for the neighbourhood names.

## Ensure your Google My Business page is updated

One of the most important things you can do is ensure your Google My Business Listings is accurate and up-to-date. If you don't have one, you absolutely should. This is one of the main resources Google uses to find local search results, especially on Google Maps. Your Google My Business page will account for 14% of your Google ranking power.

## Conclusion

Hyperlocal marketing really is the best option to compete in a saturated market where everyone's vying for the same result. While the idea of targeting keywords with lower search volumes might seem counterintuitive, it really isn't. Instead of only targeting a few keywords, you are now going to target dozens of them representing the various neighbourhoods, communities and areas of your city. The collective search power of all these keywords will put you in a much stronger position in search results. And that doesn't even consider the improved user experience your site will offer. A stronger SEO presence, a better onsite experience and the impression you are a local expert are the three major advantages to using a hyperlocal marketing strategy on your C21 website.

## Resources and instructions

The following instructions and how-to videos will teach you to navigate the back-end of your WordPress C21 website to implement the changes in this guide.

- [Introduction to the back-end of your WordPress C21 website](#) Video (1m 31s)
- [Using the page builder to customize content](#) Text and Video (2m 57s)
- [Customizing pages on your website](#) Video (7m 4s)
- [Using titles and headings correctly on your pages](#) Video (3m 8s)
- [Creating a neighbourhood page](#) Video (7m 23s)
- [Creating content to use on multiple pages of your site](#) Video (4m 45s)