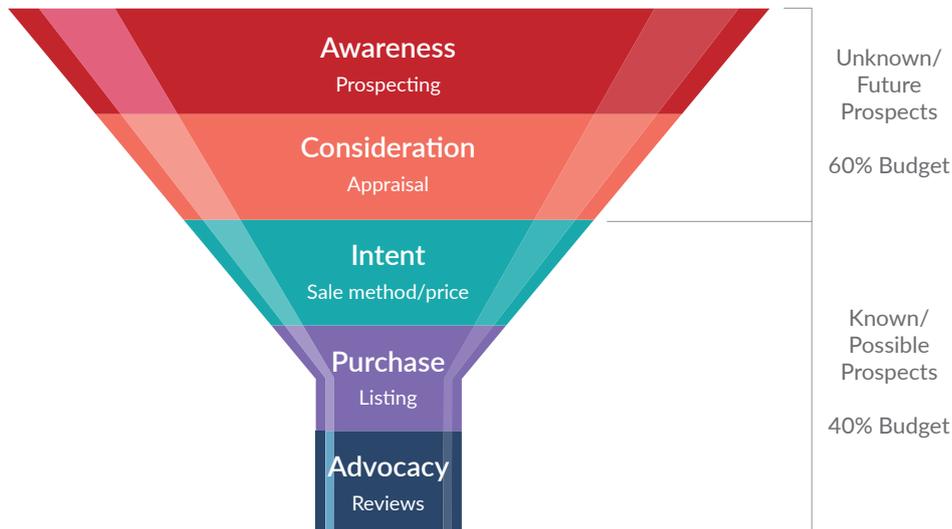




Digital Marketing Toolkit 2022

THE MARKETING FUNNEL

The marketing funnel can be applied to both winning a listing or advertising a property for lease or sale. Current marketing industry recommendation is to spend 60% of marketing budget on brand activity and 40% on activation activity that drives conversion.



MARKETING PLANNING

Before you start any marketing activity it is important to make a plan. This is important to understand the marketing goals and objectives you are trying to achieve and will also assist you in choosing the right marketing channels and tactics to achieve your goal.

GOALS

What do you want to achieve with your marketing activity? Real estate examples of this might be:

- Win more listings
- Increase your rent roll
- Sell more houses
- Rent a house
- Improve your businesses awareness in a new suburb

OBJECTIVES

Objectives are the quantifiable milestones you must carry out to help you to achieve your goal. You should try to have three objectives for each marketing goal. Based on the above goals, examples of objectives might be:

- Complete 30 appraisals to win 2 new listings
- Increase the rent roll by 10 properties
- Double the number of houses sold this year
- Rent out a property within 4 weeks

CHANNELS

To decide what channels will assist you to best achieve your goals and objectives you will need to identify which stage of the marketing funnel you want to focus on. Page 3 and 4 covers the most common digital media channels and the different roles they play in the marketing funnel (above). Outside of digital media you can also use other more traditional real estate marketing channels such as email, letter-box drops, newspaper ads, door knocking etc. as part of your campaign.

TACTICS

Tactics are the different types of marketing activity you do as part of your campaign. You might sometimes have multiple tactics in the one campaign or channel. For example if advertising a property in social media you might do a social media post as well as a social media video which are both considered different tactics.

Here are some other examples of marketing tactics to drive awareness:

- Make people aware of our business on digital billboards
- Make people aware of our business on social media the marketing funnel you want to focus on
- Help people to learn more with information on our website

TYPES OF CHANNELS

When you are building a marketing plan or campaign it is important to consider all the available marketing channels you have at your disposal. Most businesses usually have a combination of at least paid or owned channels at their disposal.

PAID

Paid channels are owned by a third party and require you to pay to have your marketing published. Examples include paid social media, paid search, digital display, newspapers, digital display advertising.

OWNED

Owned channels are company owned where the business can control the messaging. These channels are more cost effective to send messages to customers. For examples email, SMS, website, organic social media.

EARNED

Earned channels are typically owned by a third party but can be 'earned' more cost effectively through relationship building, PR, sponsorships etc. Examples of earned media are news articles, stalls at community events, word of mouth referrals etc.

EXAMPLES OF DIGITAL CHANNELS

BROADCAST VIDEO ON DEMAND

Examples:  YouTube 

Role in Marketing:
Awareness

Purchase Metric:
Cost Per View

POSITIVES:

Can reach lots of people cost effectively.

NEGATIVES:

Need a good quality video in the required specs to advertise your business or services.

PAID SOCIAL MEDIA

Example: 

Role in Marketing:
Awareness/Consideration

Purchase Metric:
Various

POSITIVES:

Can reach lots of people cost effectively and targeted.

NEGATIVES:

Hard to measure its direct influence on sales/conversions.

SEARCH ENGINE MARKETING

Example: 

Role in Marketing:
Consideration/Intent

Purchase Metric:
Cost per click

POSITIVES:

Can reach lots of people cost effectively and influence people considering services to choose your business.

NEGATIVES:

Relies on strong brand awareness and reputation already being established.

EXAMPLES OF DIGITAL CHANNELS (Continued)

SEARCH ENGINE OPTIMISATION

Example:  

Role in Marketing:
Consideration/intent

Purchase Metric:
N/A

POSITIVES:

Can drive traffic and sales to your website cost effectively.

NEGATIVES:

Relies on strong brand awareness and reputation already being established.

SEO performance is not established overnight and takes longterm investment.

DISPLAY ADVERTISING

Example: 

Role in Marketing:
Awareness/consideration

Purchase Metric:
Cost per thousand

POSITIVES:

Can reach lots of people cost effectively to deliver very high level brand awareness.

NEGATIVES:

Needs to be partnered with other digital channels to drive bottom of funnel outcomes.

SEARCH ENGINE OPTIMISATION (SEO)

PAID vs ORGANIC SEARCH

Paid Search is guaranteed placement by purchase through Google Ads platform with immediate results. Organic search is earned and owned media, which covers more digital real estate and has greater consumer trust and long term results.

SEO SERP FEATURES

A SERP feature is any organic result that features non-traditional organic results. These are visually appealing. SERP features present information in dynamic formats that heighten user experience. Examples of SERP features include:

- Local Map Pack
- Rich Snippets
- Google Business Profile
- Knowledge Panel
- Top Stories

DID YOU KNOW?

SEO is everywhere across multiple platforms, not just Google Search.
You can influence SEO on:

Microsoft Bing



amazon

YouTube



Google play

Spotify

ebay

SEARCH ENGINE OPTIMISATION (SEO)

Search features allow you to be present for different moments in the real estate journey. It is important to make sure your business is present in search at all the right moments for your business.

Objective	Question/Keywords
Informational	"How to sell my home in QLD"
Commercial	"Best Real Estate Agent Brisbane"
Transactional	"Homes for Sale Brisbane"
Navigational	"REIQ office"
Local	"Real Estate Near Me"

KEYS FACTORS INFLUENCING SEO

SEO performance depends on a combination of On-page and Off-page factors. There are more than 200 ranking factors that impact your search rank with the five major factors being:

1. Consistent publication of high-quality content (26%)
2. Keywords in Meta Title Tags (17%)
3. Backlinks (15%)
4. Niche expertise (13%)
5. User engagement (11%)

TIP 💡

Tools that can assist you with managing these SEO factors include:



Example: SEARCH DESCRIPTION

<https://www.reiq.com/articles/signs-of-a-boom-cycle> ← URL
Signs of a Boom Cycle - REIQ ← Title Tag
27 Jan 2021 — The key to understanding a **boom cycle** and making a good investment revolves around supply and demand. To put it simply; as supply exceeds demand ...

Example: CONTENT ARTICLE

SIGNS OF A BOOM CYCLE ← Heading (H1)

BUYERS 27 Jan 2021 · 4 min read By Rory Scott



SUPPLY AND DEMAND ← Heading (H2)

The key to understanding a boom cycle and making a good investment revolves around supply and demand. To put it simply; as supply exceeds demand, prices fall, and when demand exceeds supply, prices rise.

According to CoreLogic, the balance of supply and demand generally dictates housing values. Therefore, it's necessary to understand what influences this balance. Tim Lawless, CoreLogic's Research Director, says "watching out for factors that could affect either side of the equation is essential to getting ahead of the curve".

"On the supply side, markets with a shortage of supply, either advertised supply or newly built supply, can be easy to find. For example, CoreLogic tracks listing numbers closely, as well as building activity, to gauge market supply.

"Scarcity of supply amidst rising demand can cause prices to rise."

"Demand can be influenced by migration trends, investor activity, monetary policy factors such as interest rate settings, finance availability and government incentives such as stamp duty concessions or grants. Large infrastructure projects such as new gas refineries, or mining projects can have a sharp but temporary influence over demand, often amidst tight supply constraints," says Lawless.

WHAT ARE THE SIGNS?

It's impossible to predict a boom cycle with 100 per cent certainty, but there are key signs that may point towards rising house prices. As the relationship between supply and demand is constantly changing, there are ways to stay ahead of the market by understanding certain indicators. According to Lawless, there are five key signs that the market is set to boom:

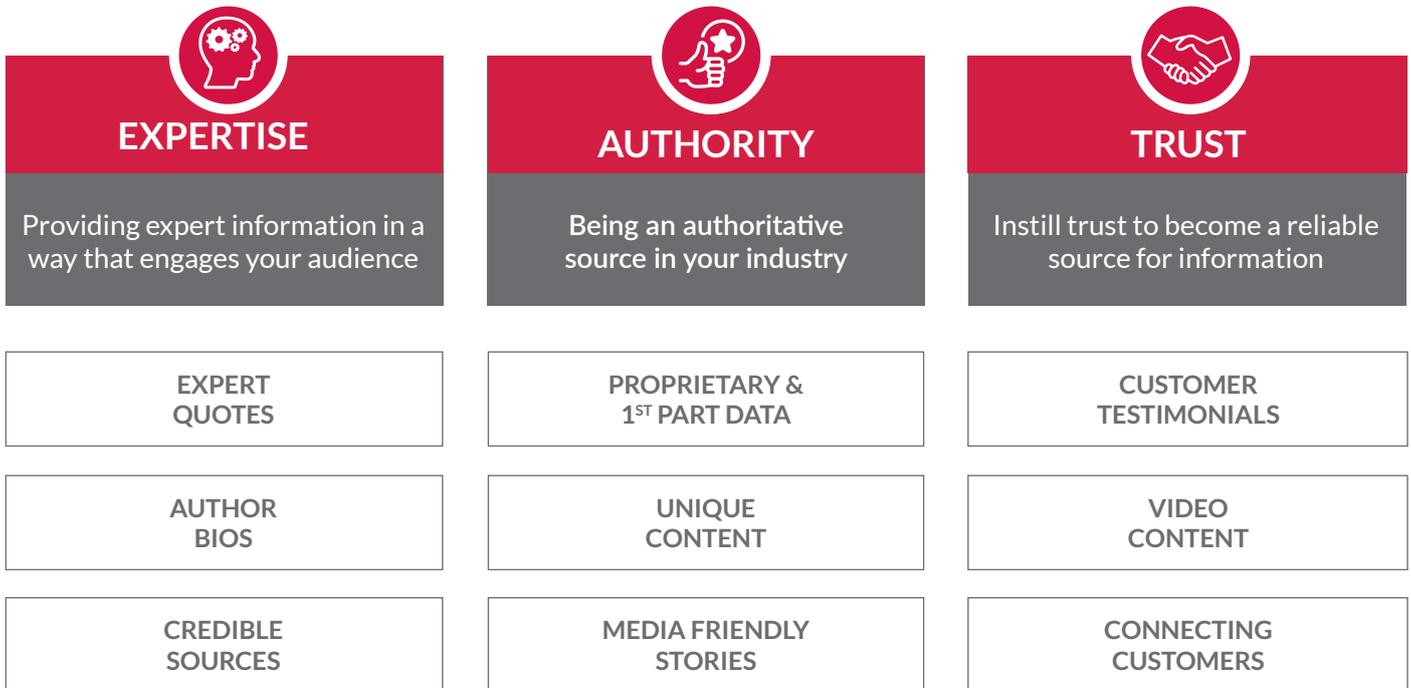
DIMINISHING INVENTORY LEVELS AMID RISING BUYER ACTIVITY

As demand increases and supply drops, available housing will most likely increase in value. For example, an **influx of interest migration** has seen rising buyer activity in Queensland. Partnered with an 11.3 per cent drop in the number of listings, this rise in buyer activity positively impacted housing prices. This can be seen as the median sale price for houses in Queensland rose by 1 per cent in the 12 months to September 2020, according to the latest **Queensland Market Monitor**.

Internal Link
External Link

CONTENT OPTIMISATION

When creating content on a subject, particularly medical, health and financial related topics, your content should follow the Google E.A.T framework. This means showing proven expertise, authority, and trustworthiness in order for Google to display and rank your content.



THREE TIPS TO IMPROVE YOUR SEO

1. GOOGLE BUSINESS PROFILE (GBP)

Your Business Profile is a free tool that allows you to take charge of the way your business appears on Search and Maps. Optimise your Google Business Profile to improve how you rank locally and drive more traffic to your website. The best way to do that is make sure information is always kept current and up to date. Information on your GBP should always match details about your business on other platforms including your website and Facebook page.

TIP

50% of local business have inaccurate contact information across those sites. Make sure your name, Address, Phone Number and website are consistent across public directories.

SEARCH ENGINE OPTIMISATION (SEO)

2. INDUSTRY DIRECTORIES & CITATIONS

A local citation is any online mention of the name, address, and phone number for a local business. The real estate industry has many industry specific websites where you can benefit from a citation. The more citations you have the better opportunity you have to be found by prospective customers. Below are a list of potential industry specific directories you can consider adding your business to:



Below are non-industry specific directories you can consider adding your business to:



TIP

Bright Local is a helpful website that can assist you to build citations. You can create a free Citation Builder account at brightlocal.com/citation-builder

3. REPUTATION MANAGEMENT

Reputation management is controlling and influencing the audience's perception of your brand. Performing an audit of your online reputation is easier than you think. If you haven't done so before, or it's been a while, Google yourself or your business and analyse each link that is displayed on the first page. The goal is to discover how you are currently represented online and uncover any search results that could harm your reputation. Make sure you use key word variations when you are doing this. For example *Brown Real Estate* or *Brown Real Estate Reviews*.

STEPS YOU CAN TAKE TO IMPROVE YOUR ONLINE REPUTATION

- Having negative, false or defamatory content removed from Google.
- Setting up automated alerts through Google Alerts to receive email notifications when search results match your business key words.
- Proactively respond professionally to positive and negative reviews to provide context to negative reviews and demonstrate you are committed to your customer's experience.

SEARCH ENGINE MARKETING (SEM)

SEARCH ENGINE MARKETING (SEM)

Search engine marketing also known as 'Paid Search' involves paying search publishers for guaranteed advertising placement within customer search queries. Paid search ad rankings and the cost of a paid ad is determined at auction, taking into account an Advertiser's Bid and their Quality score. Every time a search occurs an auction starts on that key word with bids set by the advertisers. You can influence how much you pay per ad by improving your 'quality score'. Refer to the diagram below to understand factors that influence your quality score.

The formula used by Google to determine what pay per click on your search ad includes:

$$\text{Your cost} = \frac{\text{The ad rank of the person below you}}{\text{your quality score}} + \$0.01$$

FACTORS THAT IMPACT YOUR QUALITY SCORE INCLUDE:



SEARCH CAMPAIGNS

Before creating a Google Ad Search Campaign you want to give some thought to the types of keywords you want your business to rank for. SEM keywords are words and phrases describing your product or service that you choose to help determine when and where your ad will be displayed in search engine marketing.

TIP

When picking keywords be sure to put yourself in your customers shoes. Think about what customers search for not what you want to be known for.

KEYWORD CATEGORIES

There are various categories of keywords and pros and cons for focusing on each category. These include brand, competitor, generic and location keywords.

TIP

Select keywords that have high intent to convert and drive the best quality leads for your business.

SEARCH ENGINE OPTIMISATION (SEO)

BRAND

Brand keywords are phrases directly associated with your brand and services.

Examples: Ray White, Ray White Real Estate, Ray White Noosa.

POSITIVES:

Lowest cost.
Greatest chance of leading to a lead.

NEGATIVES:

Limited volume.

COMPETITOR

Competitor keywords are keywords your competitors are currently targeting to improve rankings and generate more online traffic.

Examples: Century 21 Noosa, Belle Property Noosa, LJ Hooker Noosa, Harcourts Noosa, Place Sunshine Coast

POSITIVES:

Higher volume.

NEGATIVES:

Lowest chance of leading to a sale.
Higher cost.

GENERIC

Generic keywords are terms that broadly describe your products or services.

Examples: Properties for sale, properties for rent, Real Estate Agent

POSITIVES:

High volume.
Average chance of leading to a sale.

NEGATIVES:

High cost.
High competition.

LOCATION

Location keywords are the keywords that focus on location. These keywords lead the searchers to a local set of results so that local businesses and companies would be given priority.

Examples: Noosa Real Estate Agent, Sunshine Coast House for Sale

POSITIVES:

High relevancy.
Lower cost.

NEGATIVES:

Limited volume.
Competition can vary.

MATCH TYPES

A keyword match type allows your ad to show on searches that are related to the meaning of your keyword, which can include searches that don't contain the keyword terms. This allows you to reach more searches than with exact and phrase matches. Broad-match is the default Google setting all your keywords are assigned.

EXACT MATCH

Ad will show for a user who types your EXACT keyword and nothing else. For example, if your key word is 'Real Estate Agent' your ad will show for Real Estate Agents or Reel Estate Agent.

PHRASE MATCH

Ad will show for a user who types your EXACT keyword and nothing else. For example, if your key word is 'Real Estate Agent' your ad will show for Real Estate Agents or Reel Estate Agent.

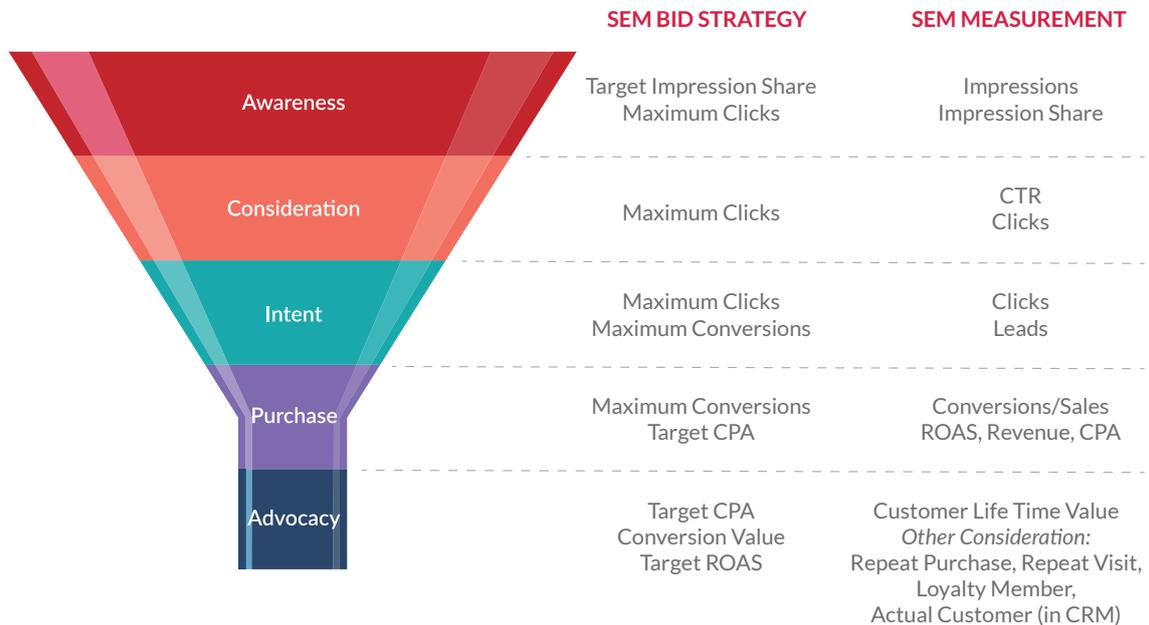
BROAD MATCH

Ad will show for variations or close matches to your keyword, no matter the order. For example, if your key word is 'Real Estate Agent' your ad will show for Agent to Sell House, Real Estate Agent Manly, Buyers Agent.

SEARCH ENGINE MARKETING (SEM)

TIP

Only use broad match keywords if you can constantly monitor search queries and build your negative keyword list.



SOCIAL MEDIA MARKETING

Social media marketing consists of organic and paid social media. Organic social media is your business social media profile/page which is considered to be an 'owned channel' where you can control your message with your followers posting on your account for free. This channel is a powerful tool to build strong trust and brand reputation. Paid social media also known as sponsored ads is a paid mechanism that allows you to reach more people who might be interested in your products and services to drive consideration of your services.

Below is a list of the major social media platforms in Australia.



	Facebook	Twitter	Pinterest	TikTok	Snapchat	Weibo	LinkedIn
	The FB family of apps leads the charge for audience range and size, advertising objectives and diverse ad products.	Twitter has less scale but a highly engaged audience following what's happening right now.	Males and Gen Z are fastest growing demos YoY. Focused on user interests/intent vs demos. 3.8M+ ideas saved daily.	TikTok has evolved rapidly as an entertainment source for younger audiences spending 9 min a day.	Unique audience. Not just for a youth audience.	Popular platform for the Chinese community in Australia. 2.1M posts published every month.	Trusted space for reliable content and unique for targeting business professionals. 10K+ total registered users but lower usage.
Monthly Uniques	18M	4.1M	7.8M	8M	7.5M	850K accounts	6.5M
Monthly Uniques 18+	17.6M	4M	7.8M	6M	6M	N/A	N/A
Minutes per Session	10.6min	11min	7min	7.2min	7.6min	N/A	7min
Demo Skew	All People	18-44 (male skew)	18-34 (female skew)	16-24	18-34	17-33	25-34

DEVELOPING ORGANIC CONTENT

Your approach to how you create social media content and who you engage with on different social channels should be based on your customers personas.

Consider all the audiences your business caters to and identify who is your highest priority to engage with on social media. A few examples may be:

- Buyers
- Sellers
- Investors
- Renters

PLANNING CONTENT SHOULD INVOLVE:

1. Pick 1-2 social media platforms that best align to your target market and focus on those. Do not feel compelled to have a presence on every social media platform. If your audience does not engage with Twitter or TikTok then this will not be effective use of resources.
2. Consider your content and what you plan to post to best engage your audience then ensure the right platform fits around it. Social media users expect different types of content depending on the platform. For example, Instagram is very visual and requires engaging photos, diagrams or info graphics where facebook is more accepting of a variety of content types.
3. Plan for what video and images you have available to use as visual content receives great engagement with users but can be costly or time consuming to produce.

TYPES OF ORGANIC CONTENT:

When developing content you need to establish yourself as an authority while also creating a personal relationship with your target audience. Build trust and authority. Social media is rarely a channel to drive direct sales.

- Client spotlight and testimonials
- Video and home tours (including Live Events)
- Answer questions
- Advice to property owners e.g. what to update? Best way to sell in current conditions? Should I stage property?
- Share articles and stories – not promotional
- Design/Interior ideas – Pinterest, Instagram, stories
- Weekly long form – share newsletter content or video updates
- Behind the scenes video to build a personal connection
- Virality and social proof

TIP

Scheduling social media posts can be time consuming.
Software that can assist you with automated
social media scheduling and posting include:



PAID SOCIAL MEDIA

Organic social media reach won't be enough for most brands, and they will likely need to consider pay-to-play models offered by most social media platforms. The most common social media advertising is on Facebook and Instagram via Meta.

Facebook ads give you more features compared to organic and boosted page posts, specifically around targeting and lead generation. Boosted posts on the other hand mainly just increase the amount of people who see your post.

BOOSTED POSTS vs FACEBOOK ADS

Feature	Boosted Page Post	Facebook Ads
Location, Age, Gender, Interest, Targeting	✓	✓
Language Targeting	✗	✓
Behaviour Targeting	✗	✓
Ad Scheduling	✗	✓
Choose a Bid Type	✗	✓
Control Frequency	✗	✓
Creating Custom/Lookalike Audiences	✗	✓
Inclusion/Exclusion of Custom Audiences in Saved Audiences	✗	✓
Various Marketing Objectives (e.g. Awareness, Conversions etc)	✗	✓

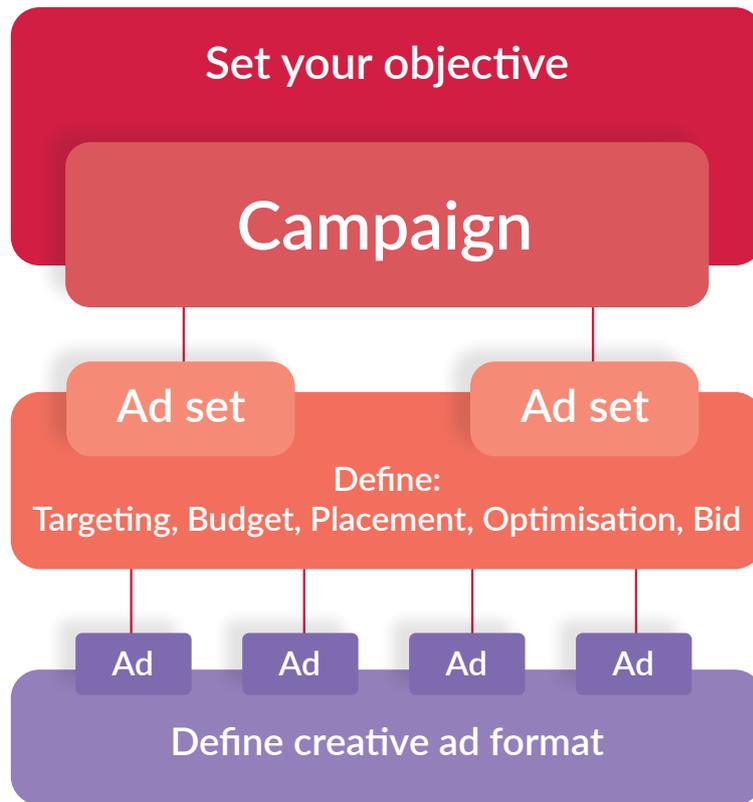
TIP

You can run your own Facebook and Instagram ads via Meta's Business Manager tool.

SOCIAL MEDIA CAMPAIGNS

Before you start spending on social media it is important to consider the following questions:

- ***What is our core measure of success?***
- ***Who is the audience we want to target?***
- ***What is the right budget to invest?***
- ***Where do we want our ads showing?***
- ***What is the best creative or format?***



AUDIENCE TARGETING

Facebook and Instagram provide enhanced audience targeting capabilities where you can use your own customer data to reach existing prospects more time and cost effectively. The different types of audience targeting offered includes:

 <p>Facebook Audiences built with demographic, geographic and psychographic targeting (e.g. females in Adelaide aged 18-24 who have an interest in fashion)</p>	 <p>Custom Audiences built with databases, interaction with your ads or page, or pixel/SDK data (e.g. people who have visited your website in the past 30 days)</p>	 <p>Lookalike Audiences 1-10% population match based on selected databases as the source (e.g. people who are lookalikes to your email subscription list)</p>
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AD FORMATS

The below table shows which ad formats are most suitable for each marketing objective across Facebook and Instagram:

	Objectives											
	Brand Awareness	Reach	Traffic	Engagement	App Installs	Video Views	Lead Generation	Messages	Conversations	Catalogue Sales	Store Visits	
Facebook Feed	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook Marketplace	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook Instant Articles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook In-Stream Videos	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook Search Results			✓	✓					✓	✓	✓	
Instagram	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instagram Explore	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instagram Stories	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Messenger Home	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Audience Network	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Audience Network In-Stream Videos	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Audience Network Rewarded Videos			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

✓ Auction buying
 ✓ Reach and frequency buying

CREATIVE

Facebook and Instagram offer the functionality of dynamic creative, where it allows the social media algorithm to test multiple combinations of creative assets (images, videos, headlines etc) to deliver the best creative combination for your target audience. It is important when creating these combinations that you ensure each real estate ad has:

- Visual appeal through stand-out imagery, view or colours
- Punchy and clear headline
- Powerful, clear and punchy text description – 2 sentences max
- Clear call-to-action telling the audience what they should do (i.e Learn More, Call Now)



TEXT
Upload 5 options max

IMAGES/VIDEO
Upload 10 image options or 10 video options max

LINK DESCRIPTIONS
Upload 5 options max

HEADLINES
Upload 5 options max

CTA BUTTONS
Upload 5 options max

FACEBOOK'S TIPS FOR CREATIVE SUCCESS



Static + Video Work Better Together

Mixed format (static plus video) campaigns have a positive impact for DR advertisers on lower funnel metrics.



Highlight The Brand Early

Brand association within 3 seconds of a video's start is positively correlated with conversion lift.



Showcase The Product or Service

Showcasing the product or service being advertised for most of the video correlates with conversions.



Get Noticed

Being noticed is positively correlated with conversion lift.



Provoke and Promote

Asking questions, showing promotions and keeping the text copy under 280 characters are associated with higher DR lift.



Play More with Formats

Create more, learn more, play more.

Average Order Value (AOV)

Revenue/conversions.

Avg. Ad Position

The position that your ad ranks on the search result page. where position 1 is the highest.

Campaigns

A set of ads, keywords, and bids that share a budget. location targeting. and other settings. Campaigns are often used to organise categories of products or services.

Click Through Rate (CTR)

The proportion of visitors who clicked through to your website after they were served an ad impressions.

Clicks

% when someone clicks your ad, like on the blue headline of a text ad - AdWords counts that as a click.

Cost

The total amount allocated to your paid media activities.

Cost Per Acquisition (CPA)

Cost / no. conversions

Cost Per Click (CPC)

Average amount you pay for each ad click.

Direct Searches

Number of times customers found this listing by searching for the business on Google Search or Maps.

Directions Actions

Number of times customers have requested directions from this listing.

Discovery Searches

Number of times customers found this listing by searching for the category. product or service on Google Search or Maps.

Impression Share (SOV)

Total searches / no. impressions

Maps Views

Number of times listing has been viewed on Google Maps.

New Users

The total number of unique visitors who had not previously been to your website before

Phone Call Actions

Number of times customers have called the business from this listing.

Return On Ad Spend (ROAS)

Revenue /cost

Returning Users

The total number of users who visited your website more than once.

Search Ads Top IS

Impression at position 1 ranking

Search Conversion Rate (CVR)

Conversions/no. clicks

Search lost IS budget

Impression share lost due to budget

Search Lost IS Rank

Impression share being lost due to rank

Search Views

Number of times listing has been viewed on Google Search.

Sessions

The number of user sessions is the measure of how much traffic your website has received.

Total Actions

Number of times customers have taken action on this listing on Google Search or Maps.

Total Searches

Number of times customers found this listing by searching on Google Search or Maps.

Total Views

Number of times listing has been viewed on Google.

Website Actions

Number of times customers have visited the website from this listing.

SEO

Q: Any idea how much should I be paying a month to get a good amount of SEO performed on my site?

That depends on what is required to rank your website and who the competition is. Everything in SEO has costs. Labour, content creation, link acquisition etc. The more budget you have, generally the faster things can be moved. To give you a rough idea of hourly prices for an experienced SEO just for labour, you are looking around the \$100 + p/h.

Q: What does NLP stand for?

NLP (Natural Language Processing) is basically the API Google uses in their algorithms to determine the context of search query, such as intent.

Q: Is there a way for us to check which sites we are currently linked to?

Yes, third party platforms such as AHREF and SEMRush let you review your back link profiles and identify what websites link to your website.

Q: What is the best way to maximise my presence on the Google search page (i.e. in a video at the top or a large image of our business). Presently I am trying to use anchors on our website to direct people to go to when they are enquiring about a particular question.

That is going to be dependent on what page you are trying to rank in Google and what the SERP is currently presenting. Type the keyword you are trying to be found for into Google, then view what opportunities Google is currently showing. From there, you analyse your competition and create an on-page and off-page strategy. That strategy depends on many things which will require data to determine.

Q: Is there a way for us to check which sites we are currently linked to from an SEO perspective?

Yes, you can connect Google Search Console and check for free. Otherwise a tool like AHREF and SEMRush can show all this data.

Q: What is the best way to rank on page one for your suburb?

Again, this depends on the keyword you are targeting and who the competition is. Seeing as this would be a local search, investigate the opportunity within the Google Business Profile.

Q: How do videos go with SEO on your website? Should agents be doing more videos instead of print articles for the website?

Ensuring you have done proper research and are creating content to satisfy search volume on either Google or Youtube, video can be a great way to pull traffic. Much like a webpage, the video needs SEO optimisation otherwise the likelihood of anyone seeing it is slim.

Q: What importance are Google Reviews in influencing the 3 key factors that influence SEO?

There are multiple factors influencing SEO (hundreds) and depending on your industry, competitors and audience, the most "important" factors may be different. Google Reviews are possibly the most important for local SEO. Not only from a trust and authority standpoint, but typically those listings with stronger star ratings are more likely to rank higher in local search results (maps).

PAID SEARCH

Q: As a real estate Agent based locally should I just focus on a 6km radius for paid search?

This depends on your objective. If your objective is to get more appraisals from people living in your suburb you might choose to limit your radius of focus for those who spend most of their time in that area. Bear in mind though, you might miss out on opportunities if an owner has a house in your suburb but lives elsewhere. In this case you might be best to opt for targeting that includes those 'interested' in your suburb. Similarly, when your objective is to sell a house. You no doubt want to attract buyers interested in the suburbs but not necessarily living there currently.

Q: As a real estate Agent based locally should I just focus on a 6km radius for paid search?

DISPLAY ADS	Notes
Image	
Landscape (1.91.1): 1200 x 628 pixels	Minimum image size: 600 x 314 pixels Maximum file size: 5120 KB
Square: 1200 x 1200 pixels	Minimum image size: 300 x 300 pixels Maximum file size: 5120 KB
Logo	
Landscape (4:1): 1200 x 300 pixels	Minimum image size: 512 x 128 pixels Maximum file size: 5120 KB
Square: 1200 x 1200 pixels	Minimum image size: 128 x 128 pixels Maximum file size: 5120 KB
Video	
Horizontal, vertical, or square	>=10 seconds in length, around 30 secs is recommended, supplied in YouTube link
PERFORMANCE MAX ADS	
Image	
960 x 1200	
1200 x 628	
1200 x 1200	

Q: Can you use website anchor links with Google Search Ads?

At the time of writing, anchor tags in URLs set as the main destination link within a search ad were acceptable with a few restrictions:

- You cannot use multiple ads to link to different sections of the same webpage.
- You cannot use the anchor tag (e.g. #anchor) in the display URL (i.e. the URL or text that the user sees in the search ad).

More info here: <https://support.google.com/adspolicy/answer/1054210?hl=en>