

The Psychology of Search and SEO

- an Introduction and Statistics



Your Real Estate Buyers and Sellers have **embraced** the Internet and they have learned to use **Search Engines** to seek information and Solutions; and it is this fact that forces you to get into the **Psychology of Search Engines** like Google and Bing? How do you start building the right thinking to attract your Prospects to you? What is it that you must understand about Search Engines in order to become visible? We will also learn how to use you **Incognito** mode for Keyword Research and Validation.

► **Handouts** – Please do not let your phone distract you from the class

- Some of You will **benefit** by printing the **Handout** that is attached to this Training class and follow along.
- There are **blanks** that you will need to fill in – the text that appears on the screen “**Red and Bold**” is what you are supposed to transcribe;
- Please **be engaged** and **try your best to ignore any distractions** – Trust yourself and your ability to learn. The Notes you take are more important than the Handout I give you;

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► **Big Picture** - Reflect on this Content and SEO Quote:

- “If you are going to **post** content on your Real Estate Website anyway, you might as well _____ to make sure Google and Search Engines take **notice** of your hard work.”

► **Time for Reflection** - Let’s take a few minutes, and write down all the thoughts that come to your mind... I am not looking for the right answers; rather I am focusing on stirring your thinking...

- If you could pick any easy **habit** that would help you with and on your Success Journey - **What would it be?**
 - Inside of you is of course **the Entrepreneur**, the visionary, the Success driver - as well as the Technician, the implementer, **the employee** - which is you as well - How does The Employee, at times, **sabotage** your Business?
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► Search Engines

□ What are Search Engines?

□ A Search Engine is software code that is designed to search for information on the World Wide Web. The search results are generally presented in a line of results often referred to as **Search Engine** _____ (_____ 's). The information may be a specialist in web pages, images, information and other types of files. Some search engines also mine data available in databases or open directories. Unlike web directories, which are maintained only by human editors, search engines also maintain real-time information by running an algorithm on a web crawler.

► **Stats** - Yahoo uses Bing as a Search Platform and both combine for a total search of less than 8%

Consumer search engine trends

The table below shows the top five search engine websites as measured by the total number of visits that each site received. The rank for the current week and the two prior weeks is also indicated.

Top 5 Search Engines by Total Visits Source: Hitwise

| Websites | Total Visits | Visits Share ▼ | Rank 04/02 | Rank 03/26 | Rank 03/19 |
|---------------|---------------|-------------------|---------------|---------------|---------------|
| Google | 4,625,484,133 | 88.40% | 1 | 1 | 1 |
| Bing | 177,429,128 | 3.39% | 2 | 2 | 2 |
| Yahoo! Search | 175,735,811 | 3.36% | 3 | 3 | 3 |
| DuckDuckGo | 22,888,904 | 0.44% | 4 | 4 | 4 |
| bing Images | 16,115,714 | 0.31% | 5 | 5 | 5 |

► **Following a Search** - What this report should tell you is the following: 85% of visitors go to other websites not just FB, Wikipedia, or Google.

The table below shows the top five downstream websites that consumers visited after a visit to a search engine site as measured by the share of all search engine clicks.

| Top 5 Websites Visited After Search Engines | | Source: Hitwise |
|---|-----------------|-----------------|
| Websites (5 of 1384967) | Clicks ▼ | |
| Facebook | | 3.27% |
| YouTube | | 3.03% |
| Wikipedia | | 2.99% |
| Google Maps | | 2.72% |
| Gmail | | 1.58% |

► **The YouTube Factor**

- When Visitors perform a Search and they see a list of results of which one is a _____ they tend to investigate it first (because it is visual.)
- If you want to outdo and be noticed past the Zillow, Trulia, and Realtors.com website start giving yourself permission to use **Video**; especially live _____ of your listings;
- No Real Estate Search Result ever brings up a Facebook or a Wikipedia page in the top pages.

► **Social Media** - Many forget that **YouTube** is also a **Social Media Platform**. The main difference between it and Facebook is one is index-able the other isn't.

| Top 10 Social Media Websites | | | | | | | Source: Hitwise |
|------------------------------|---------------|----------------|------------|------------|------------|--|-----------------|
| Websites | Total Visits | Visits Share ▼ | Rank 04/02 | Rank 03/26 | Rank 03/19 | | |
| Facebook | 1,645,991,400 | 43.51% | 1 | 1 | 1 | | |
| YouTube | 840,018,075 | 22.21% | 2 | 2 | 2 | | |
| Reddit | 207,251,850 | 5.48% | 3 | 3 | 3 | | |
| Twitter | 187,147,521 | 4.95% | 4 | 4 | 4 | | |
| Instagram | 63,867,461 | 1.69% | 5 | 5 | 5 | | |
| Pinterest | 61,490,414 | 1.63% | 6 | 6 | 6 | | |
| Linkedin | 54,967,689 | 1.45% | 7 | 7 | 7 | | |
| Tumblr | 49,975,442 | 1.32% | 8 | 8 | 8 | | |
| Yahoo! Answers | 41,874,117 | 1.11% | 9 | 9 | 9 | | |
| Yelp | 32,977,008 | 0.87% | 10 | 10 | 10 | | |

► Stats Meaning

Yahoo and Bing?

- When you perform a Global Search on Yahoo you are really searching on _____ and together their results account for **8%** of the all Search Inquires.
- It is estimated that a substantial amount of searchers on Bing/Yahoo and Ask where tricked by a Toolbar, or a Search bar, that got installed on their computer when they were trying to install another program.
- Customers perceive that **Google offers better** results.

► Stats Meaning

Top Visited Websites - ?

- Facebook is getting about 7% of the visitor traffic on the Internet, and that's every impressive – it's huge! You need to remember that visitors are going to _____; and that means that what you do there is viewed by your followers not everyone.
- If you perform a Search in Facebook similar to Search Engines, which customers have not, you are really searching on Bing – and or for friends/Pages – NOT for Content or Solutions.

► Psychology

- People don't go to a Search Engines to browse the web. They go there because they have a question to be answered, or a _____ to be fulfilled.**
- As a Real Estate Marketer you are in the Business of _____ the Search Queries of your would-be visitors before they perform the Search.**

► Raw Search Results

- Browsers like **Google Chrome** and **Mozilla Firefox** are triggered by **Cookies**, and Search Engines like Google and Bing will remember your Search Results in order to deliver those results faster the next time around;

If you wish to view your _____ **unaffected by Cookies** you may want to open what are called ' _____ **Windows**' also known as ' _____ **Windows**' and then perform your Searches;

In Internet Explorer they are called '**InPrivate Browsing Windows,**'

▶ **Video: I can do this!** - *I will show you I can do this...*

▶▶▶ **Easy Assignment**

Open a Private Browser Window and:

1. Google yourself, as in your Name;
2. Google Your Name and Profession;
3. Google Your Name and Company;
4. Google Your Name and Your Brand;

And ponder these questions and write your answers:

Does my Internet presence help my business?

Do consumers get great insights on what I do and where I do it?

How can I do to increase my internet visibility?

Do Not over-think the assignment – just do your best!



Key Yessaad is a Real Estate **Mind-Set Trainer**, Mentor, Internet Strategist, and creator of **the #8WeekSuccess Boot-Camp Program**. Key has been a Trainer and Business Coach for the past two decades focusing especially on empowering Agents develop **the Skills and Habits of Prospecting**, Web Services, SEO Strategies, Time Blocking, Blogging, Internet Marketing, Lead Generation, and **Listing Success. (910) 538-6610**