

# CTX Marketing Provides SEO Insight For Real Estate Investors

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Austin, TX based CTX Marketing is making new strides in their mission to provide reliable and effective SEO services for real estate investors. As part of their ongoing outreach program, the company recently published a blog post that details the basic concept of SEO and how it can be leveraged to ensure success in the real estate industry. The full post can be accessed for free on the company's website, here: <https://ctxmarketing.com/a-simple-step-by-step-guide-to-seo-for-real-estate-investors/>.

Titled "A Simple Step By Step Guide To SEO For Real Estate Investors," the post seeks to introduce real estate investors to the world of Search Engine Optimization (SEO). As an expert in the fledgling and ever-evolving industry, CTX Marketing is well aware of the massive advantages that businesses stand to gain by investing their marketing resources in SEO, particularly if they once relied heavily on more conventional forms of advertising.

"Due to the invent of digital technology and the tendency by which people tend to go online to find their next home," the article explains, "most real estate investors have been finding it difficult to keep up with the online trend, whereas most don't know how to go about it unless they hire a digital marketing company to help them stay ahead." However, while an expert's help can lead an investor to achieve far better success in this regard, the agency is quick to assert that even a novice can make small yet significant progress on their own.

Search Engine Organization is the process of optimizing a web page such that it appears on the organic listings of search engine result pages (SERPs), according to CTX Marketing. Since targeted advertising and other conventional methods of marketing require the business in question to actively get their product or service in front of an audience, SEO allows for a more subtle approach. One of the main advantages of this method is that it can draw in a far greater level of engagement from audiences for a fraction of the cost normally associated with marketing. In certain cases, there may be no cost involved at all.

CTX Marketing explains in their post that, "there are other ways you can dominate your local market using digital means such as pay-per-click advertisement, social media ads like Facebook ads, and so on." They add, "But the reason why we will focus our attention on SEO is because of the amount of highly targeted traffic it generates for businesses like yours and not to mention that this traffic is free!"

CTX Marketing's first tip is to get "on-page SEO" right in order to make good headway in this arena. Since the vast majority of SEO is done for the Google platform, this refers to the factors that Google uses to rank a web page in the search results it shows its users. This includes how the page is structured, the headlines and even its content. As a result, this means that real estate investors should do as much as possible to ensure their website functions in accordance with Google's expectations based on factors such as how fast it loads, how well the pages are structured and so on.

One of the ways that Google determines the quality of a website's content is by assessing whether it has certain "keywords," which are the words and phrases users most commonly search for in a given field. If enough people look up the phrase "family house Austin," for instance, the platform will give more prominence to webpages that have this phrase as this may make it more likely to have the answers the user is looking for. This, however, is a greatly simplified version of the system, and CTX Marketing urges their community to research the topic as much as possible before they begin. Fortunately, their blog post offers an excellent point of entry into the world of SEO.

Since it can be difficult to gauge whether the SEO one undertakes on their own is effective, CTX Marketing advises that investors consider hiring an SEO professional to run a site audit on their website to determine if their on-page SEO is in the state it needs to be. This, among a variety of similar services, can be used to track how effective their SEO is. Should real estate investors wish to work with such an agency, they are welcome to reach out to CTX Marketing and supercharge their SEO efforts.

More information can be found on the company's website, and investors are encouraged to contact the team at CTX Marketing for further details. Their Youtube page, which offers a great deal of insight into SEO as well, can be found here: <https://www.youtube.com/c/CTXMarketing>.

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*CTX Marketing is a Texas-based digital marketing and SEO company which specializes in real estate SEO.*

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