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The Seller Who Never Found Her Realtor

How a great realtor got missed, and how search strategy changes that

HYPOTHETICAL STORY

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STORY 1 OF 5

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HYPOTHETICAL STORY

The people and the business in this story are invented to show how search works. It is not a real client result.

The story

Sarah has lived in her Edmonton home for fourteen years. The kids have moved out, and she's thinking about selling. She doesn't call anyone yet. She does what almost everyone does first: she opens Google.

She types *what is my home worth in Glenora*. She sees an automated estimate from a big website, then two realtors with neighbourhood guides that explain what homes like hers have been doing. Further down, she sees a realtor named Jordan, whose site has a nice photo, a generic homepage and a contact form.

Jordan is a great realtor. Most of Jordan's clients arrive by referral. But Sarah never sees any of that. She calls one of the two guides. Jordan never knew there was a conversation to be part of.

> **WHAT THIS MEANS FOR YOU**
>
> *Your referrals are strong, but many people check you on Google before they call, and many never call because they never found you.*

The investigation

An SEO strategist doesn't start by changing things. They start by looking at what a seller sees. For Jordan, the questions would be:

- What do high-value sellers actually search before they call a realtor?
- Who shows up for those searches, and what do their pages have that Jordan's don't?
- Is Jordan's site even in Google's catalogue properly? (Think of it like the MLS: if the listing isn't entered correctly, no one finds it.)
- What happens after someone lands on the site? Is there a clear next step?

Notice what is missing: nobody asks 'how do we rank for luxury realtor?' The better question is which specific moments the right clients are searching in, and whether Jordan shows up in them.

The turning point

The big opportunity isn't a broad ranking. It's the **seller who is quietly researching**. That person wants two things: a sense of what their home might be worth, and confidence that the realtor really knows their street.

So the plan starts small and specific: one strong page for sellers in Jordan's best neighbourhood, written with real local knowledge, which explains how a valuation conversation works and makes it easy to book one.

> **WHAT THIS MEANS FOR YOU**
>
> *Start with the search that is closest to a signed listing, not the one with the biggest number.*

The plan, in plain English

Move	Why it matters
Make sure Google can find and list the key pages	A page Google can't see can't bring anyone to you.
Build a neighbourhood page with real insight	Shows you know the street, not just the city. Use dated, sourced facts only.
Add a clear 'valuation conversation' step	Turns a quiet reader into a conversation, with no pressure.
Tidy the Google Business Profile	Helps local searches and gives referred clients something to check you out on.
Link the pages together sensibly	Guides visitors from reading to action.

What to expect

Search takes time. The first month is mostly groundwork. After that we watch for the right signals: are the pages being found, are people reading them, are real valuation requests coming in? Results depend on competition, your market and your site. Nothing is guaranteed, and I won't pretend otherwise.

> IF YOU ARE A REALTOR
>
> *Pick your top neighbourhood and Google the question a seller would ask about it. If you don't like what you see, that's your starting point.*

The lesson

The goal isn't to be everywhere. It's to be easy to find, and easy to choose, at the exact moment the right client is looking.

QUICK REFERENCE

Plain-English glossary

Term	What it means
Search intent	What the person is really trying to do when they type a search: learn, compare, or hire.
Indexing	Google adding your page to its giant catalogue. If a page isn't in it properly, nobody can find it by searching.
Google Business Profile	The free listing that shows your business on Google Maps and in local results: name, hours, reviews, photos, website link.
Conversion	A visitor taking the step you want, such as booking a call or requesting a valuation.
Organic	Results you earn by being useful and well set up, as opposed to paid ads.

NEXT STEP

How I help you get found, then chosen

Being found is only the first job. A good search strategy also makes you easy to trust and easy to contact.

Step	What it looks like for your business
1. Found	You appear for the searches your ideal clients really make: your neighbourhoods, your services, your city.
2. Trusted	Your pages and your Google profile show real local knowledge, real proof and honest information.
3. Chosen	Visitors see a clear, low-pressure next step: a valuation chat, a consultation, a call.
4. Measured	We track enquiries that matter, not just visits, and adjust from there.

SEO works alongside your referrals, networking and social media. It does not replace them, and nobody can promise a ranking or a timeline. What it can do is make sure that when someone searches for what you offer, you are there and

you look like the right choice.

> LET'S TALK
>
> *If you'd like to see how this could work for your business, reach out. I'm happy to take a look at how you show up in search today and tell you honestly what I see.*

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