



ULTIMATE OPTIMIZATION REFERENCE GUIDE

Your Blueprint for Managing Your
Newly Optimized Profiles
& Getting Started With Building Your
Digital Reputation



HI THERE!

Thank you for completing your Optimization with Real Grader. This reference guide has been created to help aid you in your Social Media journey with your newly Optimized profiles, so you have the resources and support to feel confident in jumpstarting your digital reputation.

In this guide, you'll find detailed information regarding our recommendations for accessing, using, and maintaining your Social Media, including screenshots and FAQ.

We've also included information about additional packages we offer to take your understanding of social media to the next level and to learn even more about creating engaging content, online marketing strategies, business development, and more.



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OPTIMIZATION RECAP

What we have accomplished for you:

1. Personalized, cohesive branding:

Our Branding Team has created banners for your profiles containing your logos and contact information so you have professional-looking cover photos on all applicable Social Media sites.

2. Profile completion:

We've created any profiles you were missing and ensured all profiles are fully completed with the most relevant and recommended information to share with your future clients.

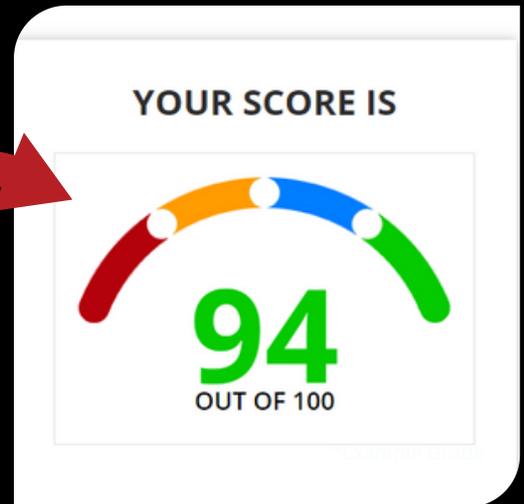
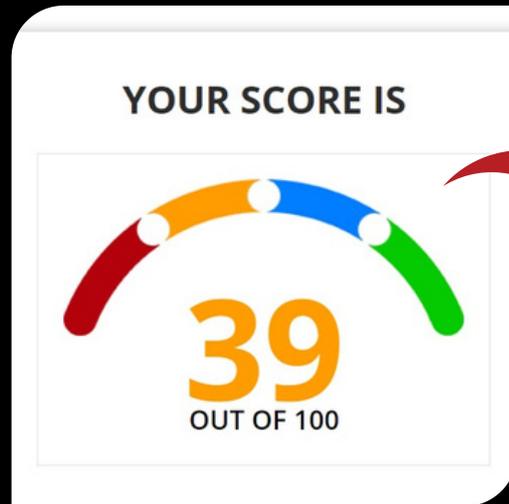
3. Back-linking:

Your profiles are linked back to your other Social Media sites wherever possible. This contributes to the overall strength and relevance of your professional digital identity in the eyes of a search engine algorithm.

4. Your fully customized INSTACARD®:

Your INSTACARD® is your own custom digital business card that will make sharing your contact information, asking for reviews, and sharing your Social Media with clients easy! We have made sure you have all of the correct branding and information has been added to your card for you to be able to easily share your information right from your phone.

Have a question about your Optimization? [Click here to access our Support site.](#)



YOUR GRADE

Before you started your Optimization journey, we graded you on your visibility, brand cohesion, and professional presence on 8 different platforms.

Now that your Optimization is complete, you should see that your grade has increased significantly, reflecting your professional public-facing information, your cohesive branding, and your overall online presence!

You may be wondering, though, "Why is my grade not 100?" Your Optimization was a crucial step in starting your Social Media journey, but it's just the beginning.

Our grading algorithm looks at your follower count, content, and your ranking, and reviews, too.

If you are looking to increase your grade even more, grow your Social Media presence to the max, bring in leads and outshine your competition, Real Grader has everything you need to help you get there.

[Click here to learn more about the Real Grader Influencer Program!](#)

WHAT IS BACKLINKING?

Backlinking is a process of creating hyperlinks on other websites that lead back to your website. It is a crucial initial SEO (search engine optimization) step that can help boost your website's ranking on search engines!

The greatest backlinking benefits come from your website link being present on another high-quality website within your niche, such as within articles on a reputable Real Estate blog.

But, ensuring your social media platforms have your website correctly backlinked, as well as backlinking one social media platform to another, has many benefits for your online presence as well!



Website Indexing

When search engines crawl social media platforms and find links to your website, it can help with indexing your website faster. This can lead to faster discovery of your website by search engines, which can help improve your search engine rankings over time.



Increase Brand Awareness

It can help increase visibility by cross-promoting your different social media profiles. When you link one profile to another, it can make it easier for people to find all of your social media accounts and follow you on different platforms.



Driving Traffic

When you post links to your website on social media platforms, it can help increase visibility and bring in more visitors to your site. Your followers can click on the links you share, and this can lead to more website visitors, which can help improve your website's metrics and rankings.



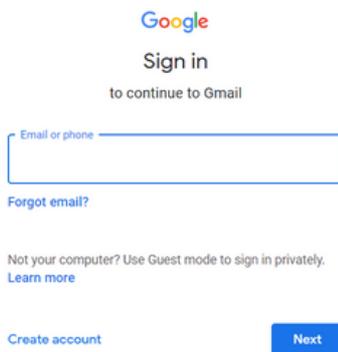
GOOGLE BUSINESS

Your Google Business profile is essential to your online presence. The more you show up in front of searchers, the more likely you are to start generating leads.

Maintaining this profile and getting reviews is the surefire way to get seen by potential clients!

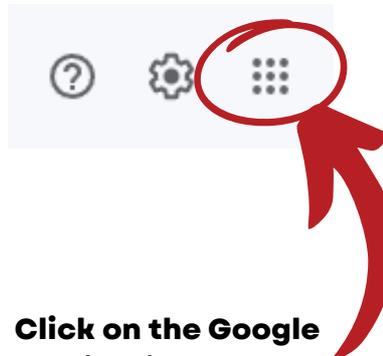
HOW TO ACCESS

1



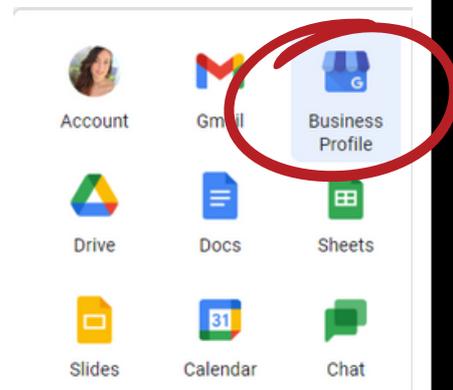
Ensure you are logged in to the Gmail account associated with your Google Business profile

2



Click on the Google Applications button in the top right hand corner of your web browser or Gmail interface

3



Click on the Business Profile button to open your Google Business profile

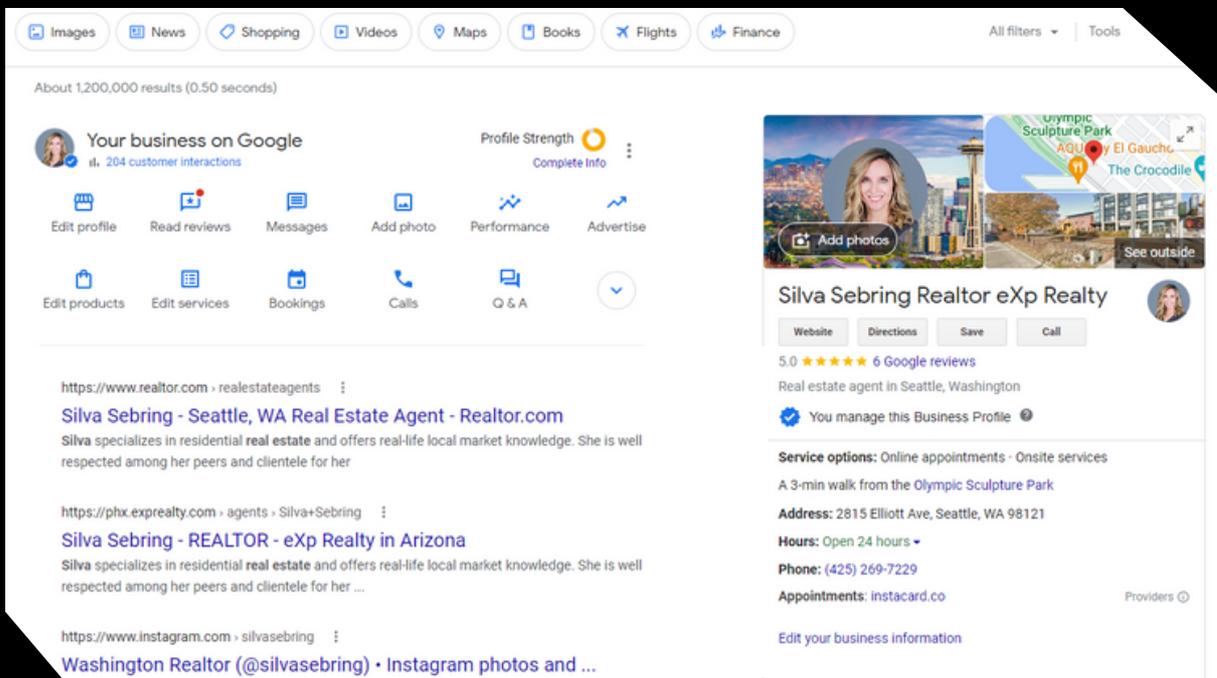
Alternatively, you can go to business.google.com to log in and go directly to the back-end of your Google Business Profile.

Go to the next page to learn about the Google Business Interface!

YOUR GOOGLE BUSINESS INTERFACE

If you've followed the steps on the previous page, you should now be viewing your Google Business Profile on Google Search.

This dashboard lets you see your public profile as it appears to searchers (on right), as well as a series of buttons for you to interact with your profile that only you can see (on left).



*Example Account

Your Google Business profile will show up under different circumstances, depending on the context of the search.

If a searcher is looking for you specifically, typing in your name and location in the search bar or your name + REALTOR or similar, should show your profile as you are seeing it on screen.

However, if a searcher is using the more general keywords of Real Estate Agent and their location, you will show up along with other agents and brokerages in a list that shows their profile title, Google Business ranking, review count, and basic contact information.

The higher your rating and the more reviews you have, the more likely Google will show you higher on this list, and the more likely a searcher will interact with your profile.

MAINTAINING YOUR PROFILE

On your Google Business dashboard, you will see a total of 13 buttons used to maintain your profile (click the down button to expand the full menu).

Below, we will define and describe all buttons and their uses. You will generally only use a handful of buttons in most cases to maintain your profile.

Edit Profile

Contains your business contact information, business description and business details. This information is up-to-date from your Optimization. Changing this information may require a business re-verification.

Read Reviews

Allows you to read and respond to your Google Business reviews. It is highly recommended to reply to every review received to show you value your clients and their feedback, as well as encourage engagement.

Messages

Allows searchers to message your Business on Google search. All received messages will be housed here. You will receive a text notification of their arrival. Ensure to respond promptly - Google will display your estimated response time publicly.

Add Photo

Allows you to add photos of your choice to your business profile. Doing so does not increase your visibility, but can increase profile engagement as searchers click through your gallery. Note that photos do not have captions and therefore do not have context.

Performance

Allows you to see how your profile has been performing in terms of visibility and engagement over a period of time. Shows how many people interacted (clicked on) your profile, how many times it showed up in a search result, what keywords were used to find you, as well as where they are seeing you (mobile vs desktop).

Advertise

Allows you to run automatic, pay-per-click advertisements of your Google Business profile or website based on traffic or engagement goals. You can choose location preferences and keywords to help guide where your ad shows.

Edit Products

Allows searches to see retail products for sale. Unfortunately, it is against Google's guidelines to use this feature to display homes for sale, and can result in a suspended profile if misused.

Edit Services

Allows you to add or edit services you provide as an Agent. Does not aid in searchability, but does give more information to the public about what types of Real Estate services you can provide them. This list is visible on mobile only.

Bookings

Allows a booking feature to be displayed publicly on your profile. As part of your Optimization, we add your INSTACARD® link for the Quick Contact feature. But, you may also add a scheduling software like Calendly to your Business Profile.

Calls

Allows you to keep track of missed calls or calls from clients who found you through your Google Business Profile. Calls that you get via your Business Profile start with a short message that lets you know they're from Google.

Q&A

Allows the public to ask you questions about your services. Alternatively, you can preemptively ask questions and provide answers to develop a FAQ section for your Google Business Profile to display publicly.

Add Update

Allows you to add updates, deals and events. Most relevant to you would be the events option. This is where you can publicly display Open House events, for example. Add all details, photos, as well as a call-to-action to display on your profile.

Ask for Reviews

Allows you to generate a shortened URL that will bring the recipient to Google Maps with an automated review pop-up. Send this via text or email to ask clients for reviews so it is easier and more convenient for them to review your page.

GETTING SEEN ON GOOGLE SEARCH

Your Google Business profile appearing in search results is driven by Google's own algorithm, which makes the determination of where and when to display your information.

The algorithm takes into account multiple factors, such as profile completion and information accuracy, which your Optimization takes care of for you. However, the algorithm also uses three main qualifiers to make the determination, as well:

Relevance

Refers to how well a local Business Profile matches what a searcher is looking for. Your business category is the main determiner for this qualifier.

Distance

Refers to how close the searcher is to your service areas or business address based on what Google knows about their location.

Prominence

Arguably the most important qualifier. Refers to how well known your business is, and your business reputation, both on Google search and across the web. A review count and rating, as well as how often your business shows up across the internet on other websites, in articles, directories, etc.



GETTING SEEN, CONTINUED

As mentioned on the previous page, one of the most important aspects of getting seen on Google is your business prominence, which should be your focus for maintaining your profile.

An important part of your Optimization is the backlinking we've done for you, which helps with your business prominence in the eyes of the Google algorithm. The more often your business shows up across the web, the more likely Google will show you as a search result.

Getting reviews, however, is going to be the most beneficial way you can help positively influence the Google algorithm to show your profile more often to more searchers.

Golden Rules for Google Reviews

1

Ask everyone for a review.

Anyone you know with a Google-associated email address can and should be leaving you a positive business review. Don't limit yourself to clients only.

2

Encourage text-based reviews from your reviewers.

While 5-star ratings alone are ok, the words used within text-based reviews are used to determine what keywords you are ranking positively with, and will further enhance your visibility as a result.

3

Reply to all of your reviews, positive or negative.

Ensure all of your replies are professional and unique, and specific to the review you're replying to. Not only does this help your business reputation, but similarly to Rule 2, it may also help with supplying keywords to the algorithm.



GOOGLE FAQ

Q: Can I post my review from other platforms on my Google Business Profile?

A: It is not possible to transfer reviews from other platforms to your Google Business profile. This is to prevent fraudulent reviews, and to keep competition fair on the platform.

Q: Why are my reviews not showing up?

A: It can take up to 48 hours for a review to show up on your profile. Google automatically filters reviews with excessive capitalization, punctuation, and improper sentence structure. On rare occasions, you may need to ask your reviewer to re-submit their review if it is still not appearing.

Q: Why is there a picture of the outside of my business on my profile?

A: These types of pictures are automatically added by Google Maps and cannot be removed or changed. You may request for Google to update the photo, however, if it is out-of-date.

Q: How do I get my Social Media buttons on my profile?

A: These social media links are automatically added by Google, so long as they are linked on the website provided on your profile with the correct piece of code. It can take upwards of 6 weeks for the automation to occur. Although we do not offer this as a service, we would be happy to provide our assistance to your web developer.

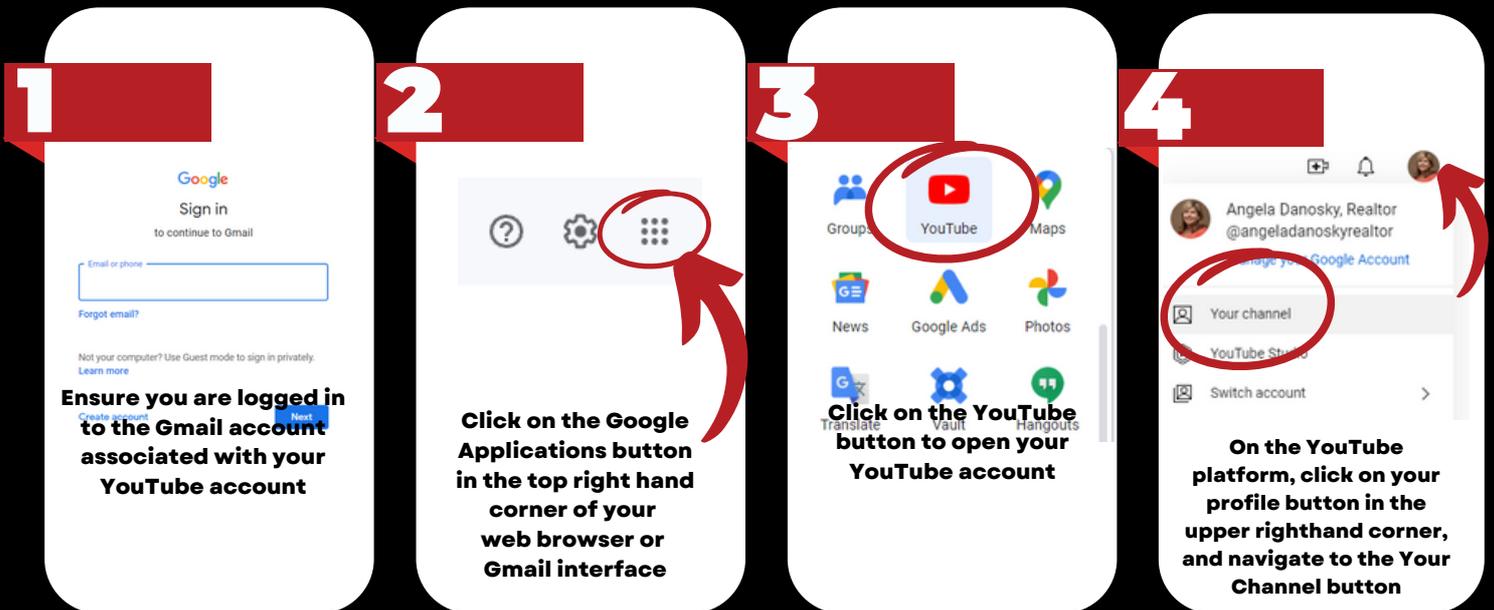
YOUTUBE

Your YouTube brand channel is an excellent way to connect with the public and showcase your business. Having an active channel is excellent for SEO (search engine optimization) because YouTube is owned by Google!

YouTube videos can automatically show up at the top of Google search when your business is searched for, giving potential clients the ability to see and interact with your content even easier. YouTube videos can also be easily shared across multiple platforms, increasing your engagement capabilities with the public.

Even if you are not interested in becoming the next YouTube star, you shouldn't miss out on the opportunity to showcase your brand. YouTube has more than 2.6 billion active users per month and climbing!

HOW TO ACCESS ON DESKTOP



- 1** Ensure you are logged in to the Gmail account associated with your YouTube account
- 2** Click on the Google Applications button in the top right hand corner of your web browser or Gmail interface
- 3** Click on the YouTube button to open your YouTube account
- 4** On the YouTube platform, click on your profile button in the upper righthand corner, and navigate to the Your Channel button

Alternatively, you can go to directly to youtube.com to log in. Once logged in, follow Step 4.

THE YOUTUBE APP

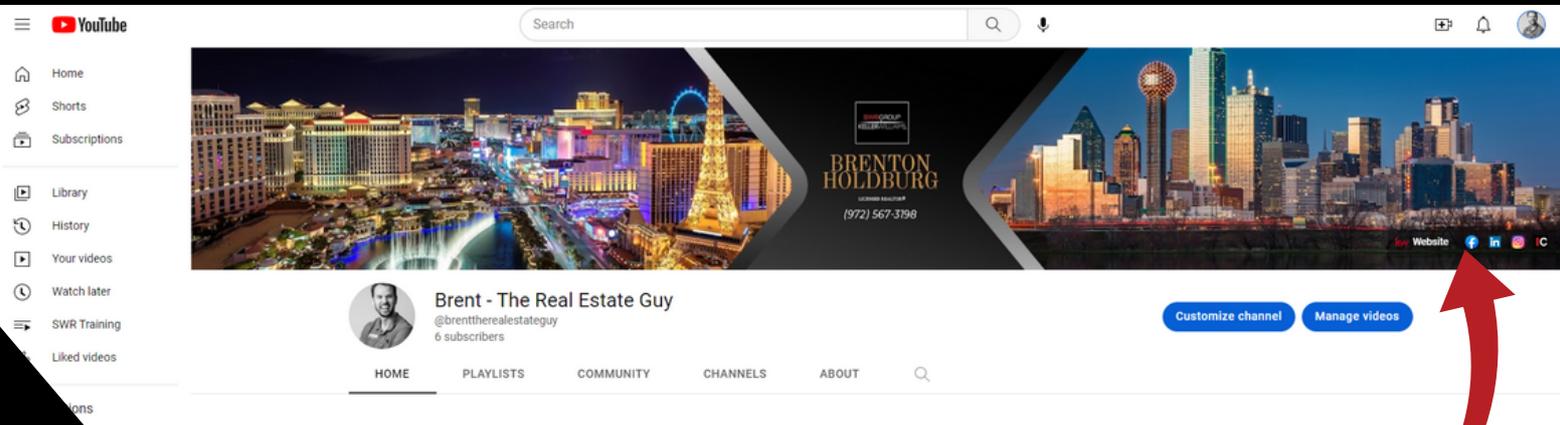
It is also recommended to utilize the YouTube app on your phone for easy video uploading. Find this in your phone's App Store and log in with your Gmail credentials.

YOUR YOUTUBE CHANNEL INTERFACE

If you've followed the steps on the previous page, you should now be viewing your YouTube brand channel on your desktop computer.

This account view allows you to upload videos, customize branding, view video analytics, and more.

Your channel looks exactly how it will to the public, aside from two buttons: Customize Channel, and Manage Videos.



*Example Account

SO, WHAT IS A BRAND CHANNEL ANYWAY?

Your YouTube brand channel is for you to house your professional, business-related videos.

A brand channel allows for other people or agencies to manage the channel if you so choose, whereas a personal channel does not have this capability.

For instance, during your Optimization, Real Grader was added to your channel to complete the process. This allowed access to your channel without having to log in to your personal account.

A brand channel also displays your business-associate email address for contact.

Backlinks to other social media!



POSTING A VIDEO

Lights, camera, action! Creating a video for YouTube can be as simple as recording one on your phone, or as complicated as using professional recording equipment and using cinematic editing software. The choice is completely yours!

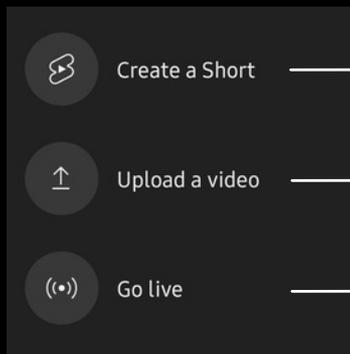
Once you've created your video, uploading it to your YouTube channel is a simple process.

If you haven't already, ensure you have installed the YouTube app to be able to easily upload videos right from your phone's camera roll.

On Mobile



At the bottom of your app screen, click the + button to be given a series of upload options.



→ Create a 15-60 second clip

→ Upload a video from your camera roll

→ Begin live-streaming in real time



When uploading from your camera roll, YouTube may automatically upload your video as a YouTube Short depending on the length.

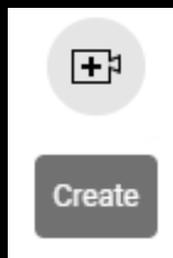
If it is longer than 60 seconds, you can follow the prompts on the screen to add a video title, description, and visibility of your video. YouTube will also ask you if your video was made for kids. Once you've filled out this information, hit Upload Video.

Go to the next page to learn about uploading a video on desktop!

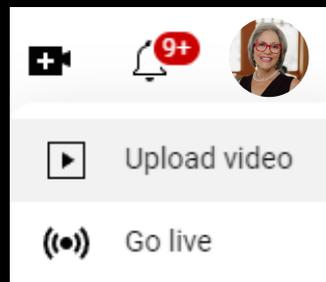
POSTING A VIDEO, CONTINUED

Below, take a look at the step-by-step way to upload a video on YouTube on a desktop computer. For this, you will need a video pre-made and downloaded to your computer.

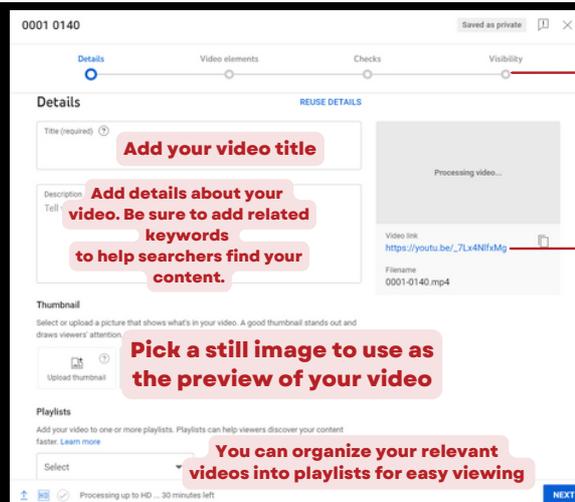
On Desktop



In the top righthand corner of your Youtube account, navigate to the camcorder with the + in the middle to upload a video.



→ Upload a video from your computer
→ Begin live-streaming in real time using your webcam



→ Go through the easy to follow steps to reach the end of this process to have your video uploaded to your channel

→ Your video's unique link - share this on Facebook or LinkedIn, or add as a profile video on your Real Estate platforms!

On the next page, find out about the basics of YouTube Studio!

YOUR YOUTUBE CHANNEL STUDIO

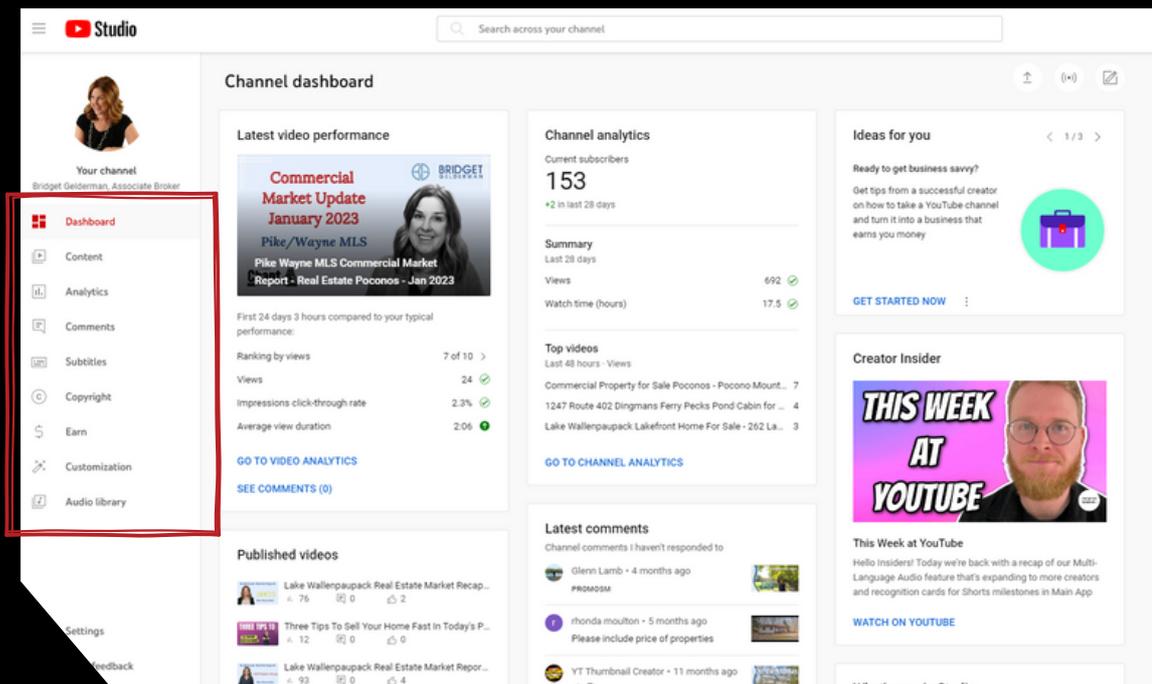
YouTube Studio is a part of your YouTube brand channel where you are able to see an overview of interactions on your channel, see detailed analytics about your channel, read through comments received, customize what viewers see on your channel when they first arrive, and more.

To access, click either blue button at the top of your main channel page:



Alternatively, you can go directly to: studio.youtube.com

Once in the YouTube Studio, you will see a lefthand side menu that will give you access to different options.



*Example Account

The top menu option, or Dashboard, is where an overview of all aspects of your channel lives.

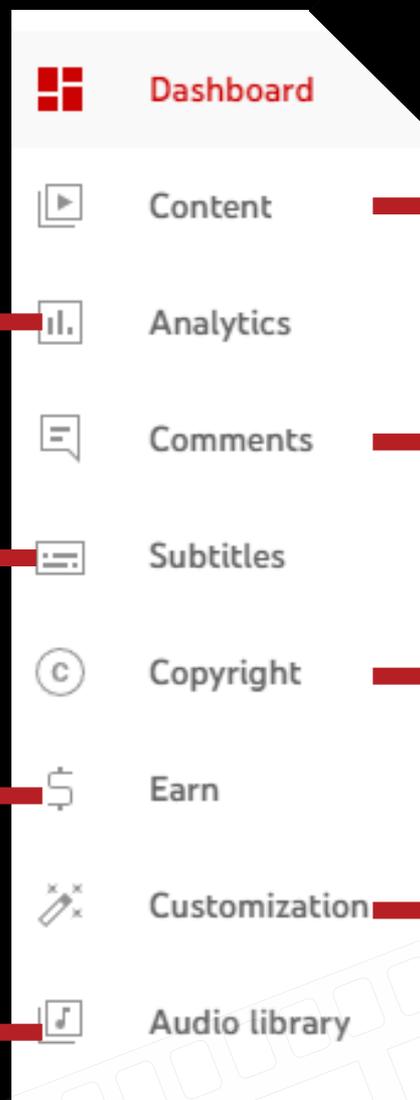
Here, you will find information on your most recent channel subscribers, your total channel views and watch time hours for the month, as well as newest comments received on your videos and how your newest video is performing.

On the next page, we will go through each menu option to give you a more detailed look at what each menu option is for.

YOUTUBE STUDIO, CONTINUED

Below, we will define and describe all menu buttons and their uses. You will generally only use a handful of buttons in most cases to maintain your channel.

Some of these buttons will not have information to interact with until you've posted videos to your channel.



Gauge how viewers are finding your videos, how long they are watching your videos in one sitting, demographics about your viewers, and overall channel performance metrics.

Add automated subtitles or add your own for different languages or hearing impaired viewers on any of your videos.

After 1,000 subscribers and 4,000 public watch hours within 1 year, you can potentially start earning revenue on videos.

Here, you can download royalty-free music and sound effects to utilize within your YouTube videos.

Shows all of your available videos, when they were posted, their restrictions, their like to dislike ratio, and their total views and comments.

Shows a list of all of the comments made by your video viewers. Here, you can reply to any comments and thumbs-up, thumbs-down, or "heart" their comments.

Here, you can submit copyright removal requests if another YouTube creator has infringed upon your business copyrights in their own video.

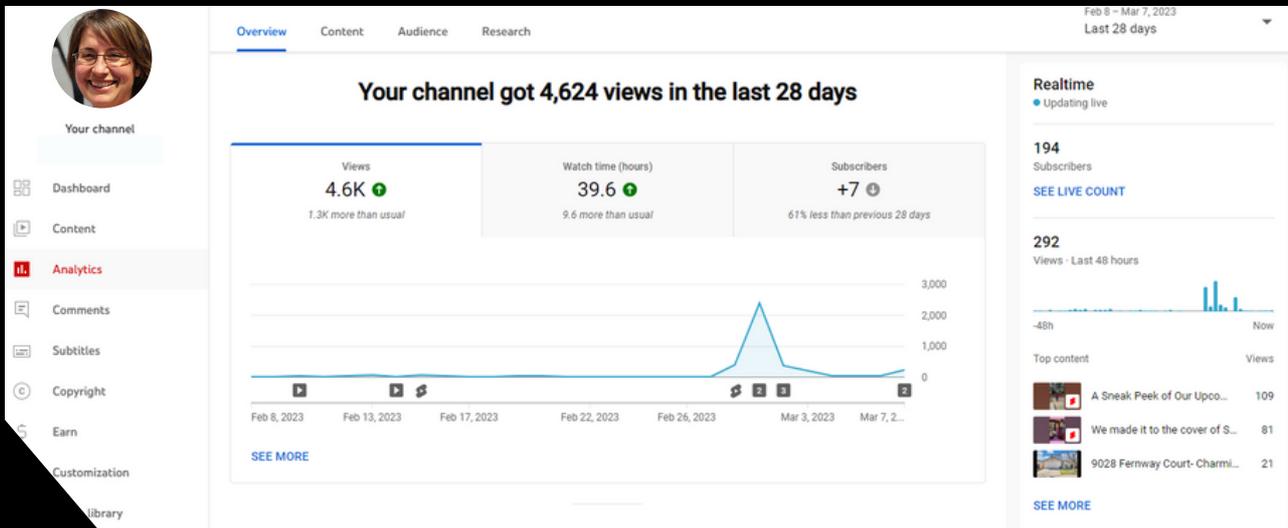
Here, you can choose a video to start playing at the top of your channel when someone visits. You can also choose videos to feature on your channel's page, edit your headshot, add a video watermark and change your basic information.

YOUTUBE ANALYTICS

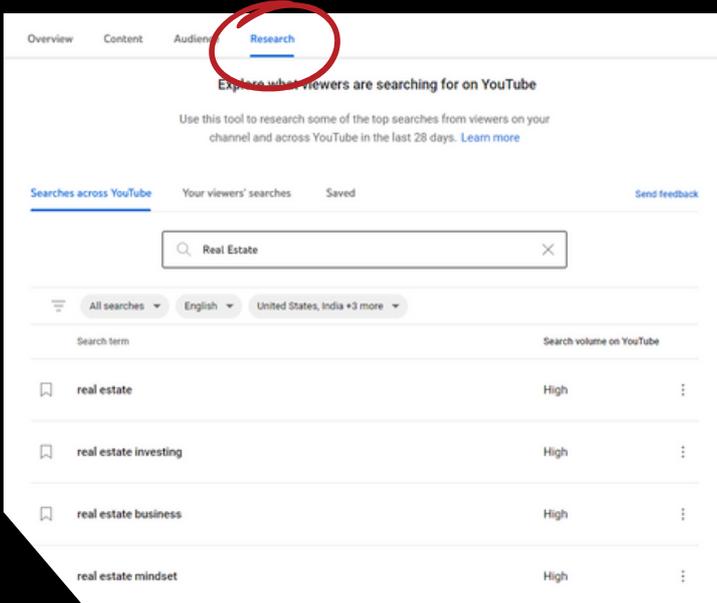
A beneficial aspect of your YouTube brand channel is the ability to access specific analytics about how your content is performing.

As you create videos, you will want to make sure you are reaching viewers, and that they are staying engaged in your content and watching your videos to completion.

The higher the quality of content, the more viewership you will have. Repeat viewers can subscribe to your channel, and you will have a following of your own!



*Example Account



The analytics section also contains a Research feature you can use to find keywords to use in your video titles, descriptions, and to the Tag section (found under "Show More" in the Details section of the Upload flow).

It is worth noting that high search volume keywords will have a lot of competition, so it's a good idea to find a blend of both high, medium, and low search volume keywords in your videos.



YOUTUBE FAQ

Q: How often should I be posting videos?



A: At a minimum, we recommend posting 3 times per month to maintain your channel. If you are looking to grow your channel and potentially monetize it, posting at least twice per week is essential.

Q: What content should I be making?



A: A NAR study has shown that 51% of homebuyers use YouTube to do research on the homebuying process! Making fun and educational videos for homebuyers is sure to draw attention to your channel. In your Social Media Content Starter Pack, we've given you 10 starter content ideas. For even more ideas and for a more in-depth look into YouTube, we offer [The Real Grader Influencer Program](#).

Q: How do I create more professional-looking videos?



A: There are many, many ways to make professional-looking videos, and it can be as simple or as complicated as you choose. [The Real Grader Influencer Program](#) will teach you all about professional video setup, and ways to create content that stands out from the competition.

Q: How do I change the link icons on my YouTube cover photo?



A: On your main YouTube channel page, click the blue Customize Channel button to be taken to the YouTube Studio. Under the Basic Info tab, scroll down to see the links added to your channel currently. Here you can edit and title them.

FACEBOOK

According to a NAR study, 91% of REALTOR®s use Facebook for their business-related ventures. And with 2 billion daily users, having a presence on this platform is vital for online success as a Real Estate Agent.

While many agents have a presence on a personal profile, using a Facebook Business page is essential for reach and engagement with the public.

Before we get into accessing and maintaining your page, let's review the crucial differences between a Facebook personal account and a Business page.

PERSONAL VS BUSINESS

Account can only be titled by your name

Account has limited contact information to display

Caps you at 5,000 friends

Cannot run advertisements

Cannot receive reviews

Account can be titled by your business name, or name and credentials

Contains contact information, hours of operation, service areas, and more

Unlimited public followers

Can run advertisements

Can receive reviews

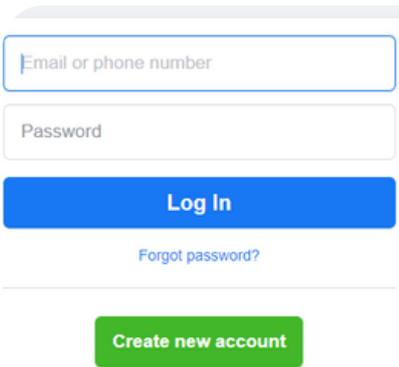
HOW TO ACCESS

A Facebook Business page must be linked to a personal account in order to exist.

However, a business page functions as a standalone profile. All comments, content, followers, photos, etc. are completely separate on a Business page from a personal account.

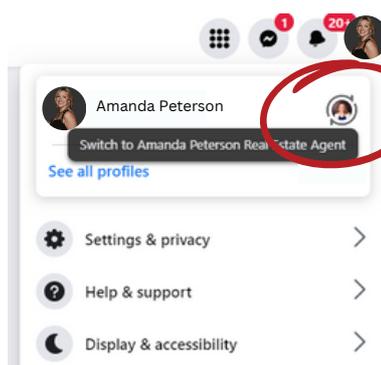
Below is a step-by-step how to access your Business page from your personal account.

1

A screenshot of the Facebook login page. It features a white background with a blue header. Below the header, there are two input fields: "Email or phone number" and "Password". A blue "Log In" button is positioned below the password field. Underneath the button, there is a link for "Forgot password?". At the bottom of the login section, there is a green "Create new account" button.

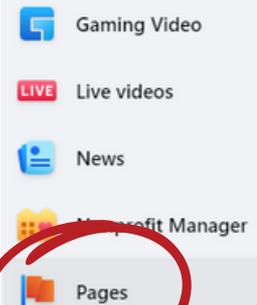
Ensure you are logged in to the Facebook account associated with your Facebook Business profile

2



Click on your profile picture in the upper righthand corner and "switch" into your business page.

Alternatively



Click on the Pages button found on the lefthand menu of your personal account to access

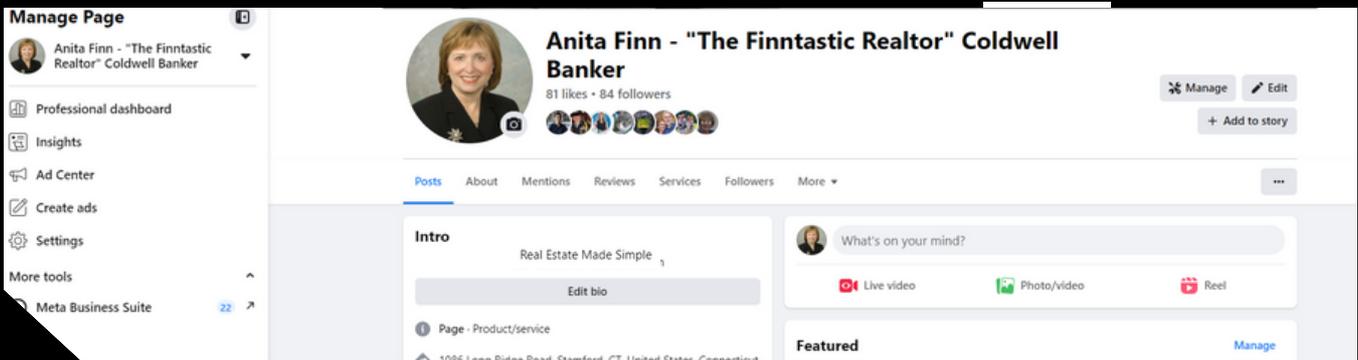
Once your Facebook Business page is accessed, you will see it looks very similar to a personal profile, allowing you to post and make Facebook stories just like you would on a personal Facebook account.

Although you cannot have Facebook friends on this profile, you can also follow other business pages to get updates and news to your homepage feed, just like you would with your personal account friends.

NAVIGATING YOUR BUSINESS PAGE

If you are familiar with posting content on a personal Facebook page, you shouldn't have trouble posting to your business page. The What's on your mind? box looks the same, and you can share reels, go live, add to your business's Facebook story and share photos or videos, just like on a personal page.

When posting on your business page, make sure you are posting quality business-related content you are comfortable with sharing to the public. While personal accounts can be made private, business pages must be set to public visibility to remain active.



You may have also noticed a menu on the leftmost side of your business profile that has some features you can work with.

As you familiarize yourself with your business page, you may be surprised to see how many features are hiding within each menu item! Take your time and click around. Below are descriptions of each menu item and the basics of what they do.

Professional dashboard

Provides you an overview of your business page. Includes Business Page FAQ. Provides leftside menu options including inviting friends to follow your page (under Grow Your Audience)

Insights

Provides in-depth analytics and data on the page's performance, including engagement, reach, and audience demographics

Ad Center

Allows you to create, manage, and track your Facebook and Instagram ad campaigns

Create ads

Quickly design and launch ad campaigns on Facebook and Instagram

Settings

Central location for managing and customizing various aspects of the page, including page info, notifications, roles, and permissions

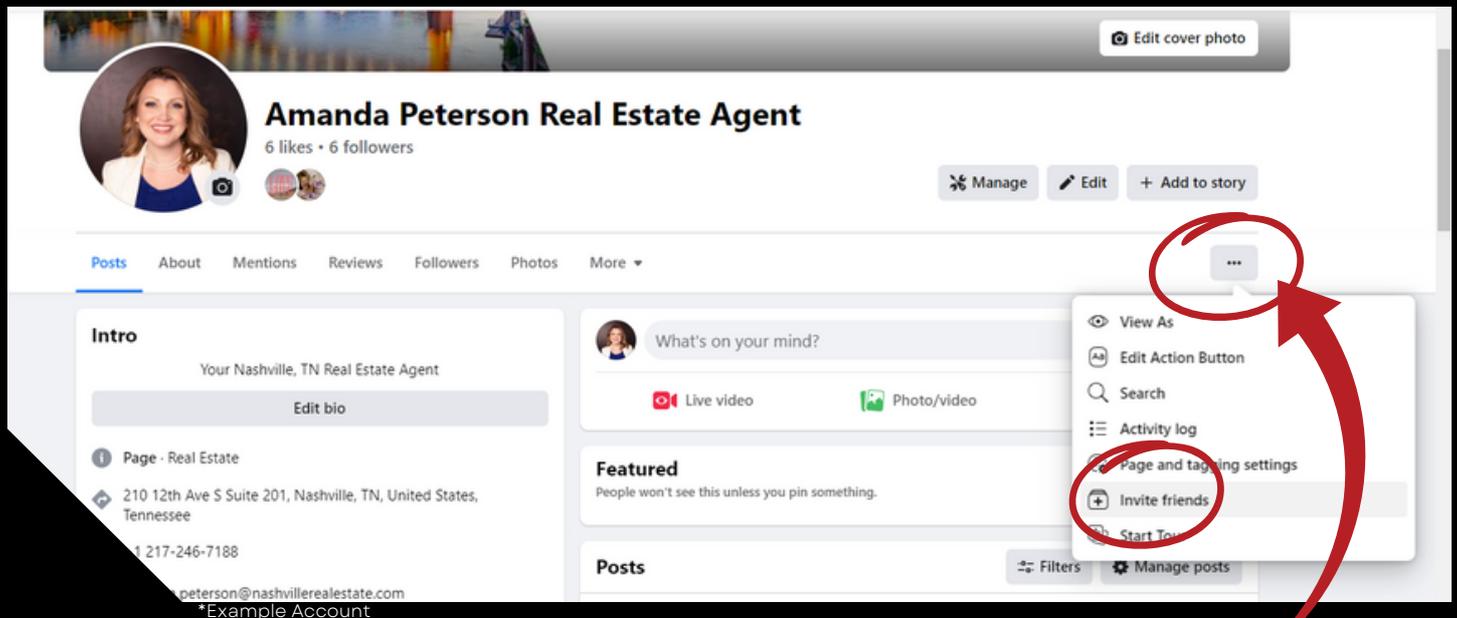
Meta Business Suite

Provides tools for creating, scheduling, and publishing content, as well as monitoring analytics and responding to messages and comments across both platforms.

FOLLOWERS ON YOUR BUSINESS PAGE

When you invite your friends to like or follow your Facebook Business page, you are extending an invitation for them to become part of the community that the business is building. By liking or following the page, they will be able to receive updates and engage with posts from your business on their own Facebook feed.

Below, view how to find the Invite Friends button on your page:



Click the three dots on your Business Page menu bar to access a dropdown containing the Invite Friends button

When people like your Page, they also automatically “follow” it, too, which allows them to see your posts in their feed. People who like the Page can also choose to unfollow the Page and not see your posts in their feed, but still continue to demonstrate their support.

Likes and follows for your Facebook Business page add credibility to your business, as well as increase your chances of organically showing up on news feeds of people who may not have seen your page yet.

For approximately every 100 followers, you will show organically to approximately 5 additional potential clients.

INSTAGRAM

Your Instagram Professional account is the perfect platform to share photos and videos of properties, share educational content and give the public a look at your daily life as a Real Estate Agent.

Instagram, owned by Meta (who also owns Facebook), reports that there are currently over 2.35 billion users of Instagram every day. This platform is a must for any business to be on, yourself included!

Instagram is available on desktop, but it is meant to be optimally used on a mobile device.

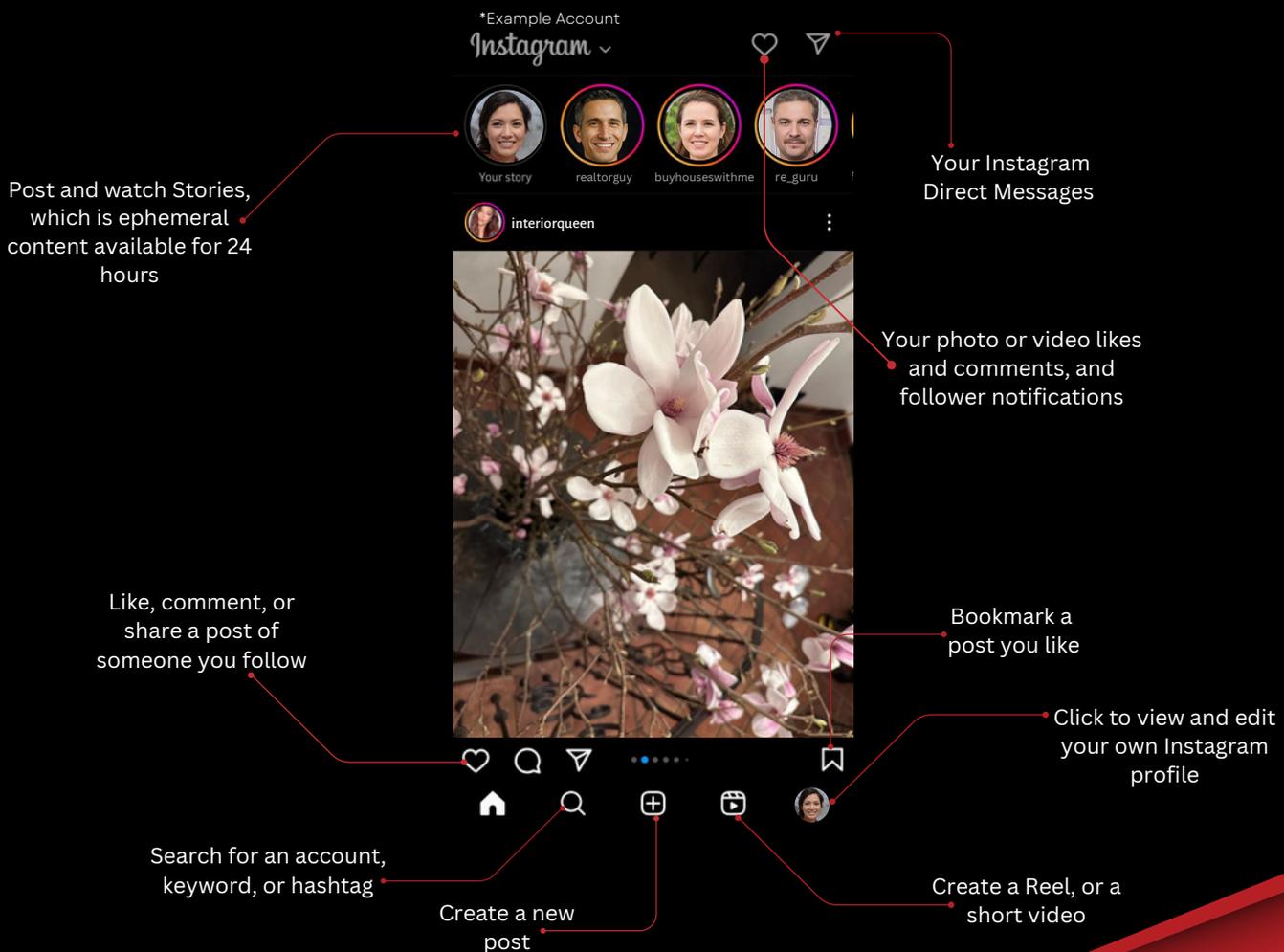


If you haven't yet, install the Instagram app from your phone's app store.

Once installed, ensure you are logged into the Professional account created or accessed for your Optimization.

Once logged into your account, your homepage will be displayed. If it is blank, it's time to follow a few accounts!

Here is a brief overview of the Instagram interface:

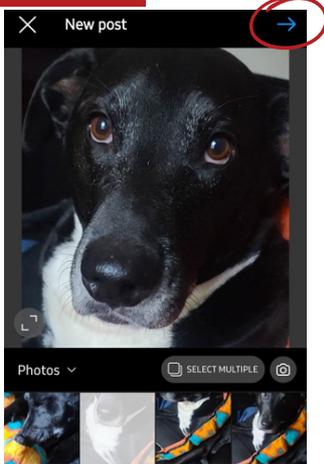


BASICS OF POSTING

Instagram is a relatively straightforward platform: Post content to your profile to share it with people who follow you, and follow accounts for people or businesses that you would like to see content from!

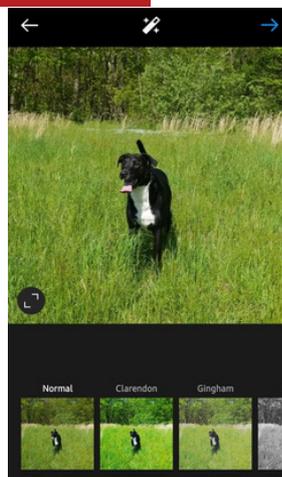
Below is a step-by-step for the basics of posting pictures to your Instagram account:

1



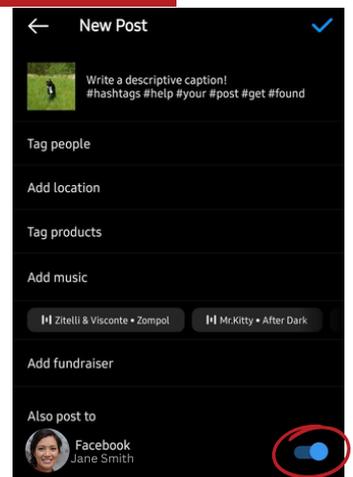
Find a photo or photos you want to share. Once done, hit the blue arrow at the top right.

2



The fun part! Edit your photo(s). Experiment with different settings and filters.

3



Caption your post. Make sure your toggle to Facebook is on. Hit the blue check to post!

YOUR PROFILE



Your profile has been Optimized to include your professional category, a clear and concise professional biography, your website, and contact information.

On mobile devices, the contact button found underneath your biography contains your professional email address, as well as your phone number for easy access for the public.

*Example Account

STORIES, REELS & STORY HIGHLIGHTS

On the Instagram interface breakdown, you may have noticed there are different features for content sharing on your Instagram profile: Stories and Reels.

Something to note is creating content of any kind (posts, stories, and reels) on Instagram can be automatically shared to your Facebook Business page. So, it's encouraged to work primarily off of your Instagram account - it will save you time and energy with the upkeep of your Facebook Business page.

An Instagram-only feature is Highlights - a collection of Instagram stories you can organize to display on your profile. Learn more below!



Stories

Stories are photos, videos, or a combination of both that disappear after 24 hours. You can add text, filters, GIFs, links, hashtags, polls, questions, location markers, and more to encourage participation and engagement!

Stories are found at the top of the Instagram feed, helping you to enhance visibility with your followers.



Reels

Instagram Reels are short, 30-second to 15-minute video clips that are easy to create and edit. You can add text, music, and filters to make the video more fun and engaging.

Reels can be used to showcase your creativity, promote your services, or share your thoughts and opinions on various topics.

Reels appear on the Instagram Explore page. Unique and creative reels that capture users' attention have the ability to go viral!

Highlights

Instagram Highlights allow you to save and display your Instagram Stories on your profile page for longer than the 24-hour limit.

Highlights appear as circular icons below the user's bio and above their regular Instagram feed.

You can choose to create multiple Highlights based on different themes, such as Listings, Just Sold, or Q&A, and add customized buttons to display the category.



Excl. Listing



Just Sold



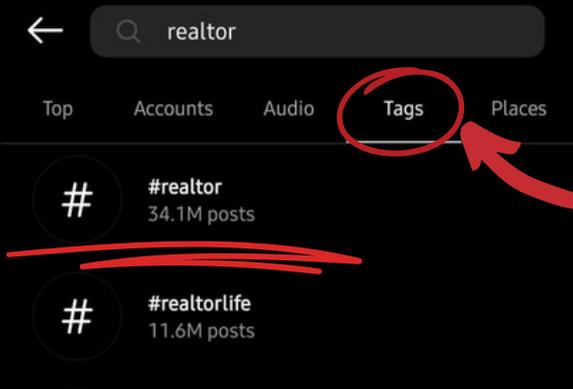
Property Listing

THE HASHTAG, DEMISTIFIED

Oh, the infamous hashtag! But what is it exactly?

A hashtag on Instagram is a keyword or phrase written without spaces that is preceded by the pound (#) symbol.

When you include a hashtag in your Instagram post or story, it becomes a clickable link that other users can use to discover content related to that topic. Hashtags are used to categorize content and make it easier for people to find posts on specific topics or interests.



Doing hashtag research is an important aspect of organic growth on an Instagram account.

The Tags feature under the search function (magnifying glass in your menu) allows you to check keywords and see how well they are doing on Instagram.

Although certain hashtags (like #realtor) may be relevant to you, that doesn't mean you should solely use them in your posts!

Hashtags with fewer than 10,000 posts may be too niche or specific, while hashtags with more than 500,000 posts may be too broad and competitive.

Hashtag Research Made Simple



Make a list of keywords related to your post, industry, location, or brand. Make a note of how many posts are associated with each to gauge popularity and relevance.



Analyze the competition. Look at the posts of your competitors or similar accounts to see what hashtags they are using. Take note of which seem to be working well for them, and use them, too!



DO'S

Find the sweet spot

Find relevant hashtags between 10,000 and 50,000 posts

Mix them up

Use different hashtag mixes on every post!



DON'TS

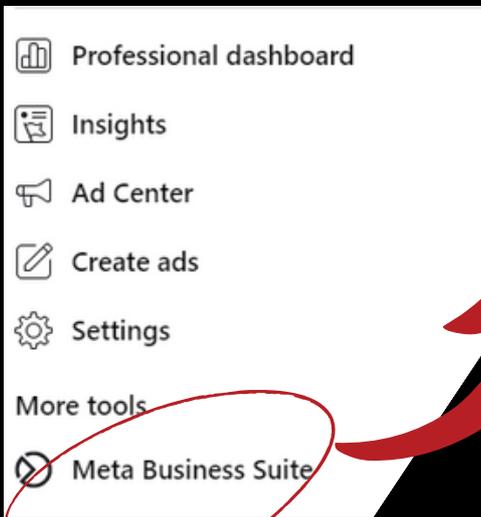
Don't use too many

Use between 3 and 5 relevant hashtags only, per Instagram's creator's account (@creators)

META BUSINESS SUITE

Meta Business Suite was introduced in 2020 as an all-in-one social media management platform specifically designed for Facebook and Instagram.

This software allows you to perform tasks such as content creation and scheduling, responding to interactions, and analyzing metrics. It also provides capabilities to plan and execute organic campaigns, launch advertisements, and arrange digital assets.

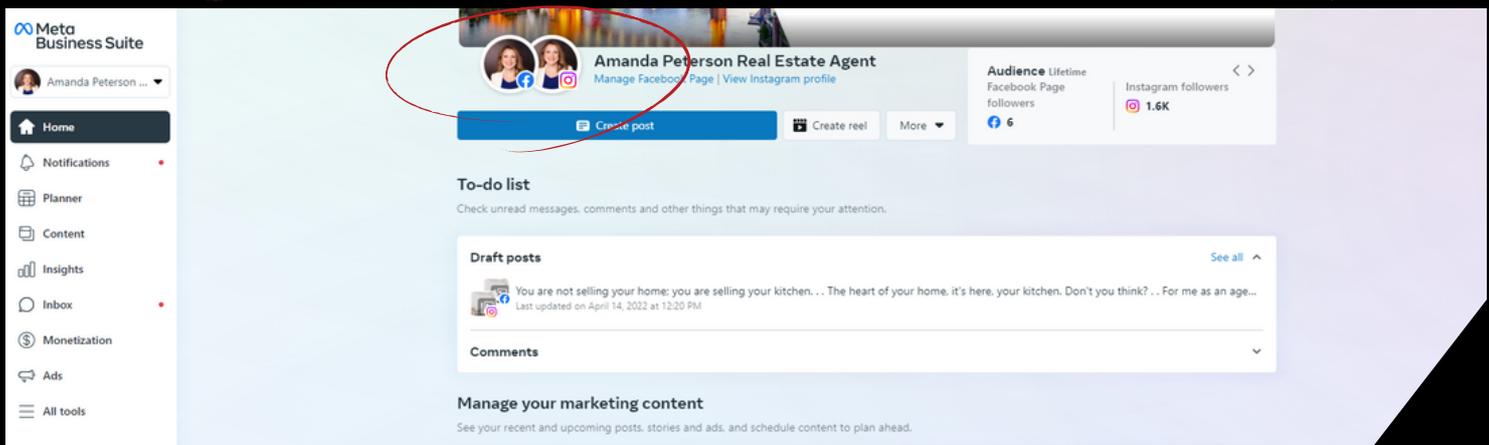


Reminder for how to access via your Facebook Business page!

NOTE

Business Suite is a more advanced aspect of managing your Business profiles. All Business Suite functions are optional to use - you can still run successful business profiles easily without using it, but it is still beneficial to understand the capabilities it holds.

*Example Account



A crucial part of your Optimization was the connection of both your Facebook Business Page and your Instagram Professional Account.

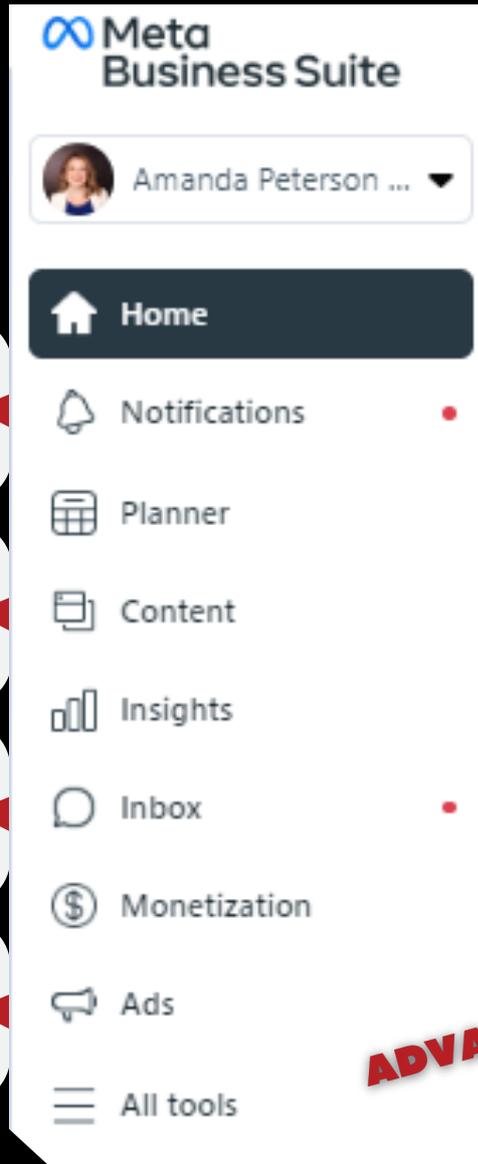
Meta (formally Facebook) owns both platforms. On the Business Suite, you can create, manage, and schedule content for both platforms seamlessly to save you time!

Go to the next page to learn more about Business Suite Tools!

BUSINESS SUITE, CONTINUED

The possibilities are endless for both your Facebook Business page and your Instagram Professional account!

Below, we will define and describe all menu buttons and their uses for the main menu of your Meta Business Suite:



View your recently received likes and comments, and provides reminders for replying to direct messages.

View your content across both platforms and easily see your audience reach with each post.

View and reply to your business direct messages via Facebook messenger and your Instagram Direct Messages.

Run advertisements on Facebook or Instagram to target potential new clients. Create based on demographic and budget.

Provides an overview of your recent content, engagement, and messages.

Pre-create posts for Instagram and Facebook and schedule them to post on your platforms at the date and time of your choosing.

Provides in-depth analysis of your accounts in regards to visits, reach, engagement, and how your profiles compare to others.

Potentially monetize your Instagram and/or Facebook Business accounts once monetization criteria is met.

Even more tools, including inspiration for posts, appointment management, and more!

Utilizing the Business Suite is the perfect way to have more of a pre-planned and hands-off approach to your Facebook and Instagram accounts if you are looking to save yourself time.

However, if you would just like to post casually, that's fine too!

The important part is ensuring you are posting consistently and engaging with your followers!



FACEBOOK & INSTAGRAM FAQ

Q: How often should I be posting to Facebook and Instagram?



A: At a minimum, we recommend posting 5 times per week to maintain your profiles. If you are looking to grow your profiles, posting at least once per day is essential.

Q: What content should I be posting?



A: Business accounts that post strictly professional content are dry, impersonal, and less likely to attract followers. Having a blend of professional and personal content is imperative to account growth. Don't just post listings or Real Estate facts. Let your audience see who you are and what you are up to behind the scenes (and your off time!).

Q: Will my content post from Facebook to Instagram?



A: No. When cross-platform posting, Instagram can only post to Facebook. Not vice-versa.

Q: How do I increase my visibility and engagement?



A: Here are some easy ways to increase your visibility:

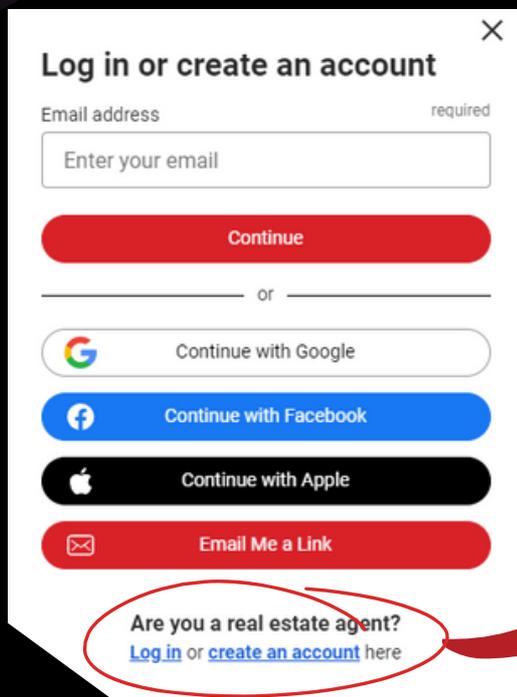
- Engage with the public! Like, comment, and share the posts of other creators and businesses of similar content as you.
- Utilize hashtags on your posts to help the public discover your content easier.
- Post engaging content. Use caption descriptions that are insightful, fun, or conversational, and be sure to reply to the comments you receive!
- Don't stick to pictures only. Try utilizing Reels and Stories to switch up your content format.

REALTOR.COM

Realtor.com is the official listing site of NAR, and is a powerful tool for Real Estate Agents looking to expand their reach and attract more clients.

With a vast database of properties, up-to-date market data, and advanced search filters, it can offer you a comprehensive platform to showcase your listings and connect with potential buyers.

ACCESSING YOUR DASHBOARD



Log in or create an account

Email address required

Enter your email

Continue

or

Continue with Google

Continue with Facebook

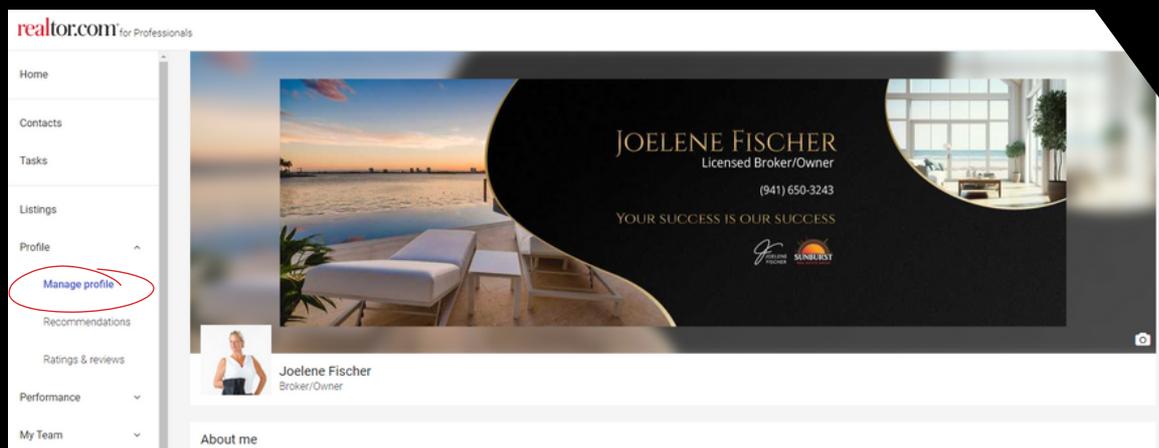
Continue with Apple

Email Me a Link

Are you a real estate agent?
[Log in](#) or [create an account](#) here

Ensure you are logging in with the email address and password confirmed on your Onboarding call using the Real Estate Agent login link.

Under the Manage Profile button, you will be able to see what information has been included and enhanced for your Optimization, as well as see your created branding for the profile.



realtor.com for Professionals

Home

Contacts

Tasks

Listings

Profile

Manage profile

Recommendations

Ratings & reviews

Performance

My Team

JOELENE FISCHER
Licensed Broker/Owner
(941) 650-3243
YOUR SUCCESS IS OUR SUCCESS

Joelene Fischer
Broker/Owner

About me

ADDING REALTOR.COM RECOMMENDATIONS

Realtor.com is the only platform you can add reviews to your profile yourself! Although they will not affect your review score, you can publicly display them to showcase your favorite client testimonials.

Find a review you love on Google Business or another business platform, and read below how to add the review!

- 1** Under the Profile dropdown, click Recommendations.
- 2** Click the "Add a new recommendation" button to start a new entry.
- 3** Fill out your client's information, and paste the review verbiage. You can choose to upload a photo of the home, as well.
- 4** Once submitted, be sure to approve the recommendation so it displays on your profile!

ADDING A PROFILE INTRO VIDEO

Profile ^

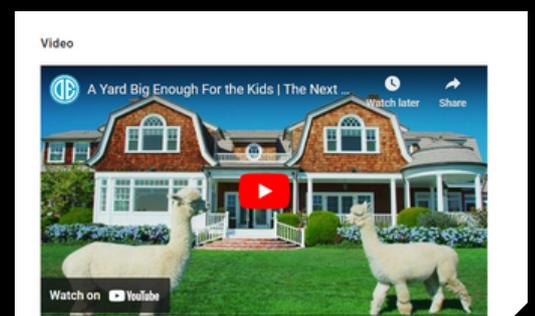
[Manage profile](#)

Video URL <https://www.youtube.com/embed/Q6zCYVj1VA0?modestbranding=1&rel=0>

Slogan Making Realty Dreams Reality

An excellent way to further enhance your Realtor.com profile and increase potential engagement is to add an introductory video to your profile that will automatically play when someone views your information.

To do this, access the Manage Profile section and navigate to Edit. Find the Video URL field, and paste the video link from your YouTube channel you would like to use!



ZILLOW

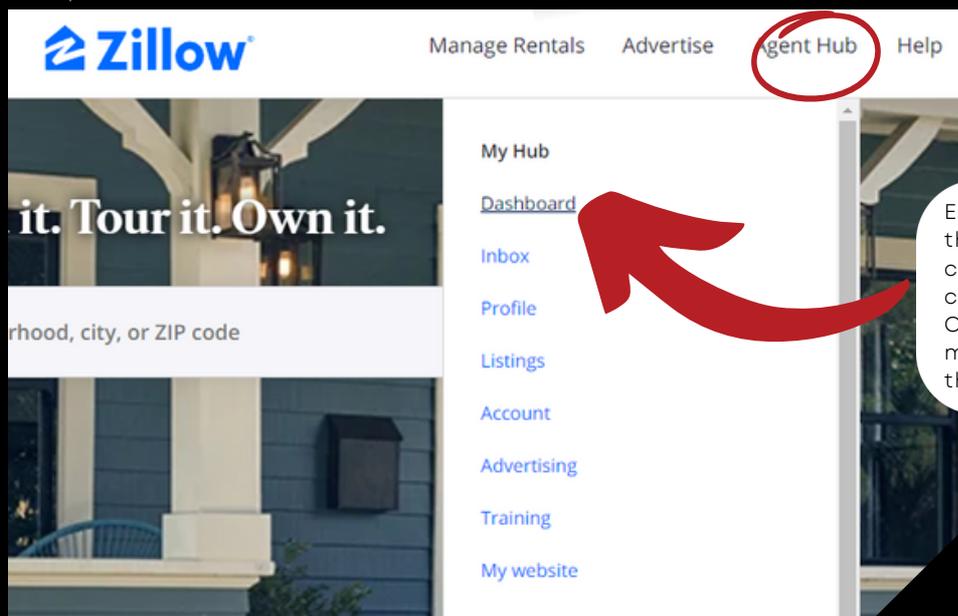
According to Zillow's investor data, the year 2022 had 2.2 billion users on Zillow, viewing properties and agent profiles. According to that same data, 4.1 million transactions occurred on the platform in the same year.

For any Agent, having a presence on Zillow is another essential addition to the digital toolbox, ensuring you and your properties are being seen and your information is being viewed!

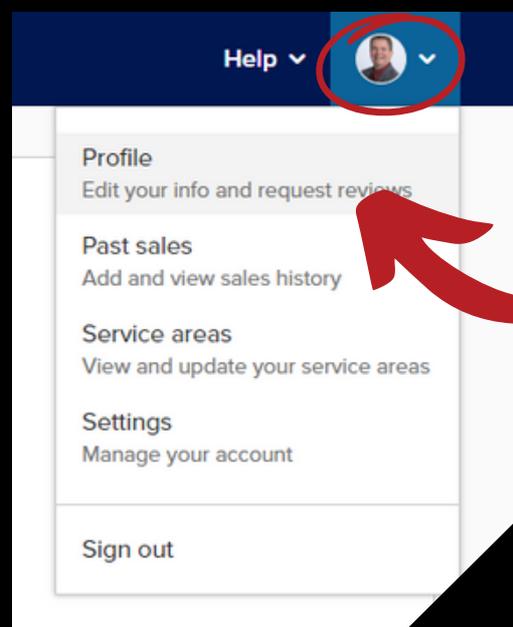
Part of your Optimization is ensuring your professional information is accurately represented and complete on the Zillow platform.

ACCESSING YOUR DASHBOARD

*Example Account



Ensure you are logging in with the email address and password confirmed on your Onboarding call. Click your Agent Hub on the main menu, and Dashboard from the dropdown.



Once on your Dashboard, click your profile photo in the top right to access a dropdown menu. Select Profile to see what information has been included and enhanced for your Optimization!

HOMES.COM

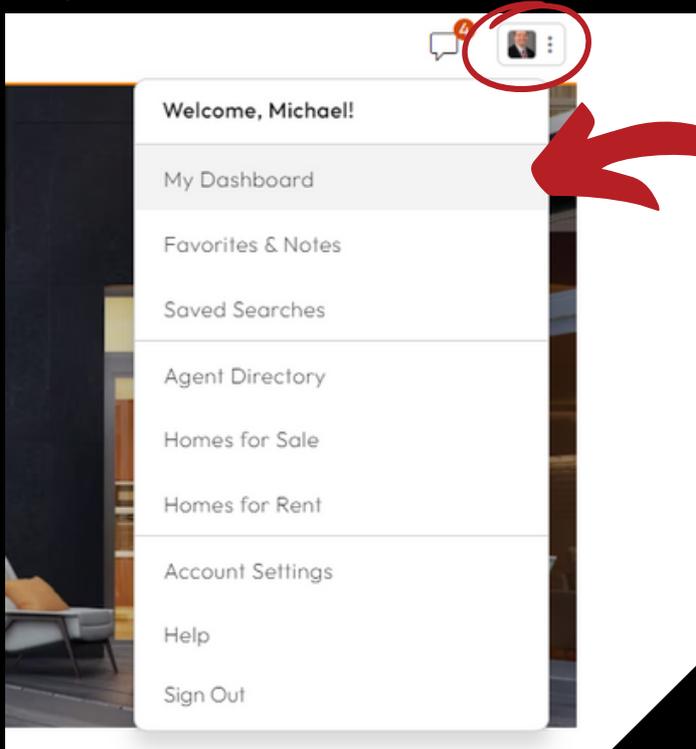
In 2021, Homes.com was purchased by leading analytics and online marketplace leader, CoStar. Since the closing of that purchase, Homes.com and Homesnap, another leading Real Estate portal, have been merged.

In 2022, the Homes.com platform underwent a major update, adding many benefits and features to help enhance Agent visibility and increase potential lead generation.

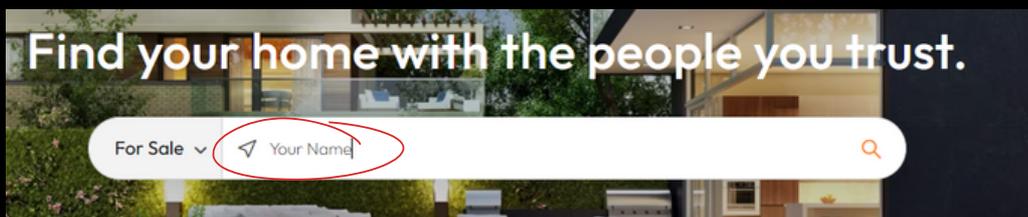
According to Homes.com statistics, 82% of buyers visiting Homes.com are not yet working with a Real Estate professional, giving you the leg up on your competition by having a profile!

ACCESSING YOUR DASHBOARD

*Example Account



Ensure you are logging in with the email address and password confirmed on your Onboarding call. Click your profile photo on the top right, and access My Dashboard from the dropdown.



When you're ready to see your public Homes.com profile how it appears to buyers, search for your name within the main search bar on the Homes.com homepage.



REAL ESTATE PLATFORMS FAQ



Q: I don't use one or more of these platforms. How do they help me?

A: Regardless of use, having your name and up-to-date professional information on these platforms can only enhance your online reputation.

All of the Real Estate platforms we include in the Real Grader Optimization have been well-researched and well-tested on ranking high on Google search.



Q: Should I be getting reviews on these platforms?

A: The short answer is - Yes, absolutely!

The long answer is, on any Real Estate platform, you will only be able to receive reviews from a client who has worked with you through the platform in question.

Depending on how you generally receive leads, this may or may not be a convenient way to receive reviews.

To mitigate this, refer [here](#) on how to add Recommendations to your Realtor.com platform. Although they will not affect your star rating, it is an easy way to add real client testimonials to one of your Real Estate platforms.

LINKEDIN

With 875 million users, LinkedIn is the world's largest online professional network and is considered one of the most popular social platforms online today.

LinkedIn is used for professional networking, job opportunities, recruitment, referral partnerships, and more. Most importantly, it is a platform for a potential client to be able to research your work history, credentials, skills achievements, and education.

According to a 2020 HubSpot study, LinkedIn is actually 277% more effective for lead generation than Facebook!

Your LinkedIn profile is a crucial aspect of your online presence. Below, we will review the basics of navigating your LinkedIn profile!

NAVIGATING YOUR LINKEDIN PAGE

LinkedIn's version of a friends list. Connect your phone contacts, respond to connection invitations, and search people you may know based on your Work history

Your direct messages

Notifications for comments, likes, and more

View/edit your LinkedIn profile

The screenshot shows the LinkedIn homepage for a user named Joseph Smith. The interface includes a search bar at the top left, navigation tabs (Home, My Network, Jobs, Messaging, Notifications, Me), and a main feed area. A red callout box points to the 'Me' tab with the text 'View/edit your LinkedIn profile'. Another red callout box points to the 'Messaging' tab with the text 'Your direct messages'. A third red callout box points to the notification bell icon with the text 'Notifications for comments, likes, and more'. A fourth red callout box points to the 'My Network' tab with the text 'LinkedIn's version of a friends list. Connect your phone contacts, respond to connection invitations, and search people you may know based on your Work history'. A fifth red callout box points to the main feed area with the text 'Your LinkedIn feed will show most recent posts made by your Connections'. A sixth red callout box points to the 'Start a post' button with the text 'Add text posts, share photos or videos, or even write articles'. The main feed area shows a post by John Smith, a real estate advertisement for REMIX, and a LinkedIn News section with articles about Utah's social media use, Zoom layoffs, and Accenture staff cuts. The user's profile card on the left shows 'Joseph Smith', 'Award-Winning REALTOR® | Broker Associate | Naples, Florida | Knowledge, Experience, Professionalism, Integrity & Personal Service!', and 'Analytics & tools' with 492 post impressions.

*Example Account

LinkedIn is very user-friendly and quite straightforward in terms of the main homepage. It is very similar to Facebook in its capabilities: share content, view the content of your connections on your main feed, and receive direct messages within the LinkedIn messenger.

On the next page, learn about what we recommend to maintain your profile!

MAINTAINING YOUR LINKEDIN PROFILE



Besides what has been completed for your Optimization, LinkedIn has a number of features that can help further enhance your profile to give your professional connections and potential clients more information about your background and skillset!

Below is a brief overview as to how to add Skills and request Recommendations!

*Example Account

Joseph Smith
Award-Winning REALTOR® | Broker Associate | Naples, Florida | Knowledge, Experience, Professionalism, Integrity & Personal Service
Talks about #realestateblog, #realestateagent, #realestateadvice, #realestateexpert, and #realestateconsultant
Naples, Florida, United States · [Contact info](#)
1,762 followers · 500+ connections
[Open to](#) [Add profile section](#) [Me](#)

On the LinkedIn homepage, click on your headshot in the upper righthand corner labeled 'Me' to access your profile and make edits.

Under your main profile picture, click the button labeled Add Profile section to view a popup of items you can add to your profile.

- Add to profile
- Core
- Recommended
- Additional

1 Professional Recommendations

- Add to profile
- Core
- Recommended
- Add featured
- Add licenses & certifications
- Add courses
- Add recommendations
- Additional

Under the Recommended drop-down, you will find "Add Recommendations". Here you can search for a connection and ask them to provide you with a professional statement of recommendation about your work ethic, skillset, etc.

Ask for a recommendation

Help us personalize your request

* Indicates required

Who do you want to ask?

Search for people*

Please fill out this field.

1 of 2

Continue

Move on to the next page to learn about adding Skills and getting Skill Endorsements!

MAINTAINING YOUR LINKEDIN PROFILE, CONTINUED

2

Adding Skills to Your Profile

Add to profile

Core

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add education

Add position

Add career break

Add skills

Recommended

Additional

Add skill

* Indicates required

Skill*

Suggested based on your profile

Sales Management Loans Marketing Strategy Account Management

Real Estate Financing Waterfront Property Commercial Real Estate

National Association of Realtors Social Media Marketing Investments

Save

Under the Core drop-down, you will find "Add Skills". Here you can search for any skillset that you feel you possess that would be relevant to your career or as a professional in general.

You can add as many skills as you want, and be as general or as niche as you want!

Getting Your Skills Endorsed

When someone you're connected with is viewing your LinkedIn profile, they will have the option to "Endorse" your skill, meaning they have personally seen or experienced you exercising the skill in question.

Contract Negotiation

1 endorsement

Budgets

1 endorsement

Asking your friends, colleagues, and even past clients to endorse your skills is a great way to build a professional reputation on LinkedIn and establish yourself as an authority in your field.



LINKEDIN FAQ



Q: What kind of content should I be posting on LinkedIn?

A: Because LinkedIn is a professional networking platform, it is ideal to keep content related solely to your business. Posting content can include:

- Your work achievements, awards, and certifications;
- Your listings and recently sold;
- Articles about the Real Estate industry that interest you;
- Educational content about Real Estate



Q: How often should I be posting on LinkedIn?

A: To maintain your LinkedIn profile, at the minimum you should aim to post at least twice per month. However, if you are aiming to grow your professional network and potentially referral partnerships, it would be ideal to post daily.



Q: How else should I be maintaining my LinkedIn profile?

A: Similarly to other social networks, it is very beneficial to like, comment, and share other people's content to engage with them. In turn, Connections are more likely to engage with your content, as well. Make sure to respond to direct messages, and celebrate the milestones of your colleagues when prompted!

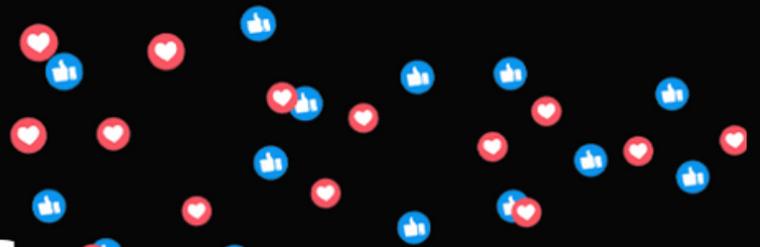
WHAT'S NEXT?

Hopefully, you have learned quite a bit about your social media profiles and how to maintain them throughout the course of reading this guide.

But if you are looking to take your understanding of social media to the next level and learn even more about creating engaging content, online marketing strategies, business development, and more, your next step is:



Become a Real Estate Influencer



Here is What's Included:

- Three Live Weekly Zoom Sessions with our Digital Experts:
 - Google Genius Session - Social Media Coaching
 - Reviews and Reputation Coaching
- Two Live Monthly Coaching Calls with Our National Speakers
- One Monthly Expert Webinar
- 30 Customized Posts for Facebook, Instagram, and LinkedIn
- 50+ Hours of Videos and Training On Demand
- 242 Pages of eBooks, Worksheets, and Checklists
- Private Facebook Community with Top Real Estate Influencers
- Customizable Email Signatures
- Digital Business Card Training
- VIP Support

CLICK HERE to join!