

# Google Ads for Real Estate Agencies

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## 1) Introduction [\[back to top\]](#)

Many real estate agencies are not aware of the new capabilities that Google has added around targeting users who are currently in the market for real estate services. With Google Search, YouTube, and Google's Display Network becoming increasingly prominent, agencies who ignore these channels are missing a huge opportunity. Google Ads provides an enormous array of options for advertisers that can be overwhelming. This whitepaper attempts to cut-thru the extraneous details and lay out a strategy that agencies can use to grow their businesses with Google Ads. Some of the key themes include....

- Ads are exclusively shown to "In-Market" audiences. This includes users whose online behavior (searches and sites visited) indicates that they are either currently looking to hire a real estate agency, or they are currently in the process of buying and/or selling a property.
- Other targeting options are layered on top including location, age/income demographics, and retargeting
- Tracking and various controls are used to continuously optimize campaigns, allocate spending, and hit budget targets

These tactics along with other optimizations outlined in this whitepaper can help real estate agencies include Google Ads as a cost-effective channel for generating leads and new business.



real estate agent near me



Ad · <https://www.realestateagents.com/>

### The Best Agents In Your Area - We've Done The Research

Benefit From Our Trusted **Agent** Research. Totally Free & Unbiased. The Easiest & Most Trusted Way To Compare Top **Real Estate Agents**. Top **Agents** Only. 10...

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Ad · <https://www.agentpronto.com/washington>

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### 2% Commission Agents Near You - Commissions Low As 2%...

Sell Your **House** Fast - Top 1% **Agents** in Your Area- Save Thousands In Commissions. No...

## Businesses

Rating

Hours

#### Elena Gorbounova RE/MAX Allegiance

5.0 (56) · Real estate agency

10+ years in business · Alexandria, VA · Near Sk...

Open · Closes 6PM

Onsite services · Online appointments



Website



Directions

#### The Davenport Group Realtors

5.0 (102) · Real estate agency

3+ years in business · Arlington, VA · In Marymou...

Open 24 hours

Onsite services · Online appointments



Website



Directions

#### Houwzer | Realtors® & Mortgage

4.9 (119) · Real estate agency

3+ years in business · Arlington, VA · (267) 765-2080

Open · Closes 5PM



Website

"The assigned Agent, Angela Allison, was super."

## 2) Targeting Prospects Who Are Looking for a Real Estate Agent

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### Search Ads: Looking for Clear and Obvious Intent

The main benefit of advertising on Google and other search engines is the ability to reach prospects who are currently in the market for a realtor. The terms listed below are examples of what a person would search for who is looking to hire a local real estate agency. The best terms provide some specificity, examples include “luxury” “commercial” and “buyer’s agent.” Vizala Digital has more than 2K of these search terms pre-selected and ready to be deployed to our client’s campaigns.

High Intent Keywords
real estate agency
real estate brokerage firms
luxury real estate agent
real estate buyers agent
universal agent real estate
investment real estate agency
industrial real estate agency
high end real estate companies
first time home buyer real estate agent
finding a buyers agent
sellers real estate agent
commercial real estate broker
commercial realtor
find realty companies

With **local intent keywords**, not only is the user specifying that they are in the market for a real estate agency, they are also specifying that they are looking for a local agent.

Local Intent Keywords
real estate agents near me
real estate companies near me
real estate agents in my area
buyer's agent near me
local real estate brokers
local real estate companies
nearby real estate agents

real estate agencies nearby

Here are examples of local intent keywords for Miami FL. For these keywords, we can expand the geographic targeting because the location intent is actually in the search term. In other words, an agency in Miami would limit most of their ads to the Miami area. However, for keywords that include the word “Miami” or “Miami Beach” they can target the entire state of Florida or the entire southeast because the user is making clear in the search that they are looking for a Miami agency.

Local Intent Keywords: Miami
real estate agents in Miami
Miami real estate brokerage
realtors in Miami
Miami luxury real estate agents
Miami realty brokers
find a realtor in Miami
real estate companies Miami
Miami commercial real estate brokers
commercial realtor Miami
luxury realtor Miami
luxury real estate brokerage Miami
commercial real estate in Miami

### Excluded Keywords

To get the best ROI for client campaigns, we only focus on high-intent keywords like in the previous examples. We also make an effort to prevent ads from showing on searches that don't meet these criteria. Examples of excluded terms include....

**Competitive firms** – If your ads appear for your competitors, users will often carelessly click on your ad while thinking that you are the competitor. This will reduce your ROI since the ads are pay-per-click.

**Research** – We try to avoid searches where the user appears to just be doing research and gathering information. These searchers may become prospects down the road but at the moment they have not yet indicated that they are looking to hire an agency.

**Too Vague** – We avoid bidding on searches where the intent is unclear or unspecified.

Examples: Excluded Keywords	Reason for Exclusion
coldwell banker agents	Competitive Firm

kw realty	Competitive Firm
remax listings	Competitive Firm
miami board of realtors	Research
mls listings	Research
mls search	Research
real estate prices	Research
recently sold homes	Research
redfin realty	Research
zillow homes	Research
Austin realty	Too Vague
commercial property	Too Vague
home sales	Too Vague
local real estate	Too Vague
real estate services	Too Vague
realtor	Too Vague
realty properties	Too Vague

## Display Ads: High Intent Placements

The goal with display ads is the same as with search ads in that we are trying to reach prospects who are currently in the market for a realtor. For display ads we do this by targeting specific placements where the reader appears to be preparing to select a realtor. You would not run the ad across the entire website, but instead you select individual pages or sections of websites that are the most relevant. At Vizala Digital we have more than 2K preselected placements that can be deployed to a client's campaign. Here are examples...

Examples: Placement/Title	Website
How to Find a Real Estate Agent: Where to Look, What to Ask	Realtor.com
How To Find A Real Estate Agent	Forbes.com
How to Find the Right Real Estate Agent for You	NerdWallet
How to find the best real estate agent when you're ready to buy	BankRate
How to Find a Realtor in 2022	RealEstateWitch.com
How can I compare real estate agents?	Quora

The Differences Between a Real Estate Agent vs. a Broker vs. a Realtor	Investopedia
10 Top Real Estate Agents in Virginia you NEED to Know	Houzeo
DC Top Real Estate Professionals	RealTrends.com
LPT Request: How to find a real estate agent you can trust	Reddit
Top 10 Real Estate Agencies	SmartAsset

Since the placements in the table above are not focused on a specific location, we must use location targeting to only show ads in the agency's region. By contrast, in the table below the content specifies Miami. So for these placements we can use broader targeting which may be the whole state of Florida, the entire southeast region, or even the whole US.

Examples: Miami Real Estate Placement/Title	Website
Miami, FL Real Estate	Realtor.com
Miami Real Estate News	TheRealDeal.com
Miami Real Estate, Construction, & Architecture	TheNextMiami.com
Miami, FL Commercial Real Estate	LoopNet
Miami Florida Real Estate & Housing News	Miami Herald
Real Estate - Miami Today	MiamiTodayNews.com
Miami real estate is changing as crypto-savvy buyers arrive	Fortune
A \$90 Million Miami Estate and Brooklyn Penthouse Could Make Records, and More Real Estate News	Architectural Digest

### Video/YouTube Ads: High Intent Placements

The same placement targeting strategy that is used for display ads can also be used with video on both YouTube and other websites that include embedded videos. You would not advertise across all of YouTube, but instead you would advertise on only the most relevant videos and channels. Again, at Vizala Digital we maintain a growing list of more than 2K YouTube placements. Here are examples...

Examples: Video	YouTube Channel
How to Find a Realtor : Realtors vs. Real Estate Agents	ExpertVillage Leaf Group

How to Choose a Realtor   How to Fire a Real Estate Agent	Shaheedah Hill
5 Tips on How to Find the RIGHT Real Estate Agent for YOU	Chris Kwon Realtor
How to Find a Realtor	Ann Byer
Finding a real estate agent	Realtor.com
1Picking a Real Estate Agent (9 Tips to Find the Right One for You!	Andrew Finney Team
How to Pick a Realtor - 5 Critical Tips Before Choosing a Realtor	Tampa Real Estate Expert
How To Find The Best Realtor	Teifke Real Estate
Real Estate Agent: What They do & How to Find a Good One?	Chase
The process of working with a real estate agent	Realtor.com
Finding the Right Real Estate Agent Matters	NerdWallet
Tips for First-Time Home Buyers From Experts	CREA   ACI

As discussed in the previous sections, when targeting these YouTube channels and videos we can use broader geographic targeting since the location (Miami, FL) is specified in the Channel/Video.

Examples: YouTube Channels for Miami Real Estate
Miami Real Estate TV
Miami Real Estate
Miami Luxury Real Estate
Elmir Group - Luxury Miami Real Estate
MIAMI Association of REALTORS®
Blackbook Properties Miami Real Estate & Lifestyle
Miami Real Estate Official
The Prezzis Miami & Miami Beach Real Estate
Monica Betancourt Group ~ Luxury Miami Realtors

The King of Miami Real Estate
Living In Miami
Eli Costa Miami Real Estate
Riley Smith Group
Miami Real Estate Trends

Examples: Miami Real Estate Videos	YouTube Channel
10 Reasons Why You SHOULD invest in MIAMI Real Estate in 2022	Living In Miami
Miami Real Estate: Best Areas to Buy in 2021?	Reventure Consulting
Luxury Miami Real Estate	Prestige Lifestyle Co.
Miami real estate market predictions 2022/2023	David Siddons Group
Miami Real Estate Market Comparison - 2021 vs 2022	Amit Bhuta
Miami Real Estate Market Update April 2022	Living In Miami
Miami MEGA Luxury   \$100 MILLION in Combined Real Estate	Lifestyle Production Group
Buy Real Estate as a Foreigner in Miami 2021 by Claudia Pinto	Miami Residential Group
Moving To Miami   Miami Real Estate Market 2021	Living In Miami
Q2 2022 Miami Real Estate Condo Market Update	Blackbook Properties Miami Real Estate & Lifestyle

### **The Problem with Google's Contextual Targeting**

In the previous sections we discussed using a large number of hand-picked placements for Display/YouTube campaigns. The goal here to reach people who are currently in the market for a real estate agency by advertising on closely relevant content. Google attempts to automate this strategy with [Contextual Targeting](#) which includes [Topics](#) and [Keyword Contextual Targeting](#). As with many of Google's automated options, they have a bias towards increased volume/spending and they are very liberal when displaying your ad. If you sift through your placement report you will be disappointed to see your ad appearing on a lot of spammy websites that are barely related to real estate. At Vizala, we maintain large lists of hand-picked real estate placements that are frequently updated in order to deliver both volume/reach and quality/relevancy.

## **3) Targeting Property Buyers** [\[back to top\]](#)

Property buyers are targeted based on user behavior that indicates they are in the market to purchase a home or other property. This usually involves searches like "homes for sale in Boston," "single family homes 20145" and "affordable condos in Georgetown." They can also be targeted based on the content they are currently viewing or have previously viewed. This can include viewing homes on real estate listing sites or viewing articles like "Whitehaven development: 23 luxury homes planned in new subdivision" or "Best Houston Neighborhoods To Buy Investment Properties."

Since buyers usually just want to see properties that are relevant to their query, buyer ads should lead to the most relevant property search pages. If the user searched for "3BR homes in 21045," they should be sent to a landing page that includes preset filters for 3 bedrooms and the zip code 21045. These search results landing pages should be frequently and/or automatically updated with new listings. It's usually best to allow the user to browse the search results pages, but require registration to view a detail page for a single property. You can also experiment with allowing prospects to view 1 or 2 full property pages before requiring registration to view more properties. If your ad and landing page do not provide the information on the properties that the prospect is looking for, your conversion rates will suffer.

### **Targeting the bottom of the buying funnel**

People who are just browsing or window shopping are more likely to enter vague and unfocused searches like "homes for sale in Michigan" or "condos for sale." The same is true for people who know they may move in the future but are not actually in the buying process. We describe these people and searches as "top of funnel" or "middle of funnel." By contrast, prospects at the bottom of the funnel are actually looking for a home in the near future and in the process of buying. These prospects tend to be more specific with their searches which may include cities, zip codes, neighborhoods, streets, school districts, condo buildings, etc. These more focused searches also include specific property types and

amenities (“4 bedrooms,” “new condos,” etc.) Here are more examples of buyer searches grouped by their location in the funnel...

Top of Funnel	Mid Funnel	Bottom of Funnel
condos for sale	condos for sale in Chicago	luxury condos for sale in Lincoln Park
Maryland real estate	Bethesda MD homes for sale	3BR+ Homes for Sale in Bethesda 20814
best neighborhoods in Denver	single family homes for sale Denver	new construction single family homes in Lakewood

For local agencies, its best to spend the majority of the budget on the more specific, bottom of the funnel searches. Large national agencies and major databases have large advertising budgets, and they are targeting the entire US. This means that they tend to focus on broader and higher volume keywords. These larger/national advertisers would need to manage a massive number of long-tail keywords to target the bottom of the funnel. Most of the buyer search volume is in top and mid-funnel searches so this is the area that large national advertisers are most focused on. It's difficult for large national firms to compete at the bottom of the funnel because the volume is lower and they would need to be much more granular with their local keywords in terms of neighborhoods, zip codes, condo buildings, streets, etc. This means a local agency can avoid competition and drive better quality traffic to their website with a lower cost-per-click (CPC) by focusing on more specific, lower funnel searches.

### Location Targeting for Buyer Ads

Since buyers can come from outside of the agency’s region, targeting for buyer ads can be more liberal depending on the search term. For example, if a Chicago-based agency is targeting the search term “luxury condos in Chicago,” the targeting can cover multiple states and even the whole country. However, if this same agency is targeting “luxury condos near me” or “luxury condos with 2 bedrooms,” they need to limit the location targeting to areas in and around Chicago. If targeting a large geographic area, it may make sense to increase bids as you get closer to the targeted location.

While Google does not allow zip code targeting for real estate ads, you can still target by state, region, county, city, neighborhood, and radius. Google also does not allow targeting of real estate ads based on gender, age, parental status, or marital status. You can find more details on Google’s help/policy pages. <https://support.google.com/adspolicy/answer/9917652?hl=en>



Display and video ads also require local targeting since the user has not specified that they are interested in a specific location.

Roughly half of the buyers interested in a specific location will be from the same state. Roughly 80% will be from the same state and nearby states. So if you decide to advertise nationally you should make sure that searches from far-off states do not make up much more than 20% of the total volume.

### **Other Best Practices for Buyer Campaigns**

- Most or all of the budget should be for desktop/tablet and not on mobile phones. The real estate shopping experience is much better on larger screens and searchers on desktop/tablet are more likely to be seriously considering a purchase.
- Since the ads are mostly pay-per-click, it's good to include pricing in your ad copy or ad extensions to prevent unqualified users from clicking on your ads.
- Each combination of a location and property type should have its own Adgroup (Bethesda MD Condos, etc). Tightly focused Adgroups are needed to make sure there is close alignment between keywords, ad copy, and landing page. This leads to better conversion rates, and better click-thru rates which are rewarded with a lower cost-per-click.
- For landing pages and sites displaying properties, the most important factors include quality property images, virtual tours, and other media, and a simple easy-to-use searching interface. A complete discussion of real estate websites is outside the scope of this whitepaper.

## **4) Targeting Property Sellers** [\[back to top\]](#)

Property sellers are targeted based on user behavior that indicates they are in the market to sell a property. This usually involves searches like “sell my house fast,” “what is the value of my home” and “listing real estate agent.” They can also be targeted based on the content they are currently viewing or have previously viewed. This can include viewing articles and videos with titles like “Avoid These Mistakes When Selling Your Home,” “How To Sell Your House: A Complete Guide for Sellers.” and “Can I Sell My Home Myself.” Prospects with the intent to sell can be divided into 3 subsets which include..

- 1) Top of Funnel: Home Value Estimate
- 2) Mid-Funnel: Prospects who may sell or are likely to sell, but earlier in the process
- 3) Bottom of Funnel: Prospects who want to sell now, often for cash. These are often distressed or rushed situations

## 1) Top of Funnel: Home Value Estimate

A popular lead magnet for real estate agencies is to offer a free home valuation. The prospect must submit their contact information to receive the valuation, and the agency gets the lead. These leads are earlier in the selling process and require a lot of follow-up contacts by the agency. These leads will be more valuable to agencies that have a system for following up with and converting down the road. If the leads are more valuable, the agency will be able to bid more aggressively and generate a better ROI from the campaign.

Since these leads are earlier in the selling process, the average cost-per-click is lower than with other search terms focused on seller leads. All of these example search terms are focused on prospects who are looking to figure out the value of their property....

Ex. Google Search Keywords	Monthly Search Volume	Cost per click range
home value estimator	49,500	\$1.3-\$7.2
how much is my house worth	40,500	\$1.6-\$8
what is my house worth	14,800	\$1.3-\$7
property estimate value	6,600	\$1.4-\$6.7
free home value estimator	3,600	\$1.4-\$7.2
cma house	590	\$1-\$6.8

Here are examples of Display Network placements where you can promote the same Free Home Valuation offer...

Ex. Webpages	Website
How much is my house worth?	BankRate
Zestimates	Investopedia
What Is My Home Worth? How to Estimate House Value	NewsWeek
How Do I Find Out the Estimated Value of My House?	SFGate
My Home's Value Has Shot Up. Now What?	Forbes
What Is My House Worth?	US News & World Report
10 free websites that will show you how much your home is worth	Business Insider
Ask Brian: Does It Matter If The Value of My House Has Gone Down?	Real Estate Expert
5 Sites To Find: How Much Your House Is Worth	NeedToSellMyHouse.com
How to Find the Fair Market Value of My Home	Home Buying Institute

How to estimate how much your home is worth for free before you list it for sale	USAToday
How Much Is Your House Worth? 4 Ways To Find Out	Time

## 2) Mid-Funnel: Prospects who may sell or are likely to sell, but earlier in the process

This is a miscellaneous category of seller search terms where the prospect is showing either an intent to sell, or interest in selling. You should not be willing to pay as much for these terms as other terms since the intent is less specific and the prospect may just be doing research. For a landing page/offer, you can use one of the "We Buy Your Home" type offers described below, or you can also use a page of your agency website focused on the service that you provide to sellers. A guarantee like "We will buy your home if we can't sell it" can also be effective. The ad copy will closely reflect your landing page.

Ex. Google Search Keywords	Monthly Search Volume	Cost per click range
sell my home	3,600	\$30-\$108
how to sell your house	2,400	\$13-\$48
selling a mortgaged house	1,000	\$8.4-\$33
tips on how to sell your home	1,000	\$3.2-\$23
how to get your house ready to sell	480	\$4.5-\$31
sell my house online	390	\$29-\$107
selling house after 2 years	320	\$8.4-\$21

The same ad/offer described above can be used to target relevant placements on the Display Network. This includes web pages, sections, of websites, Youtube channels, and specific Youtube videos.

Ex. Webpages	Website
How to sell your house: A complete guide for sellers	Bankrate
How to sell your house: tips for a smooth sale	Opendoor
Avoid These Mistakes When Selling Your Home	Investopedia
How to Sell Your House	NerdWallet
7 Ways You Can Make More Money When You Sell Your Home	Time
Important Steps in the Home Selling Process	The Balance

Ex. Youtube Videos	Channel
How Much Money Do You Keep When Selling Your Home?	Reynolds EmpowerHome Team
6 Tips For Selling A Home In 2022	Home Seller Tips
SHOULD I Sell My Home RIGHT NOW Before the CRASH?	Jerry Pinkas
Sell My House NOW In Case The Value Goes Down?	The Ramsey Show - Highlights

How To Get Your House Ready To Sell	Malcolm Lawson - REALTOR
Is It Too Late To Sell My Home in 2022	Your Agent Guide
Can I Sell A House With A Lien On It?	Sell My San Antonio House

**3) Bottom of Funnel: Prospects who want to sell now, often for cash. These are often distressed or rushed situations**

These are the most lucrative and competitive search keywords. Both agencies and investors will want to advertise here so that they can purchase homes at a discount

Ex. Google Search Keywords	Monthly Search Volume	Cost per click range
we buy houses	14,800	\$15-\$61
sell my house fast	9,900	\$23-\$87
cash home buyers	4,400	\$30-\$110
sell my house for cash	2,900	\$30-\$100
sell house as is for cash	2,400	\$30-\$100
cash offers for homes	1,600	\$40-\$140
companies that buy houses for cash	1,300	\$21-\$83

On the example placements below, you can run display and video ads. These ads don't convert quite as well as Search Ads, but the average cost per click is much lower. All the examples below are content that is targeted at people who are considering selling their house soon.

Ex. Pages Viewed	Website
Who Needs a Realtor? iBuyers Pay Instat Cash For Your House	NPR
Sell My House for Cash: What It Really Means	Bankrate
Are Cash Offers Better for Sellers?	NerdWallet
Selling Your House For Cash: What You Need to Know	RealtyBizNews.com
What You Need to Know About Those Companies That Buy Houses	U.S. News & World Report
Tips For Selling Your Home Faster	Forbes

Ex. Youtube Videos	Channel
Wait! Before You Sell Your House For Cash, Watch This!	HomeLight
5 Reasons to Sell Your House Fast for Cash	Its Just About Real Estate with Maria Wells
How To Sell Your Home Fast for Cash	Sebastian "Seb" Frey
Solid Offers: Sell Your House Fast for Cash and As Is	SolidOffers

Sell Your House Fast For Cash	Unbeatable Offers
Sell My House Fast for Cash - ASAP Cash Offer	Cash - ASAP Cash Offer

The offer/landing page must be tailored to prospects who are looking to sell in a hurry, as opposed to using a landing page that generally promotes your real estate agency. Since these keywords are the most expensive, you should use your strongest offer and/or landing page that you believe will convert best. You should use your regular domain/website so that it's obvious to prospects that they will be dealing with a reputable company. Do NOT use a landing page that is hosted on a 3rd party domain and looks like it could have been set up in a couple of hours.

The ad copy should be a succinct representation of the landing page. Be sure to include as many of the keywords you are bidding on as possible since this will cause Google to show the ad more frequently (Impression Share) and get you a better click-thru-rate (CTR). Use Responsive Search Ads and use all of the slots for Headlines and Description Lines so that Google can test out many different variations.

## Location Targeting

For any seller campaign, if targeting a local region, you may want to target all three stages of the funnel. If you only target a specific region and subset of keywords, you may not generate a significant volume of traffic and leads. Most local agencies will want to target their region or specific counties/cities/neighborhoods within their region. If you are targeting the entire US, then you may want to only choose a subset of keywords. Sellers in a distressed or rushed situation for example.

## Search Ads

### 5) The Growth of Search advertising [\[back to top\]](#)

Here are a few important statistics to keep in mind when talking about Google Search ads....

#### 1) Consumers are increasingly using Google to make purchasing decisions and select local service providers...

- 71 percent of consumers begin their journey to find new products/services with an internet search engine. [\[1\]](#)

- 74% of consumers say that they will use an internet search engine for consideration and purchasing decisions (research, comparison, transaction) [\[1\]](#)
- 89% of consumers use Google/Bing to find information on products, services, or businesses prior to making purchase decisions [\[2\]](#)

## 2) Google has become especially important for finding/selecting local service providers...

- 97% of consumers used the internet to find a local business [\[3\]](#)
- 54% of consumers looked for a local business online at least once a month [\[3\]](#)
- 60% of American adults use smartphones and tablets to search for local product and service information. [\[4\]](#)

## 3) Google's paid ads have become especially important in recent years...

- From 2013 to 2021 Google Paid Clicks saw an overall increase of 944%. Here you can see the annual growth rates. [\[5\]](#)

2013	2014	2015	2016	2017	2018	2019	2020	2021
25%	20%	22%	34%	46%	62%	23%	19%	23%

- Clicks on paid search listings beat out organic clicks by nearly a 2:1 margin for keywords with high commercial intent in the US. In other words, 64.6% of people click on Google Ads when they are looking to buy an item online [\[6\]](#)
- Paid search visitors are 50% more likely to purchase something than organic visitors. [\[7\]](#)
- Over the last two years, the total share of organic clicks on page one of our e-commerce SERPs has dropped 25% on desktop and 55% on mobile. [\[8\]](#)
- 89% of the traffic generated by search ads is not replaced by organic clicks when ads are paused [\[9\]](#)
- For financial services, the contribution to business (includes leads, opportunities, and revenue) from Adwords was 34% [\[10\]](#)

## 6) Advantages of Search Ads [\[back to top\]](#)

When compared to other channels, search ads have a few distinct advantages. These include....

### 1) Proactive users

Unlike email marketing and other types of advertising, with paid search you are reaching users when they proactively showing interest in in your product/service.

### 2) Commercial Intent/In-Market

Some search terms have a high level of commercial intent. This means that the searcher is not just looking for information on a topic, but instead appears to be in the process of making a purchase decision. As an advertiser, you can focus your spending on these search terms.

### 3) Targeting Options/Controls

Google Ads has the most fine-grained options for precise targeting, controlling/allocating spend, and evaluating performance, of any advertising platform.

### 4) Start generating leads right now

By comparison, SEO requires a long time commitment with unpredictable results.

## 7) Negative Keywords [\[back to top\]](#)

Previously, we listed the types of keywords that we would target on Google regarding different types of offers. When you provide Google with keywords to target, Google will then show your ads on searches that are the same, and similar to the keywords that you provided. You may have heard [of Google's Match Types \(Broad, Phrase, Exact\)](#), these options have changed over the years and they now basically mean "Tight," "Moderate," and "Loose." Even if you use Exact/Tight matching, you will still appear for searches that are inappropriate. In order to minimize this, you need to add negative keywords which will prevent your ad from showing when the phrase includes one of the keywords you select. An example of a negative keyword would be "career" and listed below are examples of phrases that would be blocked by this keyword...

- Real estate career
- CRE careers
- real estate agent career
- keller williams careers

Vizala has identified thousands of negative keywords that will ensure that real estate agencies do not appear for inappropriate phrases. Some of the categories of negative keywords include job/career related phrases, college/education, and information/reference, etc. These categories of keywords can be used for all campaigns. However, there are some negative keywords that are used for some campaigns and not others. The goal here is to make sure the intent is appropriate for each campaign.

If it's a buyer campaign, we want to use negative keywords to block searches with Seller's intent and vice versa. As an example, a seller's campaign would include the following negative keywords...

- "for sale"
- construction
- homes
- bedrooms
- remax
- farm
- commercial

All of the terms above could be found in searches with buyer intent. In our sellers campaign we only want to appear for searches with seller intent so we add these words as negative keywords.

## 8) Remarketing for Search [\[back to top\]](#)

Remarketing shows ads to people who've visited your website. After people leave your website, remarketing helps you reconnect with them by showing relevant ads across their different devices. In this example, the bid for all keywords is increased 100% when the user has previously visited your website. The logic behind this increase is that the users have already expressed interest in your firm, and are more likely to be in the market for your services...

Keyword	Bid for all searchers	Bid for searchers who previously visited your website
Atlanta homes for sale	\$2	\$4
Atlanta townhomes for sale	\$2	\$4
Atlanta condos for sale	\$2	\$4
Atlanta GA single family homes	\$3	\$6
Atlanta GA new condos	\$3	\$6

In a previous section, we talked about how the bulk of the spending should be focused on in-market keywords as opposed to research keywords. One exception where you can bid on research keywords is for users who are also included in your remarketing audience. In this example, you are only bidding on research keywords when the user has already visited your site.

Research Keywords	All Users	Retargeting Bid
Atlanta real estate	No bid	\$2

Best neighborhoods in Atlanta	No bid	\$2
Atlanta condos	No bid	\$2
Realtor fees for buyer	No bid	\$2
realty companies	No bid	\$2

## 9) In-Market Audiences for Search [\[back to top\]](#)

Google has created their own “[In-Market Audiences](#)” to target users who are actively searching for and comparing products. Instead of using the current search term, these audiences use search history and sites/pages visited to add users to an audience. Some of the most relevant in-market audiences for real estate agencies include the following....

### **In-Market Audiences**

Commercial Properties  
Commercial Properties (For Sale)  
Commercial Properties (For Rent)

Residential Properties (For Sale)

Houses (For Sale)  
Preowned Houses (For Sale)  
New Houses (For Sale)

Apartments (For Sale)  
New Apartments (For Sale)  
Preowned Apartments (For Sale)

Mortgage  
Home Purchase Loans

### **Life Event Audiences**

Job Change  
Recently Started New Job  
Starting New Job Soon

Marriage  
Recently Married  
Getting Married Soon

Moving  
Moving Soon  
Purchasing a Home Soon

Purchasing a Home

Home Renovation  
Recently Renovated Home  
Renovating Home Soon

Retirement  
Recently Retired  
Retiring Soon

Just like with retargeting audiences, when a user is included in an in-market audience, its another signal that they are currently in the market to buy and/or sell property. In the example below, a 50% bid adjustment is applied for users who are in an in-market audience.

Keyword	Bid for all searchers	Bid for searchers in an in-market audience
Atlanta homes for sale	\$2	\$3
Atlanta townhomes for sale	\$2	\$3
Atlanta condos for sale	\$2	\$3
Atlanta condos for sale	\$3	\$4.50
Atlanta GA single family homes	\$3	\$4.50

## 10) Other Targeting Best Practices [\[back to top\]](#)

Here are some more key targeting options that real estate firms should use for their search campaigns...

- **Google Search Only, No Partner Sites:** The search partner network includes thousands of sites in many different verticals and Google does not provide the ability to choose the sites where your ads will appear. Google also does not provide visibility into which sites are sending you traffic. Because of this lack of control and visibility, to start with it is best to limit the ads to appear on Google.com search.
- **Seller Ads should be targeted to the Homeowner demographic audience**

## 11) Text Ad Best Practices [\[back to top\]](#)

The topic of creating compelling ads is outside the scope of this whitepaper. However, here are some key points to keep in mind....

- **Create multiple text ads and let them compete on click-thru-rate:** When your ad rotation settings are set to "Optimize," Google will rotate the ads evenly at first. Over time, the ad that generates the best click-thru-rate will be shown more frequently.
- **The ad closely reflects the landing page copy:** If the ad misleads the user in any way, and the landing page is not what they expect, you may see a poor conversion rate and ROI.
- **Use fact based and responsible ad copy:** Ad copy that is misleading or overly boastful/opinionated can lead to issues with regulatory agencies and Google Ad policies. It is best to stick to copy that is fact based and clearly lays out the value proposition.
- **Use Location Extensions:** [Location Extensions](#) cause your ad to stand out and let users know that you are a local business. In addition to the business address and map, these extensions can also list a phone number, a click-to-call button, and hours of operation. Here are a few examples....

Ad · <https://www.eya.com/> ☰ (703) 457-1988

### Now Open in Falls Church, VA - The Townhomes at Graham Park

Three distinct floorplans with optional loft and rooftop terrace, private 2 car garage. New townhomes featuring contemporary finishes and modern interior. Optional rooftop terrace.

[Hear from EYA homeowners](#) · [View Portfolio](#) · [New Homes](#) · [Our Capabilities](#) · [Why EYA](#)

7 Pioneer Mill Way, Alexandria, VA ←

Ad · <https://www.jennifermackproperties.com/> ☰

### Townhouses In Falls Church - Browse Listings Now.

Searching For **Townhouse** Listings For **Sale** In **Falls Church VA**? Use Our Search.

[Newest Listings on Market](#) · [View Testimonials](#) · [Real Estate Agents](#) · [Blog Center](#)

8280 Willow Oaks Corporate Dr Suite 600, Fairfax, VA ←

- **Use Sitelink Extensions:** [Sitelink extensions](#) take people to specific pages on your site that provide more detail on your practice. Here are a few examples....

Ad · <https://www.virginiahomesearcher.com/> (571) 386-1075

## Fairfax Condos For Sale - Search All Fairfax Homes

Live MLS® feed updated every 5 minutes with automatic new listing notifications. 100% Free Sign Up. Get Live **Real Estate** Stats. Track Listings in Your Area! Relocation.

[Manassas Homes](#) · [Alexandria Homes](#) · [Dumfries Homes](#) · [Bristow Homes](#) ←

Ad · <https://www.boulevardvi.com/>

## Now Selling From the Low \$500s - Modern Condos in Fairfax

Reimagined as a resort inspired retreat with shops, dining & outdoor living. Register Now. One or two-bedroom **condos** or large combo units in a historic Fairfax location. Mile of Trails.

[Featured Floor Plans](#) · [Location](#) · [Amenities Provided](#) · [About IDI Group](#) · [Contact](#) ←

Ad · <https://www.redfin.com/>

## Condos for Sale in 22041, VA | Redfin

Your Redfin® Agent Will Guide You At Every Step To Help You Find The Right Home. Our Focus Is On Getting You In The Right Home At The Right Price. Contact An Agent Today! Real-Time Market Updates. In-Person Or Video Tours. Sell Your...

### [Houses For Sale Near You](#) ←

Easily Find Houses For Sale Nearby. Photos, Open House Info, & More.

### [What's My Home Worth?](#) ←

Redfin® Home Value Estimate Most Accurate Estimate on the Web.

### [Home & Apartment Rentals](#) ←

Discover The Perfect Place To Rent. Start Searching Today.

### [What Home Can You Afford?](#) ←

Redfin® Affordability Calculator Find Homes Within Your Budget.

- **Use Callout Extensions:** [Callout Extensions](#) are bullet points that highlight points of emphasis about your service. Like other ad extensions, they help your ad to stand out. Here are a few examples....

Ad · <https://www.tripointehomes.com/> ⋮

### Tri Pointe Homes - Bren Pointe - Now Selling in Alexandria

New **Townhome** Community Minutes From Shopping, Entertainment & Reagan National Airport.  
Beautiful Open Floor Plans Featuring Rooftop Terrace, 2 Car Garage & HomeSmart®  
Technology. Neighborhoods: Old Town **Alexandria**, Reagan National Airport. ←

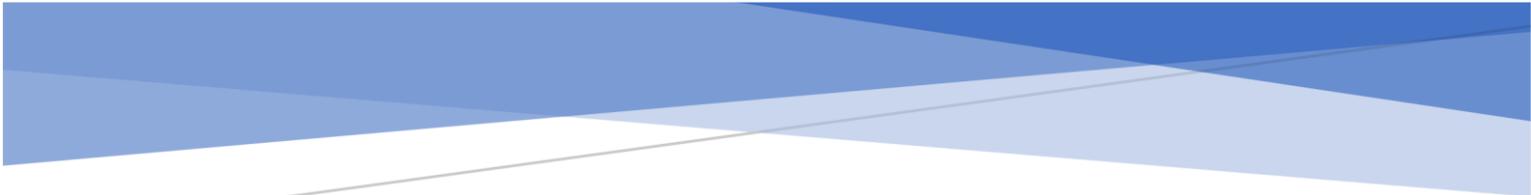
Ad · <https://www.redfin.com/> ⋮

### Townhomes for Sale in Falls Church, VA | Redfin

Our Top-Rated **Virginia Real Estate** Agents, Realtors & Brokers Are Local Experts.  
Read Reviews, View Profiles And Learn How Our Agents Can Save You Money. 3D  
Home Walkthroughs. Online Home Tours. Download Our App. Tour Via Video Chat. ←

## Google Display Network

### 12) About the Google Display Network [\[back to top\]](#)



The [Google Display Network](#) (GDN) is the largest ad network on the internet. It includes Youtube, Gmail, most popular news & information sites, and 2 million other sites that reach 90% of internet users. Here are examples of some of the real estate and investing focused sites & apps that real estate agencies can access thru the display network....

BankRate  
Forbes  
Investopedia  
LoopNet  
NerdWallet  
Realtor.com  
Reddit  
Redfin  
SmartAsset  
The Balance  
Trulia  
US News & World Report  
Wall Street Journal  
Zillow

The formats for ads on GDN include image (banner ads), video, and text ads. Text ads are easy to create and they are the same format that is used for Search ads. Image ads are also easy to setup since Google now provides a [Responsive Ads](#) tool that allows you to create image ads without a professional graphic designer. Video production is a bit more involved, but it is not necessary to reach a large audience.

### 13) Google Display Network Targeting [\[back to top\]](#)

Optimal targeting on GDN would include many of the same targeting configurations that have already been covered for search ads. This would include Geotargeting, Demographic targeting, and bids lower on mobile devices.

In the section for search ads, we discussed retargeting and in-market audiences. For search ads, these audiences were only used to increase keyword bids. For display ads, these audiences are much more significant since inclusion in the audience is the primary factor determining if the ad is triggered.

### 14) Custom Intent Audiences [\[back to top\]](#)

For the off-the-shelf In-Market audiences that Google provides, they place users into an audience based on their search history and browsing history. Google now also allows you to create "[custom intent](#)" audiences. This is basically a do-It-yourself In-Market audience. You can enter the keywords and

websites that will cause visitors to be included in your audience. You can see in the sample list below that our selections would indicate that the user is currently looking for CPA services...

## Custom segment

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Segment name

Local Real Estate Agents

Include people with following interests or behaviors [?](#)

People with any of these interests or purchase intentions [?](#)

People who searched for any of these terms on Google [?](#)  
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

local real estate companies [×](#)

real estate broker near me [×](#)

local real estate agent [×](#)

find a real estate agent [×](#)

best real estate agents [×](#)

real estate agent near me [×](#)

Add interests or purchase intentions

Expand segment by also including:

[People who browse types of websites](#)

[People who use types of apps](#)

Segment insights  
United States, English, Di

United States [×](#)

[🔍 Start typing or se](#)

English [×](#)

[🔍 Start typing or se](#)

Campaign type

Display [▼](#)

Weekly impressions  
10M – 50M

Gender  
63% female

Age  
27% 45 - 54

Parental status  
58% non-parents

Topics  
Real Estate Agencies, Re



## 15) Ad Placements [\[back to top\]](#)

Since geotargeting, demographic targeting, and audience targeting are all very specific, it's okay to be more liberal when choosing the content where the ads appear. With more than 2 million sites in the network, Google provides categories of sites that advertisers can choose from. The following categories will keep the ads from appearing on low-brow or inappropriate content.

- Business & Industrial
- Computers & Electronics
- Finance
- Internet & Telecom
- Law & Government
- News
- Real Estate

## YouTube Video Campaigns

We have previously discussed using YouTube as part of the Display Network, where static image & text-based display ads will be shown on YouTube along with the rest of the display network. In this section, we discuss running a commercial (video campaign) that appears before, during, or after the video that you watch on YouTube, and in embedded videos on the display network.

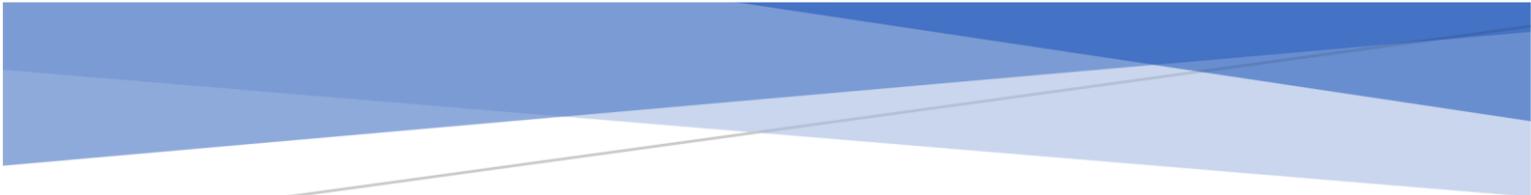
## 16) Targeting for real estate agencies on YouTube [\[back to top\]](#)

Video campaigns should share the same demographic and location targeting as your other campaigns. While YouTube provides many [targeting options](#), the following strategies are the most effective that we have found for real estate...

**Channel Placements** – This involves targeting all the videos on channels that are run by real estate firms, channels that provide How-to guides for buying/selling real estate, and channels that provide information on properties for sale.

**Video Placement** – Targeting individual videos like the ones described in Channel Placements. This would mostly include evergreen videos that get a large number of views continuously.

**Remarketing** – Previous visitors to both your website and YouTube channel can be targeted with ads.



**Target users based on previous Google searches** – This is like a Search campaign, except instead of showing users ads on Google immediately, the user will later see your video on YouTube. The selection of keywords would be similar to a search campaign. If you are targeting users who have been searching for a real estate agent, you would include keywords like “real estate agent near me” and “local real estate agent.” If targeting buyers in a specific area you would target keywords like “Miami homes for sale.”

## 17) Skippable in-stream ads [\[back to top\]](#)

This is generally the most cost-effective format for a video campaign and the one you should start off with. With [Skippable in-stream ads](#), viewers have the option to skip after 5 seconds. The advertiser is only charged if the viewer watches for at least 30 seconds. If the video is shorter than 30 seconds, you get charged if they watch until the end of the video. So the video should be anywhere from around 30 seconds to a couple of minutes. The most important thing is a compelling offer, a strong and specific call to action, and grabbing their attention quickly. The video can include a tracking phone number so that we know which calls came from the video.

As with any other campaign, we can set daily and/or monthly budgets. Everything is pay-as-you-go.

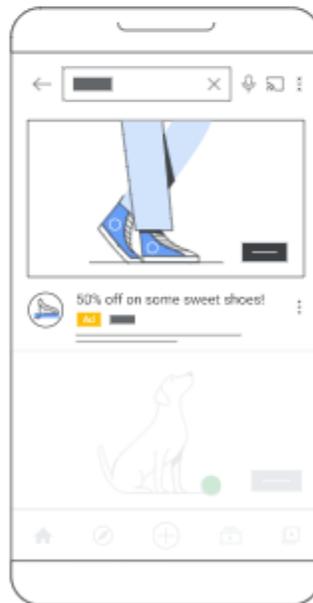
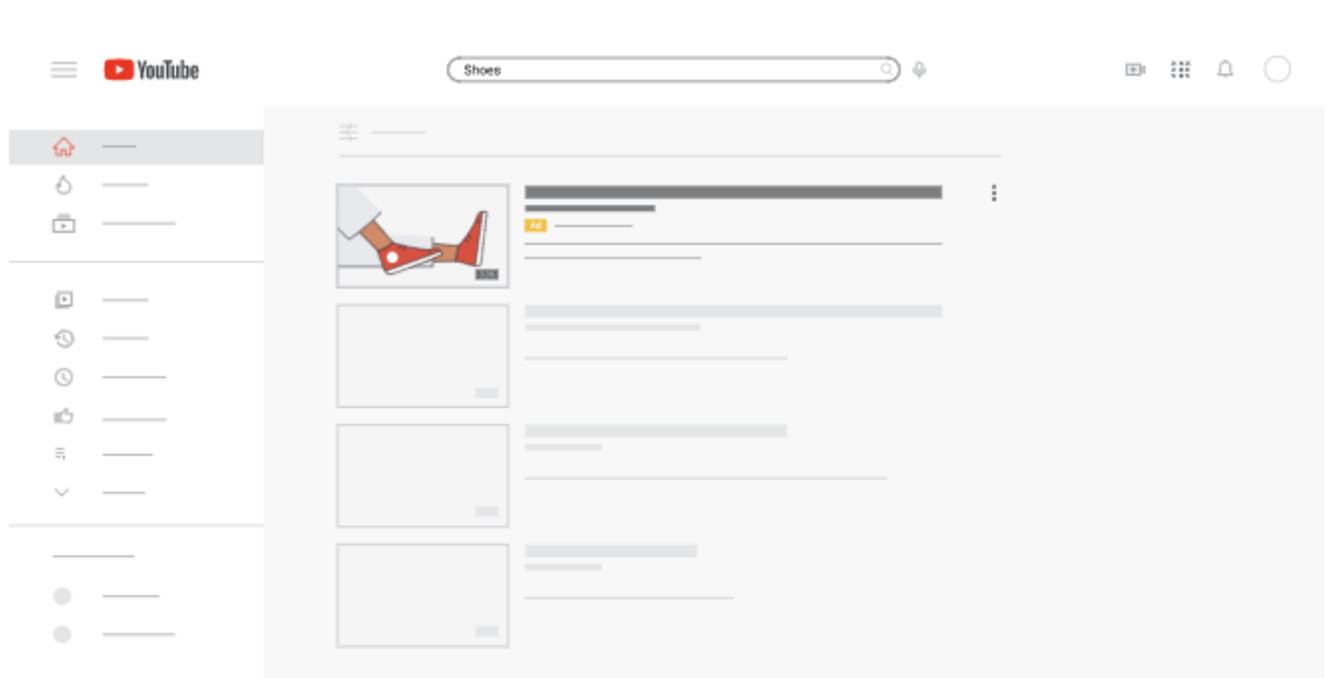
We bid by setting a Maximum cost per view. The actual cost per view can be lower depending on the competition. Youtube has an average cost per view of \$0.10 to \$0.30. As previously mentioned, you only get charged for a view when they watch at least 30 seconds or they visit your website.

<https://support.google.com/google-ads/answer/2472735?hl=en>

## 18) In-feed video ads [\[back to top\]](#)

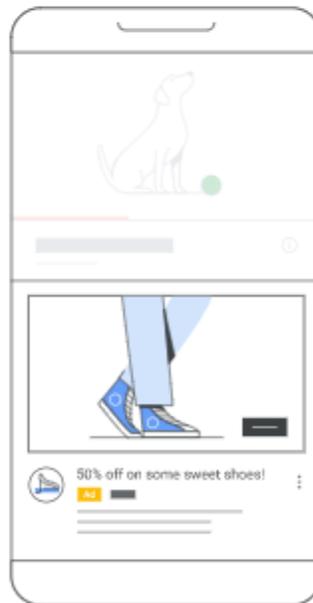
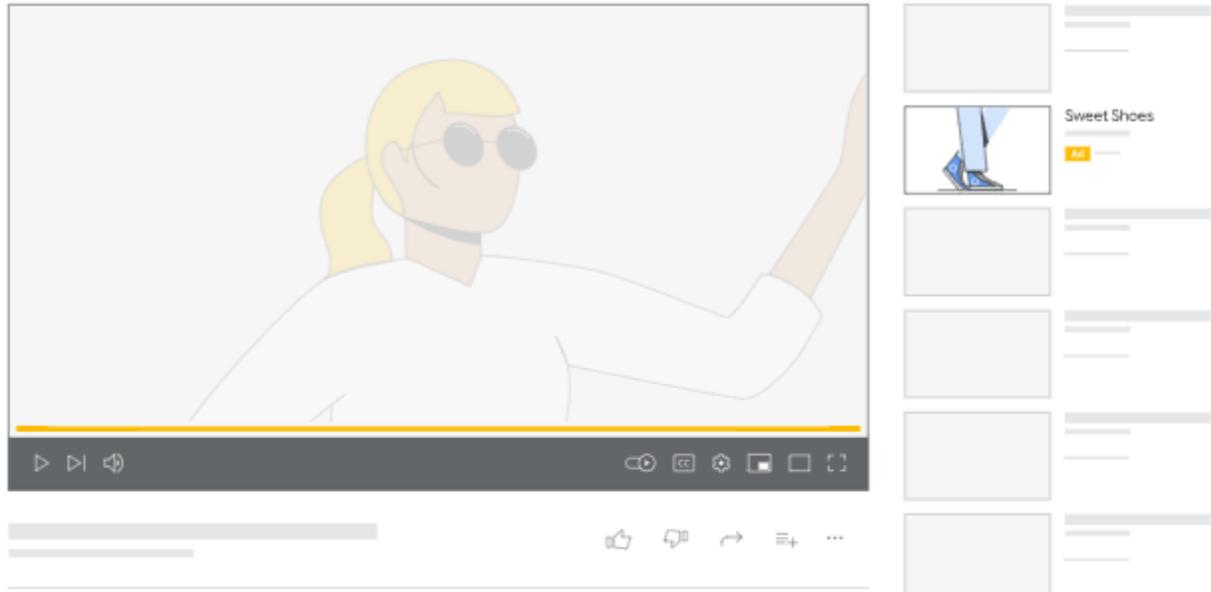
After Google, YouTube gets the second most searches of any search engine in the US. [In-feed video ads](#) can appear as paid ads in the YouTube search results. It also allows your ads to appear in recommendations, YouTube watch next, and the YouTube app home feed.

## YouTube search results



Your ad appears above relevant search results on YouTube on desktop and in the YouTube app.

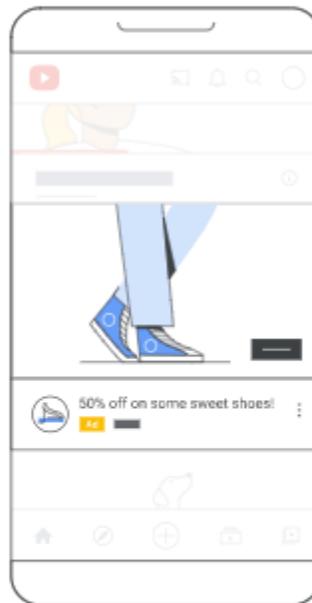
## YouTube watch next



Your ad appears at the top or in between related videos that appear on a video's watch page.

- On desktop, your ad appears with related videos adjacent to the main video.
- On mobile, your ad appears with related videos below the main video.

## YouTube Home feed



Your ad appears in the Home feed in the YouTube app, either at the top of the feed (when a Masthead ad isn't being served to viewers) or between videos in the feed. Keep in mind that using content targeting in the campaign prevents the ad from appearing in the YouTube Home feed.

### Other Video Campaign Settings [\[back to top\]](#)

- You should generally choose cost-per-view (CPV) since it is the close equivalent of cost-per-click (CPC). Views are more tangible than impressions since the quality of impressions can vary a lot based on placement, location on the page, etc.
- Live Steam videos should be excluded.
- Embedded Videos in the display network should only be allowed for certain hand-picked sites.

# Measurement & Ongoing Optimization

## 19) Useful Reports [\[back to top\]](#)

For most campaigns, the main goal is generating leads at the best possible cost per lead. For other campaigns, the main goal is branding/awareness, in which case metrics like impressions, clicks, and cost per thousand impressions (CPM) become more important. Here are some of the key metrics that are used to measure your Google campaigns.....

**Impressions:** How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other sites on the Google Network.

**Clicks:** When someone clicks your ad, like on the blue headline of a text ad, AdWords counts that as a click.

**Clickthrough rate (CTR):** A ratio showing how often people who see your ad end up clicking it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.

**Cost:** Total dollar value spent

**Cost-per-thousand impressions (CPM):** A way to bid where you pay per one thousand views (impressions) on the Google Display Network.

**Cost-per-click (CPC):** Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max. CPC" - that's the highest amount that you're willing to pay for a click on your ad

**Conversions:** The number of conversions generated by your ad. Conversions include form completions, phone calls, or purchases

**Cost per Conversion:** The average amount you've been charged for a conversion from your ad. It is calculated by dividing the total cost of conversions by the total number of conversions.

To optimize the account, the above listed metrics are evaluated across a large number of dimensions. When looking at any dimension, the goal is to decrease or eliminate spending on areas that are not working, and increase spending on areas that are outperforming. The dimensions used to optimize and evaluate the account include....

Campaigns  
Text Ad Variations  
Landing Pages  
Zip Codes



Keywords  
Audiences  
Demographic Groups  
Time of Day  
Device Types

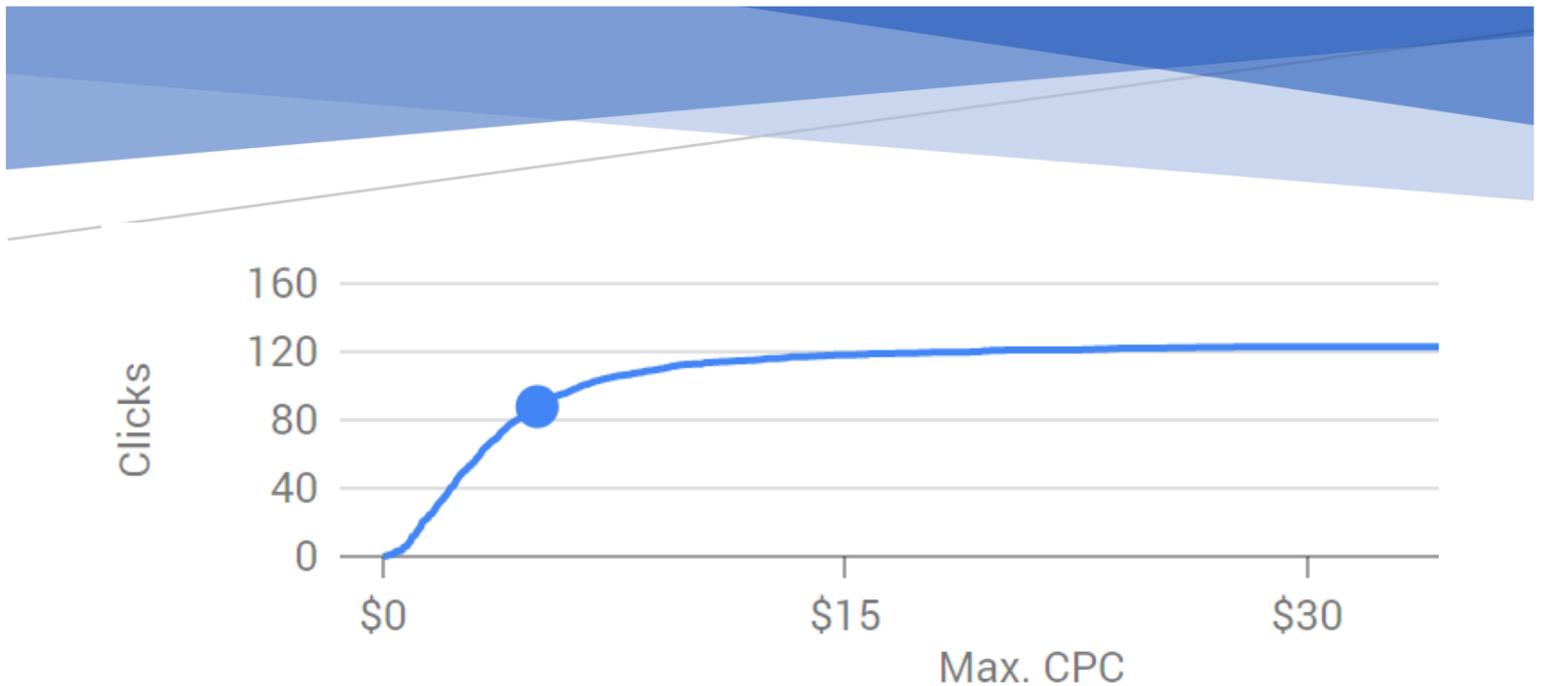
## 20) Conversion Tracking [\[back to top\]](#)

Out of the box, Google will provide tracking for clicks/costs/impressions and other metrics on where the ads are showing and how they are performing. However, to truly measure the effectiveness of the ads and make adjustments, you will need to have conversion tracking in place. The best solution for conversion tracking is to add the [Google Tag Manager \(GTM\) snippet](#) to all pages of your website. This will allow you to add/update tags from Google Ads, Google Analytics, and [other 3<sup>rd</sup> party services](#), without needing to make any changes to your website. So instead of contacting your developer each time you want to add/update tags from various services, you simply add the GTM tag once and then use a web UI to add/update all tags on the site.

Once GTM is in place, you can use the GTM UI to implement [Google Ads Conversion Tracking](#). Conversion tracking includes form completions, phone calls thru a forwarding number on your website, and click-to-call buttons on the ads themselves in mobile search results. Google tracking is cross-device, so if an ad click on your phone is followed by a form completion on your laptop, the conversion is tracked back to the ad you clicked on.

## 21) Spend/Volume Forecasts [\[back to top\]](#)

After entering your locations, keywords, and bids, Google can provide spend/volume forecasts at various bid levels. Testing out different spending/volume scenarios in advance can help you decide on a monthly budget. Once you have conversion data, you can use these forecasts to gauge how many leads you will be generating at different spend/bid levels. In this example, you can see the difference in daily spend/volume for \$7 cost-per-click bids versus \$15 cost-per-click bids.



## 22) Monthly Budget [\[back to top\]](#)

For each campaign, after reviewing different scenarios with the spend/volume forecasting tool, you can set a daily budget amount. For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on other days you might spend up to twice as much.

## About the Author [\[back to top\]](#)

Gregg Kellett has more than 20 years of experience in digital marketing and 17+ years of experience with Google Ads and Google Analytics. This includes 10+ years working for Bloomberg and 4 years for MarketResearch.com where he managed multimillion-dollar advertising budgets for both companies. He holds current Google certifications for Google Ads Search, Google Ads Display, and Google Analytics.

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