

project-tasks.txt

Tasks for each page

\* research for appropriate high relevance, low competition key words/phrases

- (1) create keywords meta tag
- (2) create title meta tag
- (3) create description meta tag
- (3) create alt tags for images/graphics

Pages that require analysis:

<http://www.realestateinsantacruzcounty.com/>  
<http://www.realestateinsantacruzcounty.com/home/search>  
<http://www.realestateinsantacruzcounty.com/home/buyers>  
<http://www.realestateinsantacruzcounty.com/home/sellers>  
<http://www.realestateinsantacruzcounty.com/home/community>

additional

<http://www.realestateinsantacruzcounty.com/home/statistics>  
<http://www.realestateinsantacruzcounty.com/home/team>  
<http://www.realestateinsantacruzcounty.com/home/team/testimonials>  
<http://www.realestateinsantacruzcounty.com/home/mortgage>  
<http://www.realestateinsantacruzcounty.com/home/kellerwilliams>

Overall comments: page content should be revamped to incorporate several of the key words and phrases developed through this effort. Basically, a search engine looks not only at the meta tags (and now hardly at those) but also the titles, image tags, and content on your page. I've created a jpg with the content that a search engine sees for each of the pages analyzed in this project. What you see there is ALL the search engine sees and nothing more, so that information MUST include the key words and concepts that are significant and important to what you believe the message and purpose of the site is -- selling real estate

ti tle-tags. txt

Keywords

california real estate  
keller williams realty  
residential real estate  
keller realty  
santa cruz real estate  
selling real estate  
santa cruz california  
real estate buyer brokers  
aptos real estate  
capitola real estate  
santa cruz county  
buyer's real estate agent  
capitola homes  
santa cruz county california  
homes for sale santa cruz  
santa cruz commercial real estate  
santa cruz real estate  
santa cruz real estate agent  
santa cruz market  
santa cruz real estate for sale  
santa cruz real estate listings

Index

<title>Carol VanAusdal Santa Cruz Keller Williams Real Estate Agent</title>

Buyers

<title>Buyer's Real Estate agent; Santa Cruz Real Estate for sale</title>

Community

<title> Santa Cruz, CA events, things to do, Santa Cruz County Real Estate</title>

KellerWilliams

<title> Keller Williams Realty team careers and Real Estate Agents</title>

mortgage

<title>Real Estate mortgage rates, santa cruz county California</title>

search

<title> Real Estate listings for Carol VanAusdal , Santa Cruz Market</title>

sellers

<title>Sellers Free Comparative Market Analysis and Houses for Sale</title>

statistics

<title>Median and Average Sales Price reports for Home Sales Statistics in Santa Cruz County. </title>

team

<title>Keller Williams Real Estate Agency Team, California real estate</title>

testimonials

<title>Real Estate listing testimonials, Keller Williams Realty</title>

http://www.realestateinsantacruzcounty.com/home/buyers

(0) research keywords and phrases

home buyer information  
first homebuyers  
california homes for sale  
real estate for sale  
santa cruz california  
grover beach real estate  
watsonville real estate  
santa cruz county real estate  
aptos homes for sale  
santa cruz real estate listings  
capitola homes for sale  
homes for sale santa cruz  
homes for sale santa cruz ca  
houses santa cruz  
home buyers free report

(1) keywords meta tag

```
<meta name="keywords" content="home buyer information, tips on buying homes  
, first homebuyers, california homes for sale, real estate for sale, santa cruz  
california, grover beach real estate, watsonville real estate, santa cruz county real  
estate, aptos homes for sale, santa cruz real estate listings, capitola homes for  
sale, homes for sale santa cruz, homes for sale santa cruz ca, houses santa cruz">
```

(2) description meta tag

```
<meta name="description" content="Home Buyers resources for the Santa Cruz  
California area; if you search for houses in CA">
```

(3) title meta tag

```
<title>Home Buyer Information for first homebuyers or seasoned california home  
owners from Williams Realty in Santa Cruz</title>
```

(4) alt tags for images

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<http://www.realestateinsantacruzcounty.com/home/community>

(0) research keywords and phrases

property santa cruz  
santa cruz county homes  
santa cruz ca homes  
santa cruz events  
beach santa cruz  
city of santa cruz  
county of santa cruz  
downtown santa cruz  
homes for sale santa cruz  
santa cruz hiking  
things to do santa cruz  
Santa Cruz  
Capi tola  
Soquel  
Aptos  
Rio Del Mar  
Seacliff  
Watsonville  
Bonny Doon  
Felton  
Ben Lomond  
Boulder Creek  
Scotts Valley  
Santa Cruz  
Capi tola  
Soquel  
Aptos  
Rio Del Mar  
Seacliff  
Watsonville  
Bonny Doon  
Felton  
Ben Lomond  
Boulder Creek  
Scotts Valley

(1) keywords meta tag

```
<meta name="property santa cruz, santa cruz county homes, santa cruz ca homes, santa cruz events, beach santa cruz, city of santa cruz, county of santa cruz, downtown santa cruz, homes for sale santa cruz, santa cruz hiking, things to do santa cruz, Santa Cruz, Capi tola, Soquel, Aptos, Rio Del Mar, Seacliff, Watsonville, Bonny Doon, Felton, Ben Lomond, Boulder Creek, Scotts Valley, Santa, Cruz, Capi tola, Soquel, Aptos, Rio Del Mar, Seacliff, Watsonville, Bonny Doon, Felton, Ben Lomond, Boulder Creek, Scotts Valley">
```

(2) description meta tag

```
<meta name="description" content="Things to do in Santa Cruz, like hiking or santa cruz events, or visiting Santa Cruz County area locations like Capi tola, Aptos, Rio Del Mar, and many other California areas.">
```

(3) title meta tag

```
<title>City of Santa Cruz in California events, things to do, and areas to visit.</title>
```

(4) alt tags for images

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project-objectives-community.txt











Objectives

(0) research keywords and phrases

california real estate  
keller williams realty  
residential real estate  
keller realty  
santa cruz real estate  
selling real estate  
santa cruz california  
real estate buyer brokers  
aptos real estate  
capitola real estate  
santa cruz county  
buyer's real estate agent  
capitola homes  
santa cruz county california  
homes for sale santa cruz  
santa cruz commercial real estate  
santa cruz real estate  
santa cruz real estate agent  
santa cruz market  
santa cruz real estate for sale  
santa cruz real estate listings

(1) keywords meta tag

```
<meta name="keywords" content="california real estate,keller williams  
realty,residential real estate,santa cruz real estate,selling real estate,santa cruz  
california,keller real estate,keller realty,real estate buyer brokers,aptos real  
estate,capitola real estate,santa cruz county,buyer's real estate agent,capitola  
homes,santa cruz county california,homes for sale santa cruz,santa cruz commercial  
real estate,santa cruz real estate,santa cruz real estate agent,santa cruz  
market,santa cruz real estate for sale,santa cruz real estate listings">
```

(2) description meta tag

```
<meta name="description" content="Carol VanAusdal is the only Santa Cruz real estate  
agent you need to call if you are in the market for homes in Santa Cruz, Aptos,  
Capitola or any in the Santa Cruz County area. Keller Williams Real Estate offers  
you the best Real Estate Listings and Agents in the area fir buying and selling your  
home.">
```

(3) title meta tag

```
<title>Carol VanAusdal , Santa Cruz Real Estate Agent with Keller Williams Realty in  
California</title>
```

(4) alt & name tags for images; alt tags for static links

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project-objectives-index.txt

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http://www.realestateinsantacruzcounty.com/home/kellerwilliams

(0) research keywords and phrases

commercial real estate broker  
keller williams realty  
real estate homes  
real estate information  
commercial real estate agents  
keller williams real estate  
keller williams realtor  
santa cruz california real estate  
real estate agent commission  
top real estate agents  
new real estate agent  
real estate agent tips  
keller williams realtors  
williams realty  
keller williams homes  
keller and williams realty  
keller williams realty group  
keller williams team realty  
how to get into real estate  
keller williams agents  
keller williams listings  
keller williams properties

(1) keywords meta tag, <meta name="commercial real estate broker, keller williams realty, real estate homes, real estate information, commercial real estate agents, keller williams real estate, keller williams realtor, santa cruz california real estate, real estate agent commission, top real estate agents, new real estate agent, real estate agent tips, keller williams realtors, williams realty, keller williams homes, keller and williams realty, keller williams realty group, keller williams team realty, how to get into real estate, keller williams agents, keller williams listings, keller williams properties">

(2) description meta tag

<meta name="description" content="A career with Keller Williams Realty - offering training, support, and unmatched cultural growth; take a closer look and find out for yourself.">

(3) title meta tag

<title>A real estate career with keller williams team realty and top real estate agents. </title>

(4) alt tags for images











project-objectives-kellerwilliams.txt



http://www.realestateinsantacruzcounty.com/home/mortgage

(0) research keywords and phrases

average mortgage rates  
california mortgage lender  
california mortgage lenders  
california mortgage loans  
california mortgage rates  
compare mortgage rates  
mortgage financing  
mortgage information  
mortgage interest rates  
mortgage payment calculator  
mortgage refinancing rates  
second mortgage refinance  
today's mortgage rates  
interest only loan mortgage  
homes and loans

(1) keywords meta tag, <meta name="average mortgage rates, california mortgage lender, california mortgage lenders, california mortgage loans, california mortgage rates, compare mortgage rates, mortgage financing, mortgage information, mortgage interest rates, mortgage payment calculator, mortgage refinancing rates, second mortgage refinance, today's mortgage rates, interest only loan mortgage, homes and loans">

(2) description meta tag

<meta name="description" content="California mortgage lenders, mortgage rates, payment calculator and refinancing rates for second mortgage, homes and loans.">

(3) title meta tag

<title>Today's mortgage rates and information for California mortgage refinancing rates and a payment calculator. </title>

(4) alt tags for images













http://www.realestateinsantacruzcounty.com/home/search

(0) research keywords and phrases

santa cruz real estate  
buffalo homes for sale  
homes for sale california  
house for sale california  
santa cruz real estate  
aptos real estate  
capitola real estate  
santa cruz property  
santa cruz properties  
realtor santa cruz  
homes for sale santa cruz  
santa cruz houses for sale

(1) keywords meta tag

```
<meta name="keywords" content="santa cruz real estate, buffalo homes for sale, homes for sale california, house for sale california, santa cruz real estate, aptos real estate, capitola real estate, santa cruz property, santa cruz properties, realtor santa cruz, homes for sale santa cruz, santa cruz houses for sale">
```

(2) description meta tag

```
<meta name="description" content="Your Realty company to search for single family homes, condos, mobile homes, vacant land or multi-residential units anywhere in Santa Cruz County or the Bay Area MLS Real Estate area">
```

(3) title meta tag

```
<title>Search Carol VanAusdal Real Estate listings in Santa Cruz, Williams Realty in California</title>
```

(4) alt & name tags for images; alt tags for static links

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```
<a href="/home/team/testimonials" name="Real Estate Agent Testimonials">Testimonials</a>
```

```
<a href="/home/team/newsletter" name="Real Estate Newsletter">Newsletter</a>
```

```
<a href="/home/contact/us" name="Homes and listings contact">Contact</a>
```

```
<a href="/" name="Carol VanAusdal Real Estate Home">Home</a>
```

```
<a href="/home/search" name="Search MLS house listings">Search</a>
```

```
<a href="/home/buyers" name="Home Buying Help">Buyers</a>
```

```
<a href="/home/sellers" name="House Selling Help">Sellers</a>
```

```
<a href="/home/mortgage" name="Home Mortgage Buying information">Mortgage</a>
```

```
<a href="/home/community" name="Santa Cruz Property Community">Community</a>
```

```
<a href="/home/statistics" name="Santa Cruz Real Estate Statistics">Statistics</a>
```

```
<a href="/home/team" name="Realtor santa cruz">Meet Carol</a>
```

project-objectives-search.txt

<a href="/home/links" name="Santa Cruz Houses for sale">Links</a>

<a href="/home/kellerwilliams" name="Keller Williams Realty">

  
</a>

<a href="/home/team/newsletter" name="Keller Williams Real Estate Team Newsletter">



<a href="/home/contact/us" name="Contact Carol in Santa Cruz California">contact us</a>



<a href="/home/search/listings" name="Featured propoerties Santa Cruz">Featured Listings</a>

<a href="/home/search/sold" name="Home Buyers Research">Past Sales</a>

<a href="/home/search" name="About Keller Williams Real Estate Agent">About</a>

<a href="http://www.mlsfinder.com/ca\_reinfolink/carolvanausdal" rel="gb\_page\_center[840,720]" name="Search all properties in Santa Cruz">SEARCH for ALL Types of Properties</a>

<a href="/home/search/listings?year=2006" name="Search Featured Homes for sale listings">Featured Listings</a>

<a href="/home/search/sold" name="home seller for sale">Past Sales</a>

<a href="/home/team/newsletter?alt=Free+Newsletter%21" name="Santa Cruz Team Newsletters">

  
</a>

<a href="/home/kellerwilliams?alt=Agents%2C+Build+a+Career+with+Us%21">

  
</a>

<a href="/home/legal/privacy" name="Privacy Policy">privacy policy</a>

project-objectives-sellers.txt

http://www.realestateinsantacruzcounty.com/home/sellers  
(0) research keywords and phrases

house prices  
house values  
houses for sale  
property listing  
property listings  
santa cruz california real estate  
real estate listing for sale  
real estate santa cruz  
real estate selling tips  
luxury homes real estate  
luxury real estate listings  
realty santa cruz

(1) keywords meta tag

```
<meta name="keywords" content="house prices, house values, houses for sale, property listing, property listings, santa cruz california real estate, real estate listing for sale, real estate santa cruz, real estate selling tips, luxury homes real estate, luxury real estate listings, realty santa cruz">
```

(2) description meta tag

```
<meta name="description" content="We help you navigate the world of selling your home; for houses for sale, we're your Santa Cruz California Real Estate experts! Ask us for your Free Comparative Market Analysis.">
```

(3) title meta tag

```
<title>Sellers Free Comparative Market Analysis and Houses for Sale Resources</title>
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(4) alt tags for images

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project-objectives-statistics.txt

http://www.realestateinsantacruzcounty.com/home/statistics  
(0) research keywords and phrases

commercial real estate  
foreclosed homes for sale  
foreclosure properties  
house market value  
real estate agency  
real estate appraisers  
real estate brokers  
waterfront real estate  
fha interest rates  
new condominiums  
santa cruz california real estate  
homes for sale california  
hud real estate  
real estate appreciation  
real estate market trends  
santa cruz real estate agent  
fha appraisal guidelines  
beach santa cruz  
homes for sale santa cruz  
real estate statistics  
real estate sales  
single family homes  
California residential homes

(1) keywords meta tag

```
<meta name="commercial real estate, foreclosed homes for sale, foreclosure  
properties, house market value, real estate agency, real estate appraisers, real estate  
brokers, waterfront real estate, fha interest rates, new condominiums, santa cruz  
california real estate, homes for sale california, hud real estate, real estate  
appreciation, real estate market trends, santa cruz real estate agent, fha appraisal  
guidelines, beach santa cruz, homes for sale santa cruz, real estate statistics, real  
estate sales, single family homes, California residential homes">
```

(2) description meta tag

```
<meta name="description" content="Comparative Sales Information and Real Estate  
Statistics for Santa Cruz County, California Residential and Commercial Homes for  
Sale.">
```

(3) title meta tag

```
<title>Median and Average Sales Price reports for Home Sales Statistics in Santa  
Cruz County.</title>
```

(4) alt tags for images

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http://www.realestateinsantacruzcounty.com/home/team

(0) research keywords and phrases

california real estate listing  
commercial real estate  
real estate agencies  
real estate agent  
real estate agents  
real estate companies  
buying and selling homes  
finding a realtor  
santa cruz california real estate  
santa cruz county real estate  
santa cruz real estate for sale  
santa cruz house for sale  
aptos ca homes  
homes for sale aptos  
houses santa cruz  
realty santa cruz

(1) keywords meta tag

```
<meta name="california real estate listing,commercial real estate,real estate agencies,real estate agent,real estate agents,real estate companies,buying and selling homes,finding a realtor,santa cruz california real estate,santa cruz county real estate,santa cruz real estate for sale,santa cruz house for sale,aptos ca homes,homes for sale aptos,houses santa cruz,realty santa cruz">
```

(2) description meta tag

```
<meta name="description" content="The Keller Realty Team makes buying and selling homes a cinch in santa cruz count. The real estate agents here are the best of the real estate companies in santa cruz county california.">
```

(3) title meta tag

```
<title>About the Keller Williams Real Estate Agency Team where we make finding a realtor easy and finding california real estate listings even easier.</title>
```

(4) alt tags for images

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project-objectives-team-testimonials.txt  
http://www.realestateinsantacruzcounty.com/home/team/testimonials

(0) research keywords and phrases

condos for sale  
find a real estate agent  
find real estate agent  
real estate company  
real estate multiple listing service  
townhouses for sale  
real estate mls listing  
homes for sale california  
top real estate agents  
bolton real estate  
santa cruz real estate  
watsonville real estate  
capitola real estate  
santa cruz county real estate  
santa cruz realty  
buyer's real estate agent  
realtor santa cruz  
santa cruz real estate listings  
real estate new agent  
real estate buyers and sellers

(1) keywords meta tag

```
<meta name="condos for sale, find a real estate agent, find real estate agent, real estate company, real estate multiple listing service, townhouses for sale, real estate mls listing, homes for sale california, top real estate agents, bolton real estate, santa cruz real estate, watsonville real estate, capitola real estate, santa cruz county real estate, santa cruz realty, buyer's real estate agent, realtor santa cruz, santa cruz real estate listings, real estate new agent">
```

(2) description meta tag

```
<meta name="description" content="Testimonials from satisfied real estate buyers and sellers in santa cruz california residential property sales, Keller Williams Realty CA.">
```

(3) title meta tag

```
<title>Real Estate Buyer and seller testimonials from Keller Williams Real Estate Agency Team where we make finding a realtor easy and finding california real estate listings.</title>
```

(4) alt tags for images

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project-objectives-team-testimonials.txt  
  
  
  
  
  
  
