



Real Estate Business Strategies & Marketing Solutions

Neighborhood Landing Page Checklist

Website name: _____

Date: _____

Landing page URL: _____

BOSS ID: _____

Page Setup:

- Cirrus Search Created (requires Ultimate plan)
- SEO Competition assessed
- Landing page created

Landing page content:

- Keyword rich neighborhood description** –
100+ words describing the landing page topic (neighborhood/subdivision/city) along with the list of secondary landing pages under main.
- Neighborhood photos** – taken by professional photographer or agent
- Schools defined**
- Neighborhood highlights**

Configuration & implementation:

- Content formatted for landing page
- Homes for sale page configured for individual listings
- Map & Listings widget configured
- Page tested and published

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