

AUSTIN REAL ESTATE TODAY CONTENT BUILDOUT PLAN

Phase I - Create separate Pages - all using RG Search Default Template & On page SEO Optimized using RG Cheat Sheet for each of the following communities - 1 page for each category & each community

- 1) [Community Name] + Homes with Pools for Sale
- 2) [Community Name] + Foreclosures Homes and Bank Owned Homes for Sale
- 3) [Community Name] + Luxury Homes for Sale
- 4) [Community Name] + Golf Course Homes for Sale
- 5) [Community Name] + New Construction Homes for sale
- 6) [Community Name] + Million Dollar Homes for Sale
- 7) [Community Name] + Top Realtors - [Community Name] + Top Real Estate Agents
- 8) [Community Name] + Custom Homes - [Community Name] + New Construction Custom Homes
- 9) [Community Name] + Short Sale Homes for Sale
- 10) [Community Name] + Condos For Sale
- 11) [Community Name] + Custom Home Builders

List of Austin Communities

- Austin
- Buda
- Cedar Park
- Central Austin
- Dripping Springs
- Georgetown
- Kyle
- Lake Travis
- Leander
- North Austin
- Northwest Austin
- Round Rock
- South Austin
- Southeast Austin
- Southwest Austin
- Westlake

For example - community = Round Rock

Round Rock Foreclosure & Bank Owned Homes
Round Rock Homes with Pools for Sale
Round Rock Golf Course Homes for Sale
Round Rock Luxury Homes Homes for Sale

Round Rock Million Dollar Homes for Sale

AUSTIN REAL ESTATE TODAY CONTENT BUILDOUT PLAN - Phase I Con't

Property Display Rules

- 1) Display no more than 5 to 10 listings (validate against # that search returns from display tool)
- 2) Always display latest listings first (most recent listings)
- 3) Minimum Price for all pages \$100K for property display
- 4) Minimum Price for all Luxury Home Pages is \$1MM
- 5) Minimum Price for all New Construction Pages is \$100K
- 6) Minimum Price for all Custom Home Pages is \$250K
- 7) Community Short Sale Listings Pages should display Button linked to short sales in that community with 5-10 listings from that community (Min Price Range \$200K)
- 8) Condo pages will display listings with min price of \$100K and condos only
- 9) Sidebar will be sidebar for that community (named Round Rock, etc)
- 10) Footer will be default footer

Phase II Content

Create separate Pages - all using RG Search Default Template & On page SEO Optimized using RG Cheat Sheet for each of the following Builders:

Builder Page for New Construction (each builder on following list - display homes from this builder - no more than 5-10 homes each builder)

- DR Horton
- Drees Custom Homes
- KB Home
- Toll Brothers
- Lennar
- David Weekley
- Centex Homes
- Standard Pacific
- Pulte Homes
- Treaty Oaks Homes
- Meritage Homes
- Pacesetter Homes
- Milestone Community Builders
- Streetman Homes
- Wilshire Homes
- Ryland Homes
- Taylor Morrison
- Ashton Woods

- Highland Homes
- Gehan Homes
- Coventry Homes
- Sitterle Homes
- Mercedes Homes
- Grand Haven Homes
- Castlerock Communities
- Plantation Homes
- Wilshire Homes
- Newland Communities
- Bigelow Homes
- Monterey Homes

Phase III Content

Create separate Pages - all using RG Search Default Template & On page SEO Optimized using RG Cheat Sheet for each of the following New Construction Communities:

New Construction community page - display homes for each community

- Approx 150+ New Construction Communities - see following link for complete listing of all communities <http://newhomes.move.com/communityresults/market-269>
- Display 5-10 listings from Listing Display Tool for community

Phase IV Content

Austin Custom Home Builders - Custom Home Builder Page for each Custom Home Builder (each builder on following list)

- Need list of custom home builders for page buildout [list must be hand culled/developed]

Additional Keyword Research - buildout pages for following

Austin Waterfront Homes for Sale

Austin Waterview Homes for Sale

Seller Oriented Pages - Expireds, Selling Home by FSBO (on own) etc

[Need to do further keyword analysis]