

# Keeping it local with GEO Fencing & Hyperlocal SEO

Presented by

**Robert Cowes &  
Brandon Barelmann**

**IBS Education**



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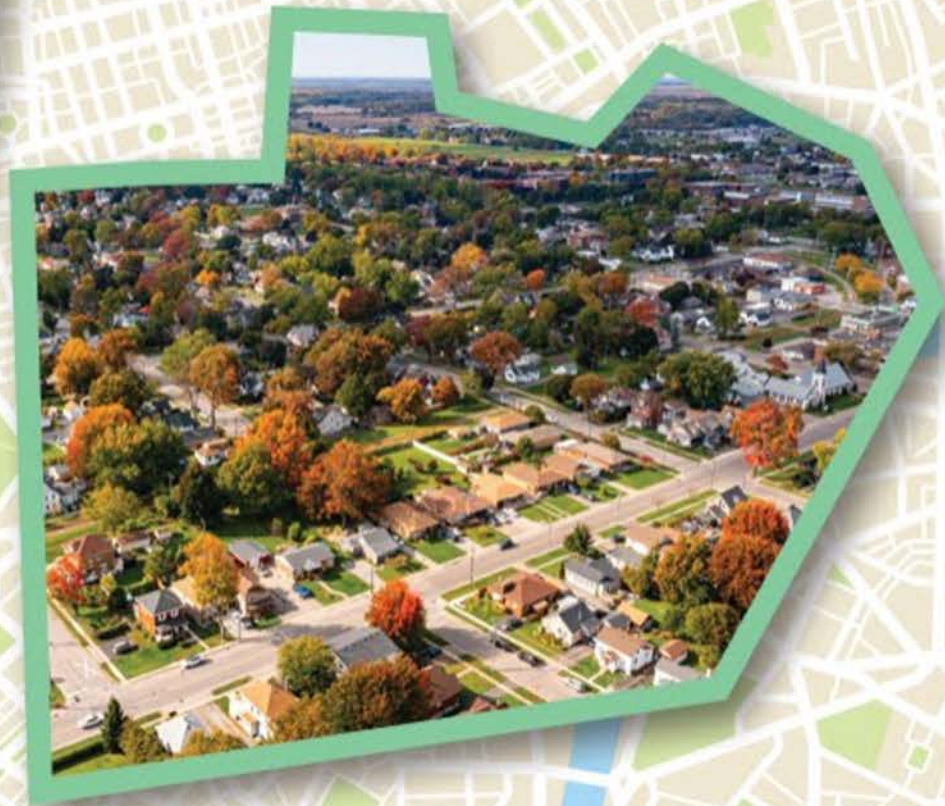
## Robert Cowes BBA, MBA

### SmartTouch Interactive

Austin, Texas

- From Panama & Austin, Texas
- 8th Year Speaking at IBS
- Co-Founder President & CEO of the only Full Service Agency dedicated to New Home Sales with CRM Technology
- MBA, BBA, 20 Years Focused on New Home Marketing
- 2 Million buyer leads leading to 2 Billion Real Estate sales in 13 years
- Top 20 Advertising Firm, Top 100 Technology and Minority Owned Business in Austin 2014-21
- 80+ HBA Related Creative Awards

# Can I GEO Fence the Whole Town?





# Can I GEO Fence the Whole Zip Code?



# Can I GEO Fence the Whole Neighborhood?

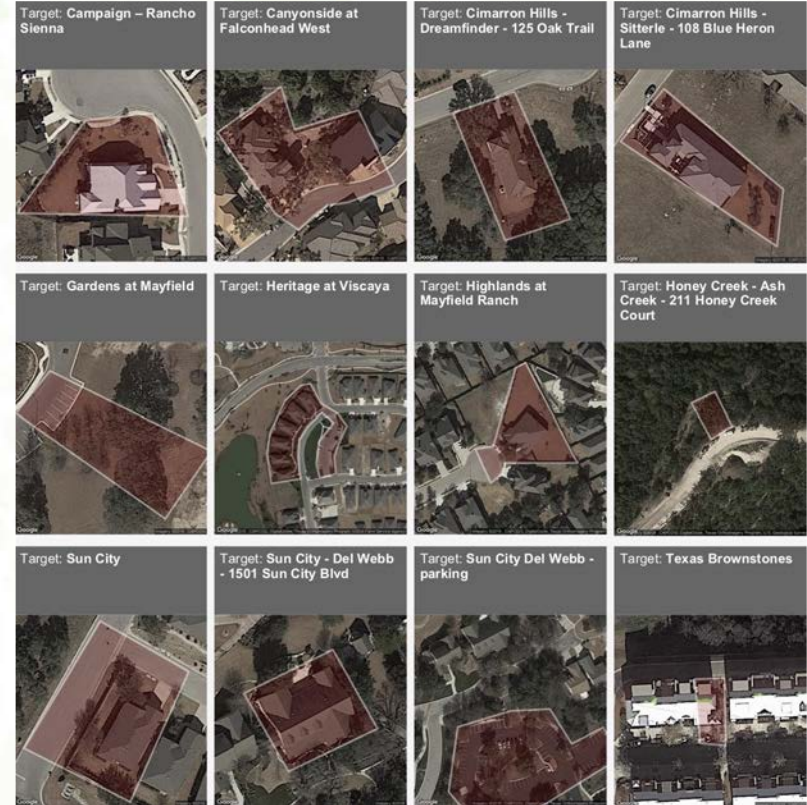


# GEO FENCING

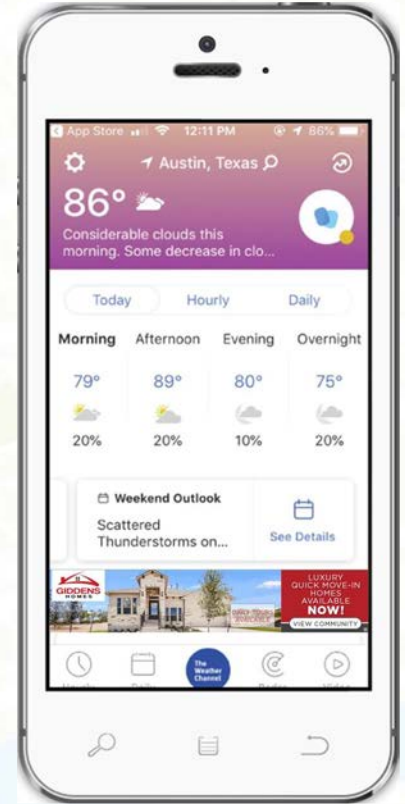
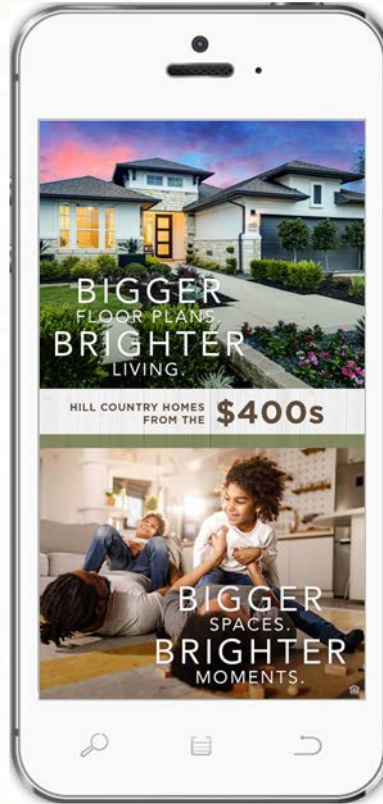




# What is Geo Fencing?



How do  
vendors  
**use it to  
target  
devices?**

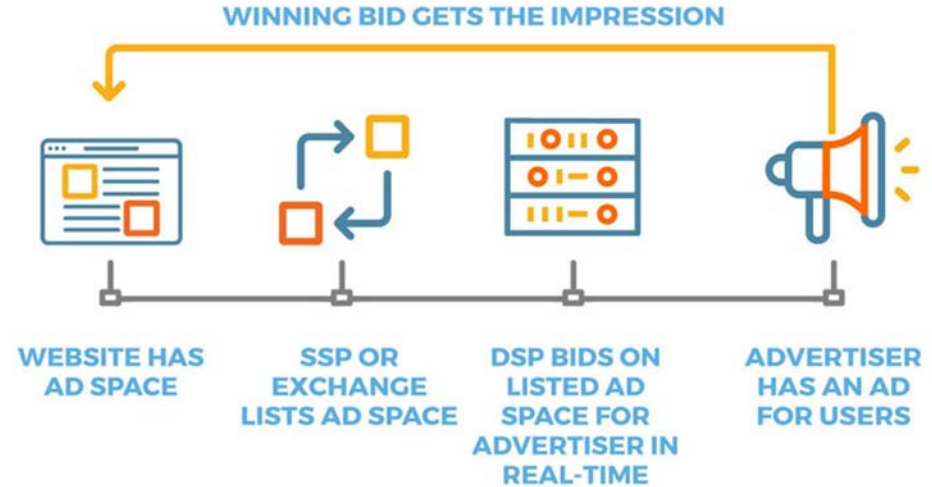


How do they  
**connect to**  
**ad exchanges**  
**to connect**  
**advertisers with**  
**buyers?**



Source: [www.smartyads.com](http://www.smartyads.com)

# How does CPM and real-time bidding work?



Source: [www.acuityads.com](http://www.acuityads.com)



# What should you expect to invest?

Example Target	Approximate Spend per Target	Cost per Impression	# of Impressions
<b>Competitor Model</b>	\$350	Impressions at \$20 CPM	17,500
<b>Local Real Estate Office</b>	\$500	Impressions at \$20 CPM	25,000
<b>Apartment Complex</b>	\$500 - \$1,000	Impressions at \$20 CPM	25,000 - 50,000
<b>Competitor Community</b>	\$550 - \$750	Impressions at \$20 CPM	27,000 - 27,500
<b>Churches</b>	\$350	Impressions at \$20 CPM	17,500
<b>Large Companies</b>	\$1,000 - \$1,500	Impressions at \$20 CPM	50,000 - 75,000
<b>Military Base</b>	\$2,000 - \$3,000	Impressions at \$20 CPM	100,000 - 150,000
<b>Fitness Center</b>	\$500	Impressions at \$20 CPM	25,000

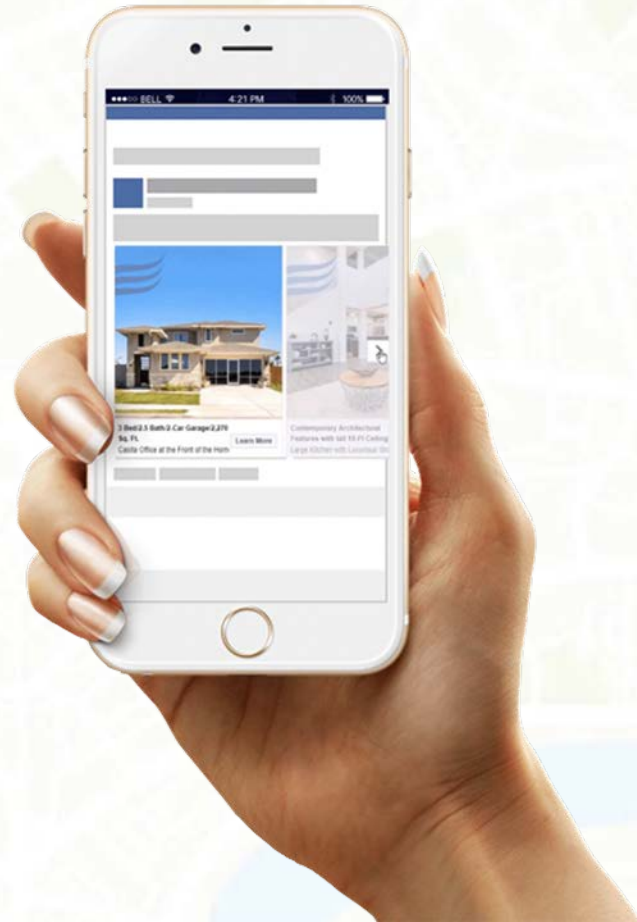
# Is it legal?



# How do you develop a homebuyer geofencing strategy?



# What do you want them to do?





# Popular Targets



**Apartments**



**Model Homes**



**Hospitals/  
Medical Centers**



**Churches**



**Employer  
Parking Lots**



**Events**

# Budgeting

- Average  
\$1000/60,000  
Impressions
- More to Less is Best



# What is an IDFA?

The Identifier for Advertisers (IDFA) is a random device identifier assigned by Apple to a user's device. Advertisers use this to track data so they can deliver customized advertising. The IDFA is used for tracking and identifying a user (without revealing personal information), allowing advertisers to access aggregated data.

Key for results is customizing ads for audience.





# What is IDFA?

How do you obtain?

How long do they last?





# COMPETITOR CONQUESTING

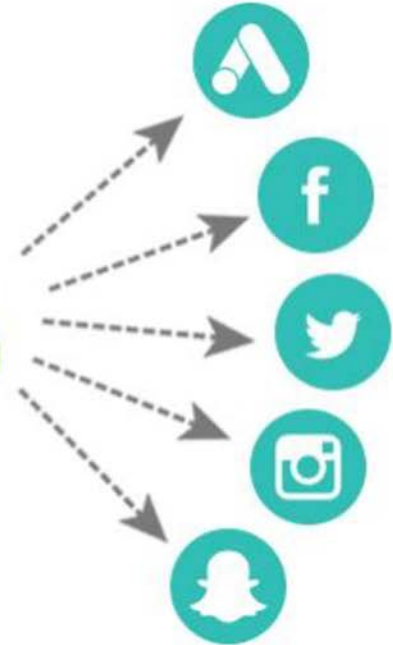
1. Target competitor location
2. Collect Mobile ID's & Import
3. Create Campaign



**Models**



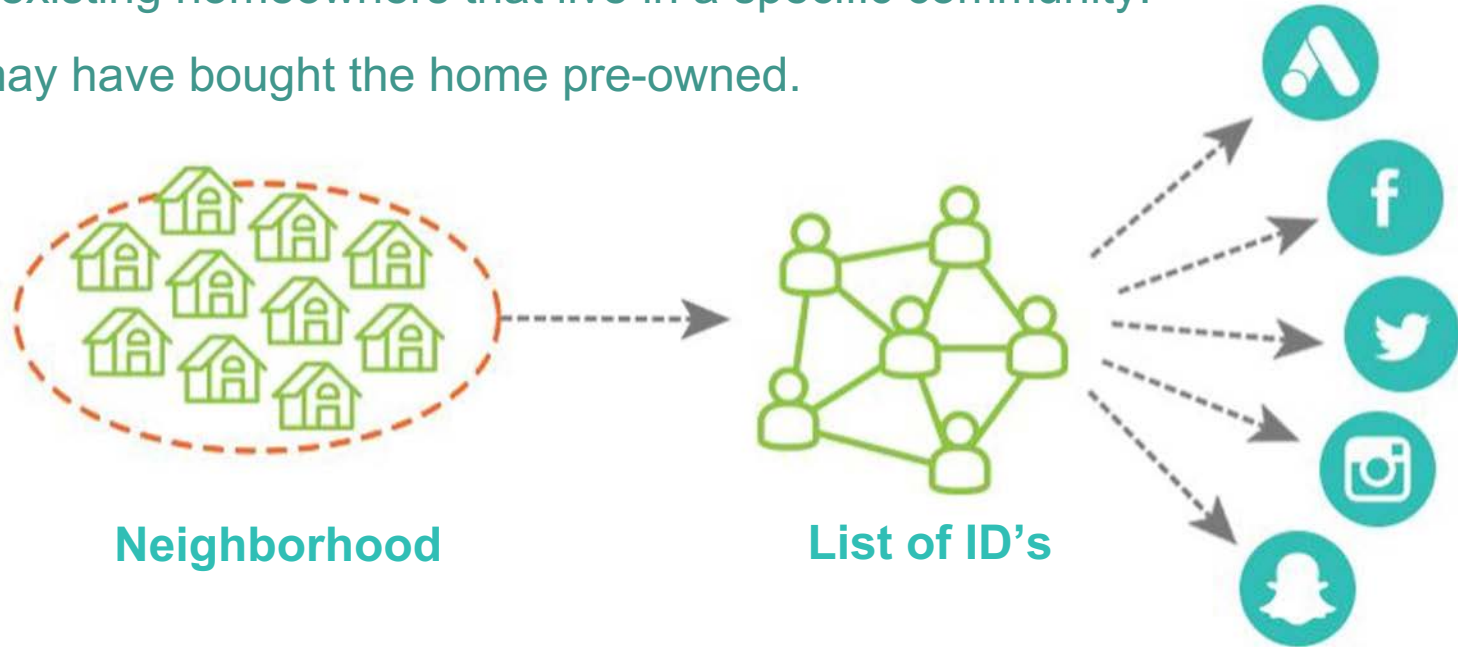
**List of ID's**



# NEIGHBORHOOD CONQUESTING

Target existing homeowners that live in a specific community.

They may have bought the home pre-owned.



## RENTER (APARTMENT CONQUESTING)

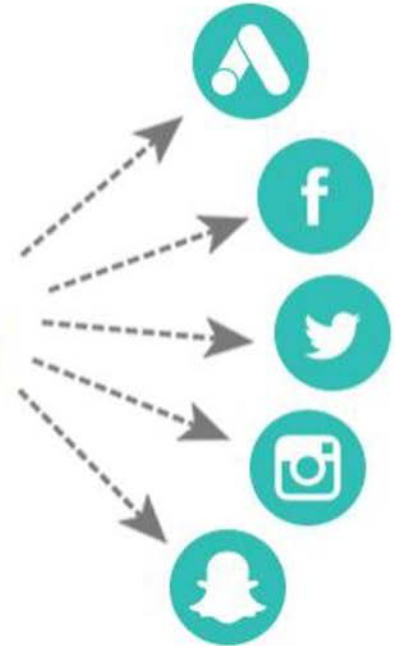
Target renters in apartment buildings that live near a specific community.



**Apartment Building**



**List of ID's**



# Advertising Platforms You Can Use





# How long does IDFA last?

IOS Phone ID Lasts  
Approximately 30 days.

Android Phone ID  
Permanent (For now)



# And Now How Do we Dominate Google Locally?



# And Now How Do we Dominate Google Locally?



# Hyperlocal – What is it?

- A marketing strategy or emphasis
- Focusing on a small geographic area such as neighborhoods or districts.



# Hyperlocal – What is it?



Web



SEO

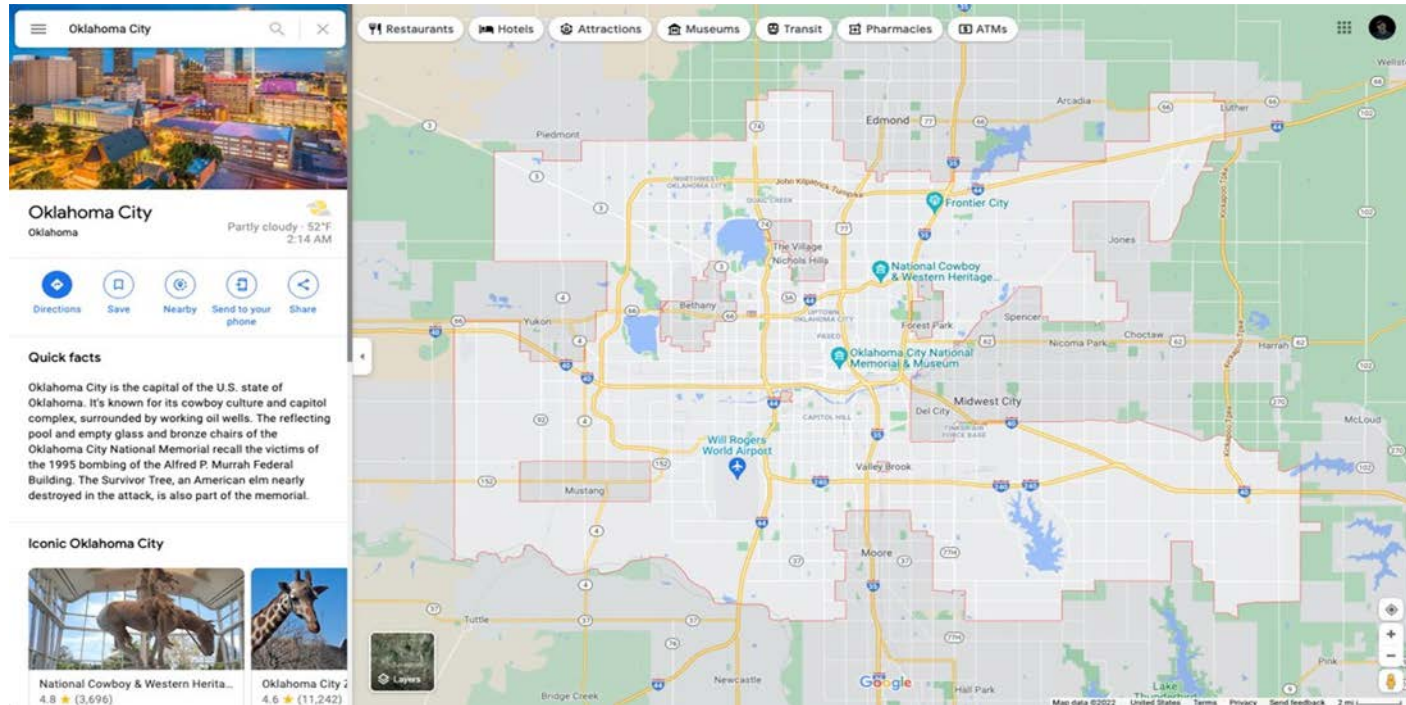


Social

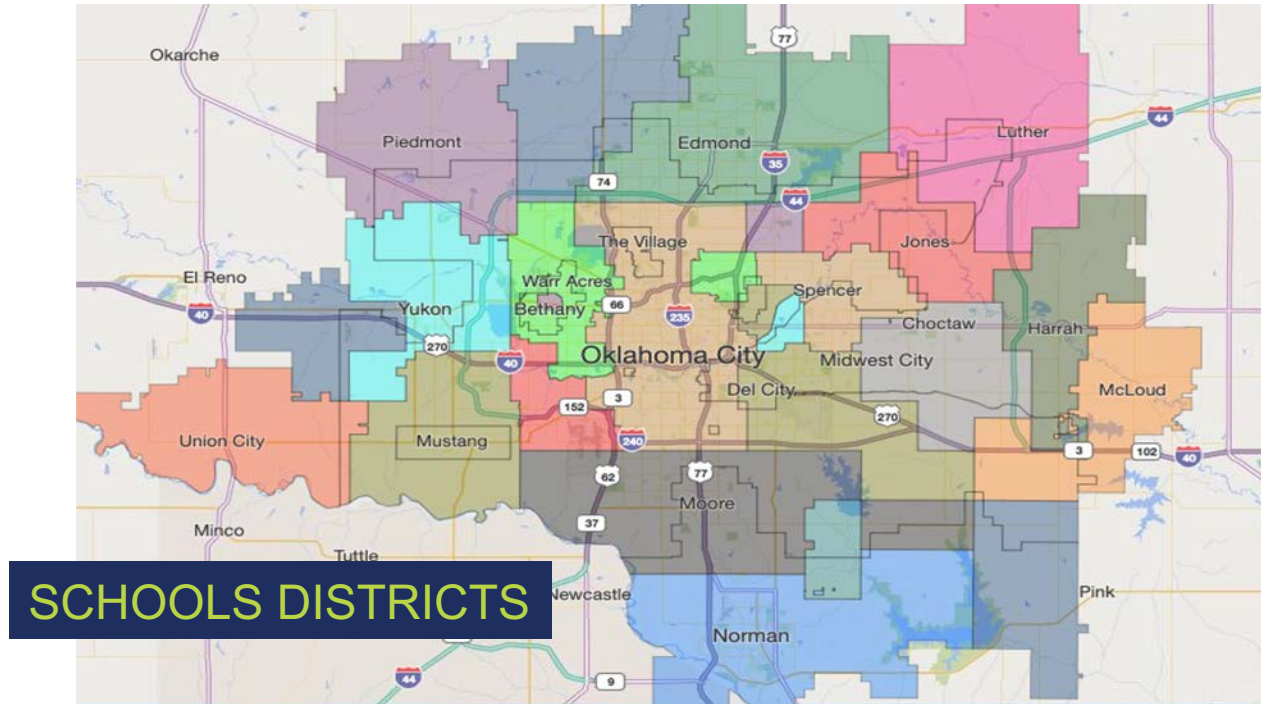
# Understanding How Buyers Search

**Area**  **Community**  **Home**

# Area



# Area





# Understanding How Buyers Search

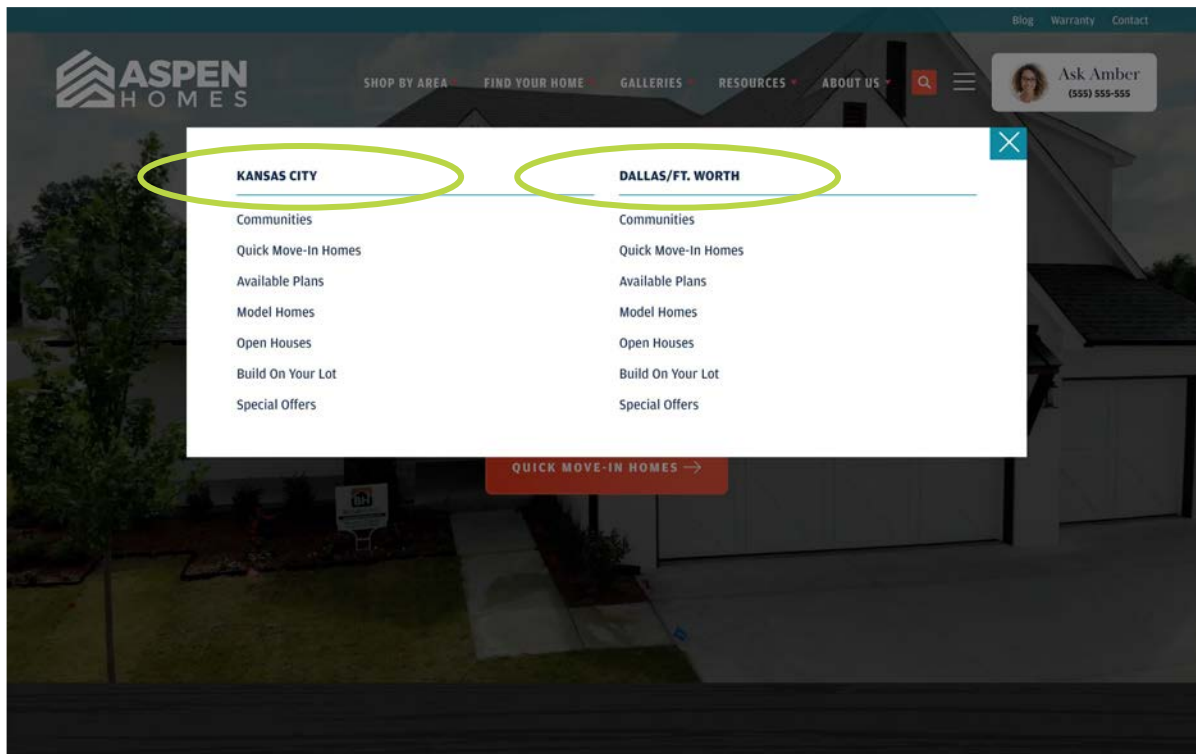
- School districts
- 55+ communities
- Hip neighborhoods
- Multi-state metro
- Military bases



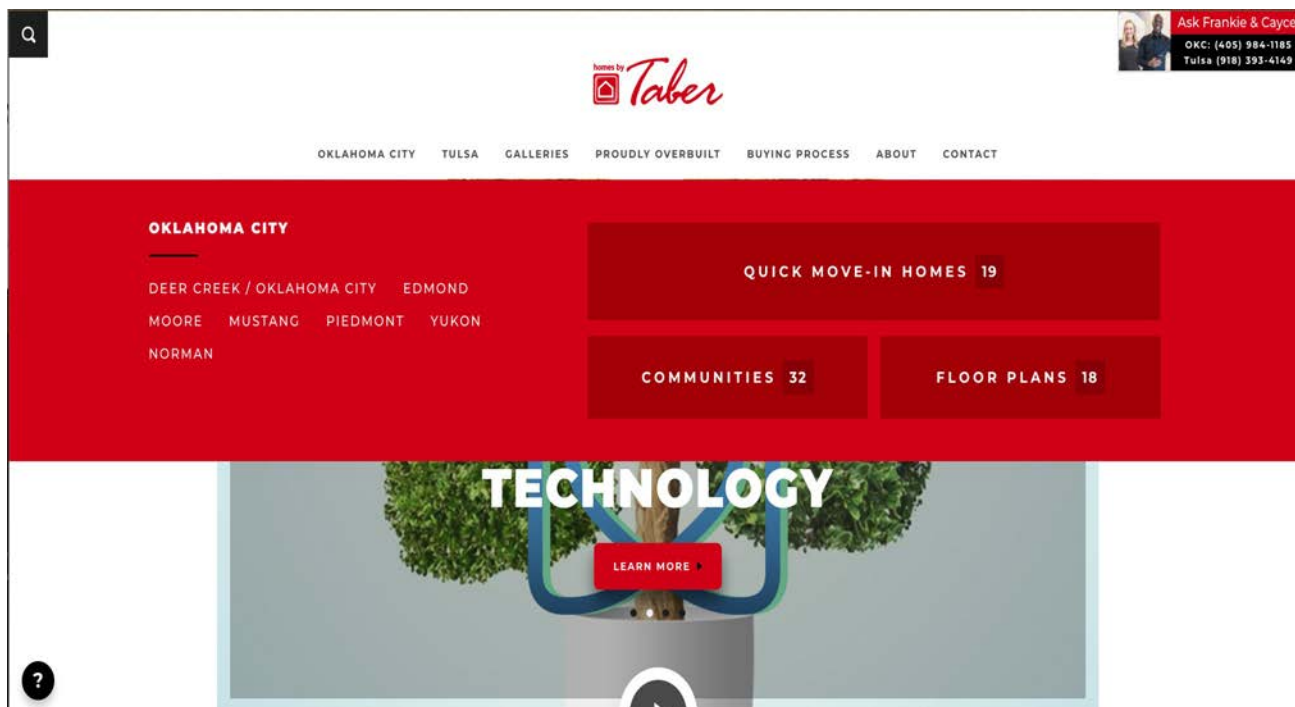
# Hyperlocal – Web



# Hyperlocal - Web




# Hyperlocal - Web





# Hyperlocal - Web

 <https://www.homesbytaber.com/homes/oklahoma-city-area/edmond/the-gardens-at-kelly-lakes/625-texoma-dr>

MARKET AREA

COMMUNITY

SUB-MARKET

HOME

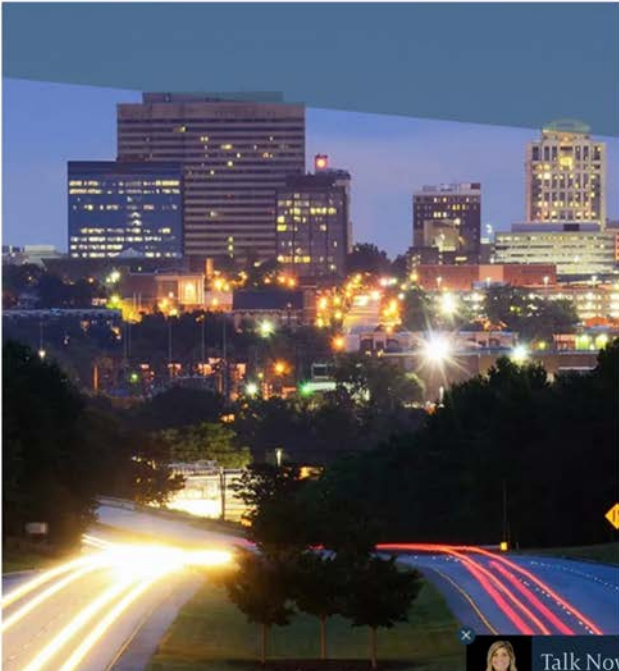
# Hyperlocal - Web

APPLIED FILTERS: Columbia X [Share This Search ➔](#)

## Living in Columbia

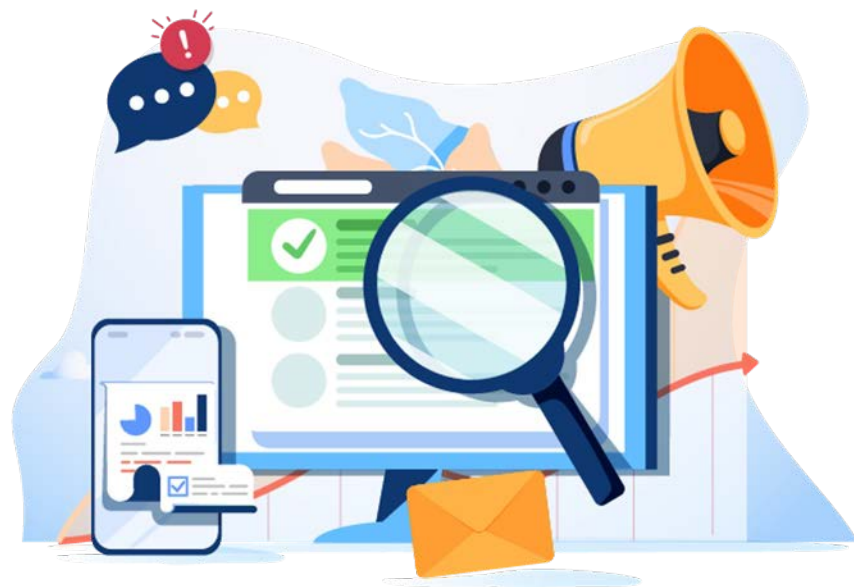
Mungo Homes has been a home builder in Columbia SC since 1954. We can tell you with certainty that it's a great place to find your home. After all, this Richland County city is our home, too! Find out where we're currently building, and find your new construction home in Columbia.

The capital of South Carolina, Columbia, is the center of local government, home to the

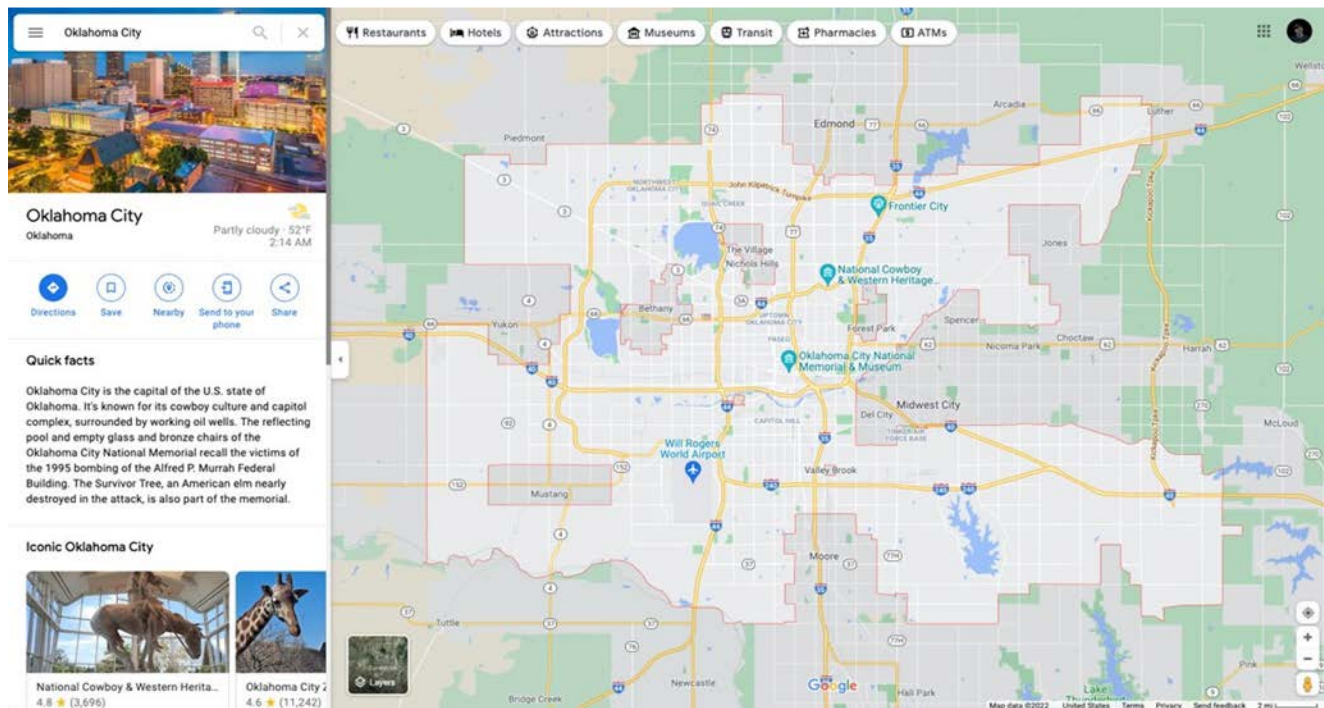


Talk Now!

# Hyperlocal – SEO



# Hyperlocal - SEO





# Hyperlocal - SEO

- Google Business Profiles
- You tell Google about your business
- Google rewards you with visibility



# Hyperlocal - SEO

The screenshot shows the Google Business Profile for 'Homes by Taber - The Grove'. At the top, there are three images: a stone sign with 'The Grove' logo, a map showing the location on NW 18th St, and a photo of a dirt road. Below these are buttons for 'See photos' and 'See outside'. The business name 'Homes by Taber - The Grove' is prominently displayed with a red Taber's logo. Below the name are buttons for 'Website', 'Directions', 'Save', and 'Call'. The profile has a 4.6-star rating from 27 Google reviews. The address is 18821 Autumn Grove Dr., Edmond, OK 73012. Hours are listed as 'Closed' and opening at 11AM. Health & safety information states 'Staff wear masks'. The phone number is (405) 776-1880 and the website is homesbytaber.com.

**Homes by Taber - The Grove**

4.6 ★★★★★ 27 Google reviews

Home builder in Oklahoma City, Oklahoma

**Service options:** Online estimates · Onsite services

**Address:** 18821 Autumn Grove Dr., Edmond, OK 73012

**Hours:** Closed · Opens 11AM

**Health & safety:** Staff wear masks · More details

**Phone:** (405) 776-1880

**Appointments:** homesbytaber.com

This screenshot shows the 'Questions & answers' and 'Reviews' section of the Google Business Profile. At the top, there are links to 'Suggest an edit' and 'Own this business?'. Below is a section for 'Know this place?' with a link to 'Share the latest info'. The 'Questions & answers' section has a link to 'Be the first to ask a question' and a button to 'Ask a question'. There is also a 'Send to your phone' button. The 'Reviews' section shows three reviews, each with a profile picture, a star rating, and the text of the review. A link to 'View all Google reviews' is at the bottom.

Suggest an edit · Own this business?

**Know this place?** Share the latest info

**Questions & answers**  
Be the first to ask a question

Ask a question

Send to your phone

Send

**Reviews**

"My son built his house in the Grove to very nice area to raise a family" ★★★★★

"Nice quiet peaceful neighborhood." ★★★★★

"Check them out for yourself and compare." ★★★★★

View all Google reviews

This screenshot shows a featured review and a promotional banner for 'Homes by Taber - The Grove'. The featured review is from a user named 'G' with a 5-star rating, stating 'My son built his house in the Grove to very nice area to raise a family'. Below the review is a photo of a family in a kitchen. To the right of the review is a promotional banner for 'FAST APPLI PRO' with the text 'Completing yo application sh and give you a Jan 28, 2022'. A link to 'Learn more' is at the bottom.

**From Homes by Taber - The Grove**

"Homes by Taber is building new homes in The Grove priced from the \$200s. Come by for a tour, and see how we proudly overbuild each home to make it safe, energy-efficient, and healthy. The Grove's location in the Deer Creek school district provides... More

**Homes by Taber - The Grove** on Google

With Valentine's Day steadily approaching, you're likely trying to come up with the... 3 days ago

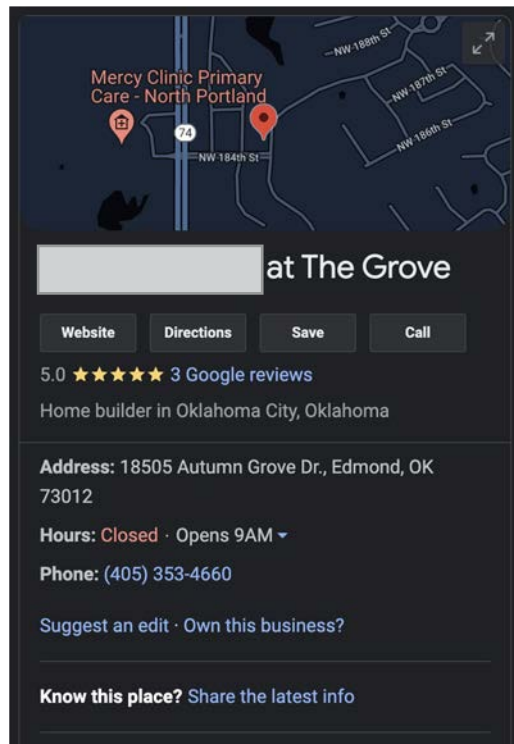
Learn more

FAST APPLI PRO

Completing yo application sh and give you a Jan 28, 2022

Learn more

# Hyperlocal - SEO




# Hyperlocal - SEO

- SEO is marketing and web
- It's the bridge that connects the two
- Google My Business integrates with your web, SEO, and **social** strategy.
- ***Did you know?***
  - Parts of Google Business Profiles are pieces of the old Google + social media platform?

# Hyperlocal - SEO

Homes by Taber - Woodland Park  
5 days ago



**FAST ONLINE APPLICATION PROCESS**


Completing your lender application shouldn't take hours and give you a headache! With Stride Bank you can complete your application in 10 minutes if you have all of your documents ready!

Get pre-approved for your Edmond dream home today!

[Learn more](#)

Homes by Taber  
Published by HubSpot - January 28 at 11:04 AM

Completing your lender application shouldn't take hours and give you a headache! With Stride Bank you can complete your application in 10 minutes if you have all of your documents ready! Get pre-approved for your dream home today! <https://bit.ly/3H7eOX1>



**FAST ONLINE APPLICATION PROCESS**

Homes by Taber


Stride Mortgage  
a division of Stride BANK, N.A.



# Hyperlocal - SEO

- Structured Data
- Joint venture from search engines
- Agreed upon language
- Crucial for SEO success

# Hyperlocal - SEO



START YOUR SEARCH ▾ HOME BUYING RESOURCES ▾ OUR ADVANTAGE ▾ JOIN OUR TEAM! ▾ [CONTACT US](#)





712 Ray Street  
Sherman, TX, 75090


PRICED AT  
**\$393,125**


Estimated Completion: July 2022


Floor Plan: **Briscoe**  
Community: **Copley Addition** **ACTIVE**


4 Beds 2 Baths 2,675 SQ. FT. 2 Garages  
2 Stories .18 Acres

 VIRTUAL TOUR [APPLY NOW](#)  
 GET DIRECTIONS  
 CALCULATE PAYMENT  
 HOME AMENITIES

 INTERESTED  
[Schedule a Showing!](#)



 **Talk Now**  
(817) 601 - 6230

 [Text Us](#)

# Hyperlocal - SEO

The screenshot shows the Schema.org website with a URL bar containing `https://www.riversidehomebuilders.com/homes/sherman/copley-addition/712-ray-street`. The left pane displays a JSON-LD script. The right pane shows the detected schema: **Organization / LocalBusiness / HomeAndConstructionBusiness**. Below this, a table lists the schema's properties and their values.

Organization / LocalBusiness / HomeAndConstructionBusiness		0 ERRORS	0 WARNINGS
@type	Organization		
@type	LocalBusiness		
@type	HomeAndConstructionBusiness		
description	Riverside Homebuilders got its start as a family owned and operated home builder outside of Dallas in 1944. Since then, we have had an unwavering commitment to providing quality and value while focusing on customer satisfaction and loyalty. We operate under the principle that every home and every homeowner are unique. We have built a team that knows how important it is to treat others the way we want to be treated, as individuals.		
name	Riverside Homebuilders		
telephone	(817) 601 - 6230		
image	https://s3.amazonaws.com/buildercloud/21dd8ce4		

# Hyperlocal - SEO

SingleFamilyResidence / Product		0 ERRORS	0 WARNINGS	^
@type	SingleFamilyResidence			
@type	Product			
name	10536 SW 55th St Mustang, OK, 73064			
url	<a href="https://www.homesbytaber.com/">https://www.homesbytaber.com/</a>			
mainEntityOfPage	<a href="https://www.homesbytaber.com/">https://www.homesbytaber.com/</a>			
image	<a href="https://s3.amazonaws.com/buildercloud/7982c7969bb41c84c084afd45206a22c.jpeg">https://s3.amazonaws.com/buildercloud/7982c7969bb41c84c084afd45206a22c.jpeg</a>			
	<p>Price Improvement! Our building costs have come down and we are passing those savings along to our customers with this new and improved price.</p> <p>Was: \$242,490 Now: \$239,990 10536 SW 55th St is</p>			

# Hyperlocal - SEO

- Focus on hyperlocal **content**.
- Two major “Helpful Content” updates from Google.
- Google is now introducing the concept of E-E-A-T, which stands for
  - *Experience*.
  - Expertise.
  - Authoritativeness.
  - Trustworthiness.
- **Build content for people, not search engines.**



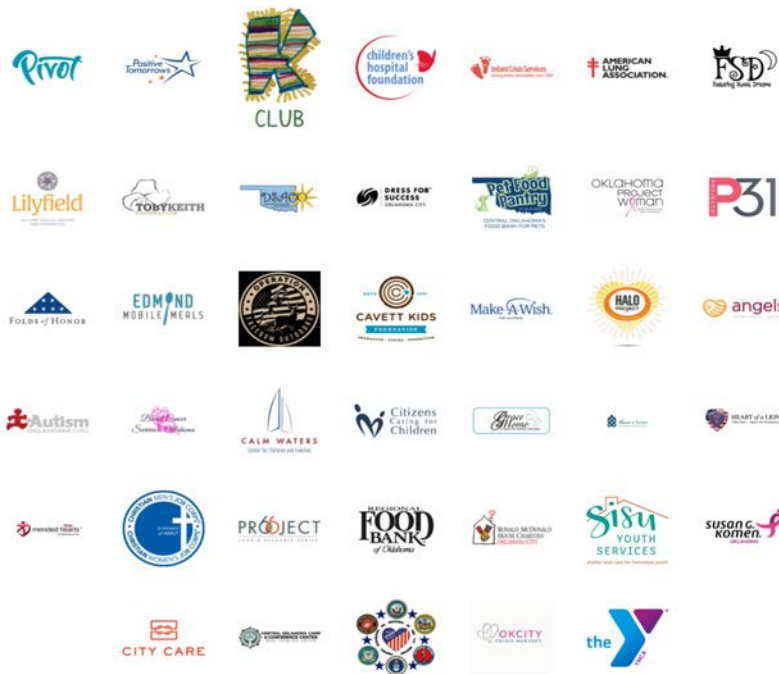
# Hyperlocal – Social Media



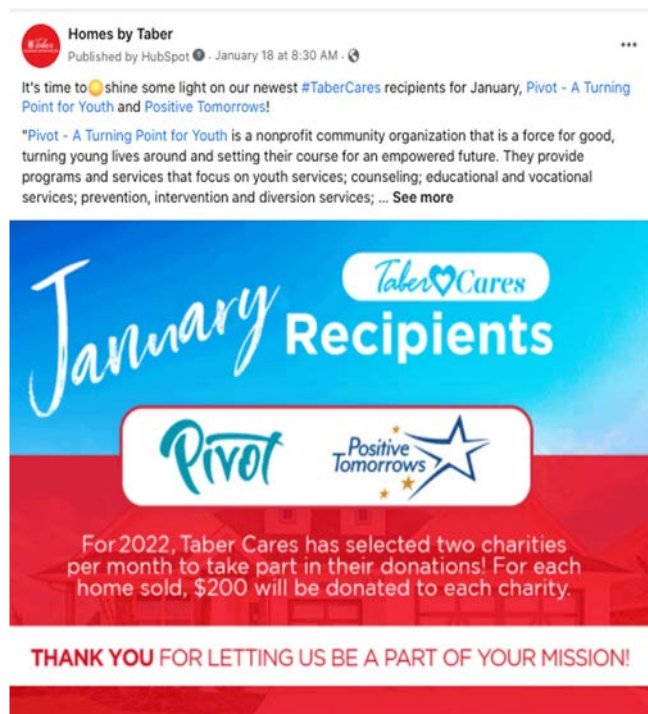
# Hyperlocal - Social Media

- The internet is called also called the web.
- Social media platforms should also be looked at as webs.
  - But social platforms inherently encourage interactions between people and businesses on that web.

# Hyperlocal - Social Media



# Hyperlocal - Social Media



# Hyperlocal - Social Media

- What's the first thing you should do with your blog post after its published?
- POST TO SOCIAL!
- This post received almost 9k pageviews in two months.
- This information can be featured on your different pages.
- Where else should this information go on your website?



## WHY EVERYONE IS MOVING TO OK

June 2, 2021

Whether you've lived in Oklahoma for your entire life or have only been here a few years, it's easy to see how much the major cities, suburbs and even small towns have changed recently. Neighborhoods are expanding, attractions and amenities are constantly being built and there are new people moving into our state every single day. According to the U.S. Census Bureau, Oklahoma's population experienced a 5.5 percent increase in the past decade, bringing the total number of residents close to four million.



# Hyperlocal - Web

Discover  
OKLAHOMA LIVING!



**ONE OF THE MOST AFFORDABLE CITIES IN AMERICA, OKLAHOMA KEEPS A SMALL TOWN FEEL WHILE PROVIDING ENDLESS CITY ENTERTAINMENT.**

One of the most affordable cities in America, Oklahoma keeps a small town feel while providing endless city entertainment. Nightlife, cultural events, shopping, and more are right at your fingertips in the "Horse Show Capital of the World". The city is as rich in cowboy culture as it is in all the modern amenities you'd expect from any big city, all while being a short distance away from all the country living and recreation you desire. Whether you are a growing family or a single professional looking for a night out, OKC is the place for you!



# Hyperlocal

- Your digital strategy is string of interconnected channels that all feed into each other.
- Getting the most out of your digital strategy means look at every piece and developing a cohesive plan.
- Your potential buyers respond best to a hyperlocal strategy because that's how they think.



## Key Takeaways

Homebuilders help *build* what it means to be "local"

We should expect buyers to shop local.

# Hyperlocal

## STEP 1:

**Find out what's important to your buyers. Your salespeople are a great first step to finding out information.**

# Hyperlocal

## STEP 2:

**Your website is the most dynamic tool you have. Start your hyperlocal strategy there. It starts with smart UX.**



# Hyperlocal

## STEP 3:

**A solid website makes SEO easier, but Google My Business puts you on the map. Treat it like social media.**

# Hyperlocal

## STEP 4:

**Ride the social algorithm wave.  
Connect with other local businesses to  
cement your place in the community.**

# Hyperlocal

STEP 5:

 **HAVE**  **FUN**  **AND**  **BE**   
**CREATIVE** 

# Speaker(s) Contact Information



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Builder Designs

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