

# SEO Pricing for Real Estate Investors:

## The DOs & DON'Ts Cheat Sheet

Stop guessing. Here's your quick guide to investing in SEO the right way for a steady flow of motivated seller leads.

---

### The DOs: Smart Investor SEO Strategy

#### DO Expect to Invest

\$2k - \$3K Monthly

This is the standard range for a comprehensive SEO campaign that actually gets results. The average is **\$2,500/month**. 💰

#### DO Demand a Heavy Focus on Link Building.

Ensure **30-60%** of your budget is dedicated to building high-quality backlinks. These are the permanent "roads" 🛣️ that bring authority and traffic to your site. Without them, you're invisible.

#### DO Think in ROI, Not Cost.

One closed deal often brings **\$10,000+** in profit. That single deal can pay for **4+ months** of your entire SEO investment. It's a deal-finding machine! ⚙️

#### DO Look for a Complete Package.

A quality service always includes:

- Keyword Research 🔑
- On-Page & Technical SEO 🛠️
- Content Creation (Blogs/City Pages) 📝
- Link Building 🔗
- Performance Reporting 📊

---

## ✗ The DON'Ts: Common & Costly SEO Mistakes

### 🚫 DON'T Fall for "Cheap SEO" Under \$1,000/Month.

This is the biggest red flag! 🚩 These packages cut corners by skipping link building entirely or using toxic methods that get your site penalized by Google.

### 🚫 DON'T Treat SEO Like a Short-Term Ad.

SEO is an **ASSET**. The authority and content you build this month will continue generating leads for years. Ads stop the second you stop paying. 🛑

### 🚫 DON'T Underestimate Your Market.

A local campaign in one city can be cheaper - \$2k

But consider the same investment - \$2-\$3K. Don't bring a knife to a gunfight—invest appropriately for your goals. 🌍

---

 **Final Takeaway:** SEO is your automated system for finding off-market deals. Invest wisely, and the returns will compound over time.