We have recently released an exclusive new feature, available only to our WordPress Premier subscribers, called *SEO Presto!* This new tool allows for the rapid and easy creation of SEO search pages. We have developed it with you in mind, allowing you to create an **unlimited** number of searches. You can learn about this exciting new tool in this quick 5 minute video. With *SEO Presto!*, you'll generate your searches and then email us at premier@engageremarketing.com to have them displayed and organized on your website.

Note: This feature and service replaces our previous SEO offering of the creation of a fixed number of searches per month.

How To Create Saved Searches:

1. Log in to your "owner" or Home Finder account. You'll find the Home Finder login in the top right corner of your website. You may need to hover over an icon like this one to see that option:

   Note: you should be logging in with the email address that was set as your primary in your engageRE/LeadStreet agent portal at the time that your WordPress website was set up. If you are unsure what that primary email address was, or have recently changed it, send us an email at premier@engageremarketing.com.

2. Once you're logged in, from the Home Finder dashboard, click on **New Search**.

3. Enter your search parameters (city/zip code, property type, price range, size, or click **More** for more advanced search options) – or select "Define your search area within a polygon" at the bottom of the screen to outline the area you'd like to select. Then click **GO** (if using basic search criteria) or **Submit Search** (if you've created an advanced search).

4. Click the **Save Search** button, then enter the name for your saved search. See the hints below for creating effective and SEO-friendly search names.

5. You have now created one saved search. You can continue in this way, creating as many saved searches as you'd like.

6. Once you've finished creating your searches, log in to your WordPress dashboard: click on the **Wordpress Access** link at the very bottom of any page on your site – then click on Settings → engageRE IDX. Click the button that says **Generate SEO Pages**. Then click on **Posts** (at the top left-hand side of the page) and you should see your new saved searches.

7. When you have finished creating a search using *SEO Presto!* as we've described, it is added to your website such that Google can find and index it. To make sure it's visible on your website, you'll want to email us at premier@engageremarketing.com and tell us where your newly created saved searches should appear on your website – for example, in the Explore Places to Live widget on your home page, or on a particular internal page.

Naming Your Searches

When you create SEO searches, you want to name each search strategically. The name of the search should be an accurate descriptor that helps search engines to recognize and index the content of the search page, and it should contain terms or phrases on which users will actually be searching.

A few pointers for naming your searches:

1. Your search name should contain the common name of the location (city, town, county, school district, etc.) and the state code, as well as a domain phrase like "real estate" or "homes for sale." If you are creating a feature search, it should also contain a descriptor of that feature.

    - **Basic city search:** Rochester NY Homes for Sale

    - **Neighborhood/Condo search:** Oceans Glen – Long Branch, NJ Condos For Sale

    - **Basic school district search:** Blue Valley School District KS Real Estate

    - **Feature search:** Rochester NY 4 Bedroom Homes for Sale

2. Your search name should be spelled correctly, and should use title casing. State codes should be abbreviated.

    - **Poor search name:** rochetser new york commercial properties

    - **Good search name:** Rochester NY Commercial Properties for Sale

3. Your search name should be brief, and not contain extraneous words or symbols. Your search name is not the place to add your name or phone number. If you want to add these things, add them to the content of the page.

- **Poor search name:** Luxury home search in Rochester call Noel Jenkins 555-555-5555

- **Good search name:** Rochester NY Luxury Homes for Sale