Within this white paper you will learn proper on-page SEO and social media sharing optimization for Real Estate listings. By following the recommendations you will ensure that your site’s listing pages are easily crawled, indexed, and displayed by search engines and social media sites.
SEO and Social Media Optimization for Real Estate Listings

REPORT BY LASSO.NET

OPTIMIZED REAL ESTATE LISTING DISPLAY

SEO and social media are buzzwords we hear every day - and they’re both essential for ranking well in search engines and gaining visibility for your business online. With a whopping 72% of Internet users active on social media today, it has had a massive impact on how people discover and share content. Social media sharing metrics have also become a significant factor that search engines take into account when indexing and ranking content across the web. Making sure that your content is optimized for both SEO and Social Media sharing is essential to ranking well.

In addition to SEO benefits, optimizing your website and listings pages will allow you to display content better:

Compared to the examples above, how do your listings look when shared on social media sites?

Social networks are making it easier for you to control the content that displays when someone posts your URL, however a majority of real estate websites and listing pages have not been updated to take advantage of this fact.
And as mentioned before, these updates that optimize sharing also provide insight to search engines as to what your page is about. Search engines want to rank the most relevant content to a search query, so the more relevant your page appears to be, the better it will rank.

This white paper contains the best practices for optimizing real estate listings for search engines and social media sites.

What you will learn:

- Meta-tags, Metadata, Social tags - what are they and how do they impact your website
- How to update your website with social meta tags for Google, Facebook, Twitter, Pinterest, etc.
- Tools for testing the meta-tags you’ve implemented

META-TAGS, METADATA, & SOCIAL TAGS

What are they and how do they impact your website?

Meta tags are snippets of code on a website which offers information about a page (metadata) to search engines. Most social networks piggyback off the tags and meta tags provided for search engines but there are social tags which can be used to optimize your content for specific social media sites. By making sure your web pages and listing pages are updated with the proper meta-tags and social tags - it allows you define what titles, images and descriptions are displayed when sharing or found. So the next time a homebuyer is searching in a specific city, area code or county - the search engines will have no problem finding a listing you have in that area.

HOW TO UPDATE YOUR WEBSITE WITH SOCIAL META TAGS FOR GOOGLE, FACEBOOK, TWITTER, PINTEREST, ETC.

This document includes instructions that affect the following websites: Google, Bing, Facebook, Twitter, Pinterest, Google Plus, and Lasso.
Google and Bing

<table>
<thead>
<tr>
<th>Tag</th>
<th>Purpose</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title &lt;title&gt;</td>
<td>The title tag is the most important tag in the page. It is the default headline for links to this page. 60-70 characters is optimal. This information is often truncated beyond 70 characters.</td>
<td>Condo - 350 Main St, Unit 31D, San Francisco, CA 94105</td>
</tr>
<tr>
<td>meta description &lt;meta name=&quot;description&quot; content=&quot;[content]&quot;&gt;</td>
<td>this is a short summary of the page content. It is the default abstract for this page. 130-155 characters is optimal.</td>
<td>This rare top floor condo in high-end building w/ concierge is now available. The unit opens into the gourmet kitchen and has views of the city.</td>
</tr>
</tbody>
</table>

Friendly URLs

It is important to have friendly URLs that are descriptive of the page’s content. This is both helpful to the search engine as well as the end user that will see part of this URL when it is included in the search engine results.

Good Example: http://www.coldwellbanker.com/home/forsale/ca/walnut-creek/94596/150-pine-st

Bad Example: http://www.coldwellbanker.com/property/listing/e34354545

robots.txt

Your website should have a robots.txt located at http://www.[yourdomain].com/robots.txt

This robots.txt file should contain a reference to the location of your search engine sitemap files, e.g.

sitemap.xml

Sitemap: http://[location of site map]

If you do not include this reference in the robots.txt file, include a sitemap at http://www.[yourdomain].com/sitemap.xml
Image Optimization

It is best practices to include alt text for the important images on a page.

```
<img src="http://www.floridaproperties.com/images/bedroom.jpg" alt="Master Bedroom"/>
```

Heading tags

It is helpful to both search engines and site visitors to highlight the important headlines in a page. In the case of real estate listings, a `<heading>` tag might be used for the address of the listing or a short descriptive title, e.g. "Pacific Heights Flat with views of Alcatraz"

Schema.org Markup

Except for the top real estate portals, few real estate websites are taking advantage of schema.org markup.


Google states that by adding schema.org markup, search engines gain a much stronger understanding of the page content. Google uses the schema markup to create rich snippets in some cases — and they plan to add more rich snippets in the future.

These are some of the many types supported and documented on schema.org

http://schema.org/SingleFamilyResidence
http://schema.org/Residence
http://schema.org/ApartmentComplex
http://schema.org/GatedResidenceCommunity
http://schema.org/PostalAddress

These tags are included in the body of the web page’s HTML.
Example

```html
<span itemtype="http://schema.org/Offer" itemscope>
<meta content="USD" itemprop="priceCurrency"/>
<span itemprop="price">$669,000</span>
</span>

<div itemtype="http://schema.org/Residence">
<div itemtype="http://schema.org/PostalAddress">
<span itemprop="streetAddress">100 Broadway St Ste 200</span>
<span itemprop="addressLocality">San Francisco</span>
<span itemprop="addressRegion">CA</span>
<span itemprop="postalCode">94111</span>
</div>
<span itemtype="http://schema.org/GeoCoordinates">
<meta content="37.786934" itemprop="latitude"/>
<meta content="-122.39254" itemprop="longitude"/>
</span>
</div>
```
### Facebook (og and fb tags)

<table>
<thead>
<tr>
<th>Tag</th>
<th>Purpose</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;meta property=&quot;og:image&quot; content=&quot;[content]&quot;&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>og:url</strong></td>
<td>Sometimes there are multiple URLs for the same page.</td>
<td><a href="http://www.imdb.com/title/tt0117500">http://www.imdb.com/title/tt0117500</a></td>
</tr>
<tr>
<td><code>&lt;meta property=&quot;og:url&quot; content=&quot;[content]&quot;&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>og_title</strong></td>
<td>Title associated with the page</td>
<td>Condo - 350 Main St, Unit 31D, San Francisco, CA 94105</td>
</tr>
<tr>
<td><code>&lt;meta property=&quot;og:title&quot; content=&quot;[content]&quot;&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>og:site_name</strong></td>
<td>Name of website</td>
<td>Trulia</td>
</tr>
<tr>
<td><code>&lt;meta property=&quot;og:site_name&quot; content=&quot;[content]&quot;&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>og:description</strong></td>
<td>Short summary description of the web page usually 2-4 sentences. Sites have their maximum length. This typically falls between 200-300 characters.</td>
<td>This rare top floor condo in high-end building w/ concierge is now available. The unit opens into the gourmet kitchen and has views of the city. The kitchen has room for a nice sized table. The countertops are a beautiful granite.</td>
</tr>
<tr>
<td><code>&lt;meta property=&quot;og:description&quot; content=&quot;[content]&quot;&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>fbadmins</strong></td>
<td>This associates this page to one or more facebook page administrators. Thus, these admins will have access to sharing activity related to this page.</td>
<td>12545544,33443444 - Your fb admins can use this site to find their fb admin IDs, <a href="http://findmyfacebookid.com/">http://findmyfacebookid.com/</a></td>
</tr>
<tr>
<td><code>&lt;meta property=&quot;fb:admins&quot; content=&quot;[content]&quot; /&gt;</code></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

There is the ability to include multiple photos by adding multiple og:image tags

The height and width can be defined by including og:image:width and og:image:height after the og:image tag
Example

```html
<meta property="og:image" content="http://example.com/ogp.jpg" />
<meta property="og:image:secure_url" content="https://secure.example.com/ogp.jpg" />
<meta property="og:image:type" content="image/jpeg" />
<meta property="og:image:width" content="400" />
<meta property="og:image:height" content="300" />
```

Open Graph
http://ogp.me/

Facebook Recommendations
https://developers.facebook.com/docs/opengraph/howtos/maximizing-distribution-media-content

Twitter

There are several layouts for content on Twitter. We recommend using either the Product Card or the Gallery Card layouts. Of those two, Gallery Card will likely lead to more engagement. Thus, we will document that layout.

If you use this layout, the image referenced must be less than 1 MB and larger than 160 px width and 160 px height. Otherwise the image will not appear. Most images that display on a listing page meet those criteria.
### Tag | Purpose | Example
--- | --- | ---
**twitter:card**
<meta property="twitter:card" content="[content]"> | This tag defines the type of Twitter card to associate with this web page. | gallery

**twitter:title**
<meta property="twitter:title" content="[content]"> | This tag provides the title or headline for this web page. | Up to 70 characters. It will be truncated after 70 characters

**twitter:description**
<meta property="twitter:description" content="[content]"> | This tag provides the brief description to include with this web page when shared. | Up to 200 characters. It will be truncated after 200 characters

**twitter:image0:src**
<meta property="twitter:image0:src" content="[content]"> | This tag defines the first image url associated with this web page. | http://graphics8.nytimes.com/images/2012/02/19/us/19whitney-span/19whitney-span-articleLarge.jpg

**twitter:image1:src**
<meta property="twitter:image1:src" content="[content]"> | This tag defines the second image url associated with this web page. | http://graphics8.nytimes.com/images/2012/02/19/us/19whitney-span/19whitney-span-articleLarge.jpg

**twitter:image2:src**
<meta property="twitter:image2:src" content="[content]"> | This tag defines the third image url associated with this web page. | http://graphics8.nytimes.com/images/2012/02/19/us/19whitney-span/19whitney-span-articleLarge.jpg

**twitter:image3:src**
<meta property="twitter:image3:src" content="[content]"> | This tag defines the fourth image url associated with this web page. | http://graphics8.nytimes.com/images/2012/02/19/us/19whitney-span/19whitney-span-articleLarge.jpg

**twitter:site**
<meta property="twitter:site" content="[content]"> | This tag provides the name of the website. | @nytimes

Use the validator tool to test and submit for approval
https://dev.twitter.com/docs/cards/validation/validator
Twitter Card Documentation
https://dev.twitter.com/docs/cards

Google Plus

<table>
<thead>
<tr>
<th>Tag</th>
<th>Purpose</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>name &lt;meta itemprop=&quot;name&quot; content=&quot;[content]&quot;&gt;</td>
<td>Title of your website</td>
<td>Condo - 350 Main St, Unit 31D, San Francisco, CA 94105</td>
</tr>
<tr>
<td>description &lt;meta itemprop=&quot;description&quot; content=&quot;[content]&quot;&gt;</td>
<td>Short description less than 200 characters</td>
<td>This rare top floor condo in high-end building w/ concierge is now available. The unit opens into the gourmet kitchen and has views of the city.</td>
</tr>
<tr>
<td>image &lt;meta itemprop=&quot;image&quot; content=&quot;[content]&quot;&gt;</td>
<td>URL of an image that is must be 180x120 pixels or larger</td>
<td><a href="http://cdn.vflyer.com/r2/prodinsts/2/7/6/9/3/2/0/0/2/images/291583019.jpg">http://cdn.vflyer.com/r2/prodinsts/2/7/6/9/3/2/0/0/2/images/291583019.jpg</a></td>
</tr>
</tbody>
</table>

Example

```
<meta itemprop="name" content="Condo - 350 Main St, Unit 31D, San Francisco, CA 94105">
<meta itemprop="description" content="This rare top floor condo in high-end building w/ concierge is now available. The unit opens into the gourmet kitchen and has views of the city.">
<meta itemprop="image" content="http://cdn.vflyer.com/r2/prodinsts/2/7/6/9/3/2/0/0/2/images/291583019.jpg" >
```

Pinterest

There are a few ways to provide rich pin support for your listing content. The easiest way is to include open graph tags. The table below contains the set of tags that are most relevant for real estate listings. Pinterest didn’t specify recommend field lengths or image sizes. Therefore, it is recommended to follow the recommendations for Facebook.
<table>
<thead>
<tr>
<th>Tag</th>
<th>Purpose</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>title</td>
<td>Title associated with the page</td>
<td>Condo - 350 Main St, Unit 31D, San Francisco, CA 94105</td>
</tr>
<tr>
<td>description</td>
<td>Short summary description of the web page usually 2-4 sentences. Sites have their maximum length. This typically falls between 200-300 characters.</td>
<td>This rare top floor condo in high-end building w/ concierge is now available. The unit opens into the gourmet kitchen and has views of the city. The kitchen has room for a nice sized table. The countertops are a beautiful granite.</td>
</tr>
<tr>
<td>type</td>
<td>Type of content on web page</td>
<td>product</td>
</tr>
<tr>
<td>url</td>
<td>Sometimes there are multiple URLs for the same page. Search engines prefer to have a single URL serve as a unique identifier for that page.</td>
<td><a href="http://www.imdb.com/title/tt0117500">http://www.imdb.com/title/tt0117500</a></td>
</tr>
<tr>
<td>site_name</td>
<td>Name of website</td>
<td>Century 21</td>
</tr>
<tr>
<td>price:amount</td>
<td>Price of the Listing</td>
<td>455000</td>
</tr>
<tr>
<td>price:currency</td>
<td>Currency</td>
<td>USD</td>
</tr>
<tr>
<td>availability</td>
<td>Availability of the Listing</td>
<td>instock</td>
</tr>
</tbody>
</table>
Pinterest Rich Pins
https://developers.pinterest.com/rich_pins/

Example

```html
<meta property="og:title" content="Condo - 350 Main St, Unit 31D, San Francisco, CA 94105" />
<meta property="og:description" content="This rare top floor condo in high-end building w/ concierge is now available. The unit opens into the gourmet kitchen and has views of the city. The kitchen has room for a nice sized table. The countertops are a beautiful granite." />
<meta property="og:type" content="product" />
<meta property="og:url" content="http://www.imdb.com/title/tt0117500" />
<meta property="og:image" content="http://cdn.vflyer.com/r2/prodinsts/2/7/6/9/3/2/0/0/2/images/291583019.jpg" />
<meta property="og:image" content="http://cdn.vflyer.com/r2/prodinsts/2/7/6/9/3/2/0/0/2/images/291583020.jpg" />
<meta property="og:site_name" content="Century 21" />
<meta property="og:price:amount" content="455000" />
<meta property="og:price:currency" content="USD" />
<meta property="og:availability" content="instock" />
```
<table>
<thead>
<tr>
<th>Tag</th>
<th>Purpose</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>lasso:item:id</td>
<td>provides the unique identifier for that listing. This could be the MLS # or system id for listing.</td>
<td>A430012</td>
</tr>
<tr>
<td>lasso:item:status</td>
<td>provides the status of the listing</td>
<td>active, expired</td>
</tr>
<tr>
<td>lasso:item:type</td>
<td>provides the type of listing</td>
<td>ResidentialRental</td>
</tr>
<tr>
<td>lasso:acctid</td>
<td>provides the lasso account id of the associated user. It will provide access to bookmarking activity</td>
<td>134434334</td>
</tr>
<tr>
<td>lasso:partnerid</td>
<td>provides the lasso partner id of the website. This will provide access to bookmarking activity reports.</td>
<td>1500</td>
</tr>
<tr>
<td>lasso:item:title</td>
<td>Item Title</td>
<td>Beautiful Pacific Heights Flat with Golden Gate Bridge View</td>
</tr>
<tr>
<td>lasso:item:img-urls</td>
<td>One or more images associated with listing</td>
<td>urls of photos comma separated</td>
</tr>
<tr>
<td>lasso:item:price</td>
<td>Price</td>
<td>4500</td>
</tr>
<tr>
<td>Property</td>
<td>Description</td>
<td>Value</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>lasso:item:price-range</td>
<td>Price Range</td>
<td>2000-3000 (used on Apartment Community listings)</td>
</tr>
<tr>
<td>lasso:item:price-unit</td>
<td>Price Unit</td>
<td>monthly {hourly, daily, weekly, monthly, annually, leave blank or don’t include parameter for items for sale}</td>
</tr>
<tr>
<td>lasso:item:street1</td>
<td>Street Address 1</td>
<td>150 Main St</td>
</tr>
<tr>
<td>lasso:item:street2</td>
<td>Street Address 2</td>
<td>Ste 500</td>
</tr>
<tr>
<td>lasso:item:locality</td>
<td>City</td>
<td>San Francisco</td>
</tr>
<tr>
<td>lasso:item:region</td>
<td>State or Province</td>
<td>CA</td>
</tr>
<tr>
<td>lasso:item:postal-code</td>
<td>Postal Code</td>
<td>94104</td>
</tr>
<tr>
<td>lasso:item:country</td>
<td>Country</td>
<td>US (defaults to US)</td>
</tr>
<tr>
<td>lasso:item:latitude</td>
<td>Latitude</td>
<td>40.7127</td>
</tr>
<tr>
<td>lasso:item:longitude</td>
<td>Longitude</td>
<td>-74.0059</td>
</tr>
<tr>
<td><strong>lasso:item:latitude</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>--</td>
<td>---</td>
</tr>
<tr>
<td><strong>Contact Name</strong></td>
<td>Bob West</td>
<td></td>
</tr>
<tr>
<td><strong>Contact Phone</strong></td>
<td>415-954-2000</td>
<td></td>
</tr>
<tr>
<td><strong>Contact Email</strong></td>
<td><a href="mailto:bsmith@acmerentals.com">bsmith@acmerentals.com</a></td>
<td></td>
</tr>
<tr>
<td><strong># of Bedrooms</strong></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Range of # of Bedrooms</strong></td>
<td>1-3 (used on Apartment Community listings)</td>
<td></td>
</tr>
<tr>
<td><strong># of Bathroom</strong></td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td><strong>Range of # of Bathrooms</strong></td>
<td>1-2 (used on Apartment Community listings)</td>
<td></td>
</tr>
<tr>
<td><strong>Square Footage</strong></td>
<td>950</td>
<td></td>
</tr>
<tr>
<td><strong>Range of Square Footage</strong></td>
<td>700-1200 (used on Apartment Community listings)</td>
<td></td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>This beautiful pacific heights flat is just blocks from the</td>
<td></td>
</tr>
</tbody>
</table>
Presidio and has Golden Gate Bridge views

<table>
<thead>
<tr>
<th>Property</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>lasso:item:parking</code></td>
<td>Parking Street (Street, Off-street, Detached, Attached, Carport, Valet)</td>
</tr>
<tr>
<td><code>lasso:item:school-district</code></td>
<td>School District Windy Hill</td>
</tr>
<tr>
<td><code>lasso:item:laundry</code></td>
<td>Laundry W/D in unit (W/D in unit, Laundry in Bldg, Laundry on site, W/D hookup)</td>
</tr>
<tr>
<td><code>lasso:item:pets</code></td>
<td>Pets Dogs &amp; Cats (None, Cats, Small Dogs, Cats &amp; Small Dogs, Cats &amp; Dogs)</td>
</tr>
<tr>
<td><code>lasso:item:mls</code></td>
<td>MLS Number 3456122</td>
</tr>
</tbody>
</table>

Example

```xml
<meta property="lasso:item:id" content="A430012" />
<meta property="lasso:item:active" content="active" />
<meta property="lasso:item:type" content="ResidentialRental" />
<meta property="lasso:acctid" content="13436002" />
<meta property="lasso:partnerid" content="1500" />
<meta property="lasso:item:title" content="Beautiful Pacific Heights Flat with Golden Gate Bridge View" />
<meta property="lasso:item:url" content="http://laketahoe.vflyer.com/home/flyer/home/1352338" />
<meta property="lasso:item:price" content="750000" />
```
We want real estate portals and real estate professional websites to add meta tags to ensure accuracy of data extraction. Adding the meta tags is one way to associate a listing page to your lasso account and will enable us to provide lasso bookmarking reports to you.

Partners should register for a lasso account and email us at partners@lasso.net to setup a partner account. We will provide a Partner Id.

Real estate pros should register for a lasso account. The Account Id can be found on the Account Settings page, http://www.lasso.net/go/lasso/account-settings.
Lassoed Item in Lasso

![Image of a house listing](http://cdn.vflyer.com/r2/sr/1/4/1/2/8/3/6/6/3/141283663/141283663.png)

**Amazing 4 Bedroom 3 Bath...**

1150 Ronda Drive, Manhattan Beach

4 Bed / 3 Bath / 3,500 sqft

Imagine having your summer BBQs and get-togethers in a backyard with a picturesque swimming pool complete

**Source:** Forsalesamplesite.com

---

**Lasso Button Setup**

Contact Lasso Team at [support@lasso.net](mailto:support@lasso.net) to request lasso button images or to request approval if you want to design a Lasso button image for your website.

Here's an example button: ![Save to Lasso](http://cdn.vflyer.com/r2/sr/1/4/1/2/8/3/6/6/3/141283663/141283663.png)


The base URL is: [http://www.lasso.net/go/chicklet.jsp](http://www.lasso.net/go/chicklet.jsp)

The following are the query string parameters to be added to the URL. URL encode this information.

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Required</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>partnerid</td>
<td>Recommended</td>
<td>Generated and provided by vFlyer. For Real Estate Listing Portals. Set this value to enable bookmark reports in the near future</td>
</tr>
<tr>
<td>owneracctId</td>
<td>Recommended</td>
<td>Use Account Id available on the Account Setting Page. Set this value to enable bookmark reports in the near future</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>url</td>
<td>Recommended</td>
<td><a href="http://san_francisco-ca.geebo.com/rentals-roommates/view/id/40856448-1917_one_bedroom_in/">http://san_francisco-ca.geebo.com/rentals-roommates/view/id/40856448-1917_one_bedroom_in/</a> or /rentals-roommates/view/id/40856448-1917_one_bedroom_in/ or referer is used</td>
</tr>
<tr>
<td>itemid</td>
<td>Recommended</td>
<td>partner listing id or url is used</td>
</tr>
<tr>
<td>itemtype</td>
<td>Recommended</td>
<td>121001 (Residential Rentals=121001; Apartment Community=121010 ; Residential for Sale=121002, Vacation Rentals=121006)</td>
</tr>
</tbody>
</table>

Example

```
http://www.lasso.net/go/chicklet.jsp?partnerid=105&owneracctid=34500&itemid=3430343&url='http://www.geebo.com/rental/detail/334349099'&itemType=121001
```

Javascript for Setting Current Page URL

```
var currentLocation = window.location;

// Get current page url using JavaScript
var currentPageUrl = "";
if (typeof this.href === "undefined") {
    currentPageUrl = document.location.toString().toLowerCase();
} else {
    currentPageUrl = this.href.toString().toLowerCase();
}
```
Example Summary for Social tags

This is an example of a template that contains all of the social tags that we discussed in the white paper today.

- schema.org markup
- Twitter summary card with multiple images
- Google+ data
- Open Graph data
- Pinterest Rich pins
- Lasso data

```html
<!-- Facebook -->
<meta property="og:type" content="[product]" />
<meta property="og:url" content="[unique identifier for that page]" />
<meta property="og:image" content="[image URL At a minimum 600 x 315 pixels] " />
<meta property="og:site_name" content="[Name of website]" />
<meta property="og:price:amount" content="[Price of listing]" />
<meta property="og:price:currency" content="[Currency]" />
<meta property="og:availability" content="[availability of the listing]" />

<!-- Twitter Card Data -->
<meta property="twitter:card" content="[content]">
<meta property="twitter:title" content="[content]">
<meta property="twitter:description" content="[content]">
<meta property="twitter:image0:src" content="[content]">
<meta property="twitter:image1:src" content="[content]">
<meta property="twitter:image2:src" content="[content]">
<meta property="twitter:site" content="[content]">

<!-- Google + -->
<meta itemprop="name" content="[Title associated with the page]">
<meta itemprop="description" content="[short description less than 200 characters]">
<meta itemprop="image" content="[URL of an image that is must be 180x120 pixels or larger]">

<!-- Pinterest -->
```
<meta property="og:title" content="[Title associated with the page]" />
<meta property="og:description" content="[short description less than 200 characters]" />

<!-- Lasso Specific -->

<meta property="lasso:item:id" content="[unique identifier for that listing. This could be the MLS # or system id for listing]" />
<meta property="lasso:item:active" content="[status of listing]" />
<meta property="lasso:item:type" content="[provides the type of listing]" />
<meta property="lasso:acctid" content="[Lasso account ID]" />
<meta property="lasso:partnerid" content="[Lasso partner ID]" />
<meta property="lasso:item:title" content="[Item title]" />
<meta property="lasso:item:url" content="[URL]" />
<meta property="lasso:item:img-urls" content="[images associated with listing]" />
<meta property="lasso:item:price" content="[price]" />
<meta property="lasso:item:street1" content="[street address 1]" />
<meta property="lasso:item:street2" content="[street address 1]" />
<meta property="lasso:item:locality" content="[City]" />
<meta property="lasso:item:region" content="[state]" />
<meta property="lasso:item:postal-code" content="[postal code]" />
<meta property="lasso:item:country" content="[country]" />
<meta property="lasso:item:contact-phone" content="[phone number]" />
<meta property="lasso:item:contact-email" content="[Contact email]" />
<meta property="lasso:item:beds" content="[# of bedrooms]" />
<meta property="lasso:item:baths" content="[# of bathrooms]" />
<meta property="lasso:item:description" content="[description]" />

<!-- Schema.org markup -->

<span itemprop="http://schema.org/Offer" itemscope><meta content="USD" itemprop="priceCurrency" />
<span itemprop="price">$669,000</span>
<div itemscope itemtype="http://schema.org/Residence">
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">100 Broadway St Ste 200</span>
    <span itemprop="addressLocality">San Francisco</span>
    <span itemprop="postalCode">CA</span>
  </div>
</div>
Tools for testing the meta-tags you’ve implemented

Once you set up social tags for your website and listing pages, don’t forget to test and apply for approval. You can use the sites below to validate and test your social tags

- Twitter - https://dev.twitter.com/docs/cards/validation/validator
- Facebook Debugger - https://developers.facebook.com/tools/debug

CONCLUSION

Today, social media sites are major drivers of web traffic and it’s surprising how few people have optimized their websites using social tags. As we discussed in this white paper - meta tags aren’t just for search engines, social media sites are also leveraging them for content. Therefore optimizing your website and listings pages with the proper meta-tags and social tags is worthwhile not only for the SEO benefits but to help optimize your content to draw more clicks and views.