

SEO AND SOCIAL MEDIA OPTIMIZATION FOR REAL ESTATE LISTINGS



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Report by Lasso.net

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

Tag	Purpose	Example
Title <title>	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.	Condo - 350 Main St, Unit 31D, San Francisco, CA 94105
meta description <meta name="description" content="[content]">	this is a short summary of the page content. It is the default abstract for this page. 130-155 characters is optimal.	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.

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](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://\[location of site map\]](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](http://www.[yourdomain].com/sitemap.xml)

Image Optimization

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

```

```

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.

Directly from a Search Engine Land, <http://searchengineland.com/schema-org-7-things-for-seos-to-consider-post-hummingbird-172163>

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

```
<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="addressRegion">CA</span>
    <span itemprop="postalCode">94111</span>
    <span itemprop="geo" itemscope
itemtype="http://schema.org/GeoCoordinates">
      <meta content="37.786934" itemprop="latitude" />
      <meta content="-122.39254" itemprop="longitude" />
    </span>
  </div>
</div>
```

Facebook (og and fb tags)

Tag	Purpose	Example
og:image <meta property="og:image" content="[content]">	Provide primary image to appear on facebook posts. Optimal when the width and height exceed 1200x630 pixels. At a minimum 600 x 315 pixels.	http://cdn.vflyer.com/r2/prodinsts/2/7/6/9/3/2/0/0/2/images/291583019.jpg
og:url <meta property="og:url" content="[content]">	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.	http://www.imdb.com/title/tt0117500
og_title <meta property="og:title" content="[content]">	Title associated with the page	Condo - 350 Main St, Unit 31D, San Francisco, CA 94105
og:site_name <meta property="og:site_name" content="[content]">	Name of website	Trulia
og:description <meta property="og:description" content="[content]">	Short summary description of the web page usually 2-4 sentences. Sites have their maximum length. This typically falls between 200-300 characters.	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.
fbadmins <meta property="fb:admins" content="[content]" />	This associates this page to one or more facebook page administrators. Thus, these admins will have access to sharing activity related to this page.	12545544,33443444 - Your fb admins can use this site to find their fb admin IDs, http://findmyfacebookid.com/

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

```
<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

Tag	Purpose	Example
name <meta itemprop="name" content="[content]">	Title of your website	Condo - 350 Main St, Unit 31D, San Francisco, CA 94105
description <meta itemprop="description" content="[content]">	Short description less than 200 characters	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.
image <meta itemprop="image" content="[content]">	URL of an image that is must be 180x120 pixels or larger	http://cdn.vflyer.com/r2/prodinsts/2/7/6/9/3/2/0/0/2/images/291583019.jpg

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.

Tag	Purpose	Example
title <meta property="og:title" content="content">	Title associated with the page	Condo - 350 Main St, Unit 31D, San Francisco, CA 94105
description <meta property="og:description" content="content">	Short summary description of the web page usually 2-4 sentences. Sites have their maximum length. This typically falls between 200-300 characters.	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.
type <meta property="og:type" content="content">	Type of content on web page	product
url <meta property="og:url" content="content">	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.	http://www.imdb.com/title/tt0117500
image <meta property="og:image" content="content">	Provide primary image to appear on facebook posts. Optimal when the width and height exceed 1200x630 pixels. At a minimum 600 x 315 pixels.	http://cdn.vflyer.com/r2/prodinsts/2/7/6/9/3/2/0/0/2/images/291583019.jpg
site_name <meta property="og:site_name" content="content">	Name of website	Century 21
price:amount <meta property="og:price:amount" content="content">	Price of the Listing	455000
price:currency <meta property="og:price:currency" content="content">	Currency	USD
availability <meta property="og:availability" content="content">	Availability of the Listing	instock

Pinterest Rich Pins

https://developers.pinterest.com/rich_pins/

Example

```
<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" />
```

Lasso Real Estate Organizer Tags

Tag	Purpose	Example
lasso:item:id <meta property="lasso:item:id" content="[content]">	provides the unique identifier for that listing. This could be the MLS # or system id for listing.	A430012
lasso:item:status <meta property="lasso:item:status" content="[content]">	provides the status of the listing	active {active, expired}
lasso:item:type <meta property="lasso:item:type" content="[content]">	provides the type of listing	ResidentialRental {ResidentialRental, ApartmentCommunity (page contains multiple floor plans), ResidentialForSale, VacationRental}
lasso:acctid <meta property="lasso:acctid" content="[content]">	provides the lasso account id of the associated user. it will provide access to bookmarking activity	134434334
lasso:partnerid <meta property="lasso:partnerid" content="[content]">	provides the lasso partner id of the website. this will provide access to bookmarking activity reports.	1500
lasso:item:title <meta property="lasso:item:title" content="[content]">	Item Title	Beautiful Pacific Heights Flat with Golden Gate Bridge View
lasso:item:url <meta property="lasso:item:url" content="[content]">	URL	http://san_francisco-ca.geebo.com/rentals-roommates/view/id/40856448-1917_one_bedroom_in/
lasso:item:img-urls <meta property="lasso:item:img-urls" content="[content]">	One or more images associated with listing	urls of photos comma separated
lasso:item:price <meta	Price	4500

property="lasso:item:price" content="[content]">		
lasso:item:price-range <meta property="lasso:item:price-range" content="[content]">	Price Range	2000-3000 (used on Apartment Community listings)
lasso:item:price-unit <meta property="lasso:item:price-unit" content="[content]">	Price Unit	monthly {hourly, daily, weekly, monthly, annually, leave blank or don't include parameter for items for sale}
lasso:item:street1 <meta property="lasso:item:street1" content="[content]">	Street Address 1	150 Main St
lasso:item:street2 <meta property="lasso:item:street2" content="[content]">	Street Address 2	Ste 500
lasso:item:locality <meta property="lasso:item:locality" content="[content]">	City	San Francisco
lasso:item:region <meta property="lasso:item:region" content="[content]">	State or Province	CA
lasso:item:postal-code <meta property="lasso:item:postal-code" content="[content]">	Postal Code	94104
lasso:item:country <meta property="lasso:item:country" content="[content]">	Country	US (defaults to US)
lasso:item:latitude <meta property="twitter:site" content="[content]">	Latitude	40.7127
lasso:item:longitude <meta	Longitude	-74.0059

property="lasso:item:latitude" content="[content]">		
lasso:item:contact-name <meta property="lasso:item:contact- name" content="[content]">	Contact Name	Bob West
lasso:item:contact-phone <meta property="lasso:item:contact- phone" content="[content]">	Contact Phone	415-954-2000
lasso:item:contact-email <meta property="lasso:item:contact- email" content="[content]">	Contact Email	bsmith@acmerentals. com
lasso:item:beds <meta property="lasso:item:beds" content="[content]">	# of Bedrooms	3
lasso:item:beds-range <meta property="lasso:item:beds- range" content="[content]">	Range of # of Bedrooms	1-3 (used on Apartment Community listings)
lasso:item:baths <meta property="lasso:item:baths" content="[content]">	# of Bathroom	2.5
lasso:item:baths-range <meta property="lasso:item:baths- range" content="[content]">	Range of # of Bathrooms	1-2 (used on Apartment Community listings)
lasso:item:sqft <meta property="lasso:item:sqft" content="[content]">	Square Footage	950
lasso:items:sqft-range <meta property="lasso:items:sqft- range" content="[content]">	Range of Square Footage	700-1200 (used on Apartment Community listings)
lasso:item:description <meta property="lasso:item:descriptio	Description	This beautiful pacific heights flat is just blocks from the

n" content="[content]">		Presidio and has Golden Gate Bridge views
lasso:item:parking <meta property="lasso:item:parking" content="[content]">	Parking	Street {Street, Off-street, Detached, Attached, Carport, Valet}
lasso:item:school-district <meta property="lasso:item:school-district" content="[content]">	School District	Windy Hill
lasso:item:laundry <meta property="lasso:item:laundry" content="[content]">	Laundry	W/D in unit {W/D in unit, Laundry in Bldg, Laundry on site, W/D hookup}
lasso:item:pets <meta property="lasso:item:pets" content="[content]">	Pets	Dogs & Cats {None, Cats, Small Dogs, Cats & Small Dogs, Cats & Dogs}
lasso:item:mls <meta property="lasso:item:mls" content="[content]">	MLS Number	3456122

Example

```

<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:img-urls"
content="http://cdn.vflyer.com/r2/prodinsts/1/3/5/2/3/3/8/images/294545057_max.jpg,
http://cdn.vflyer.com/r2/prodinsts/1/3/5/2/3/3/8/images/12079724_max.jpg,
http://cdn.vflyer.com/r2/prodinsts/1/3/5/2/3/3/8/images/12079730_max.PNG" />
<meta property="lasso:item:price" content="750000" />
    
```



```
<meta property="lasso:item:street1" content="100 Broadway St" />
<meta property="lasso:item:street2" content="Unit 2D" />
<meta property="lasso:item:locality" content="San Francisco" />
<meta property="lasso:item:region" content="CA" />
<meta property="lasso:item:postal-code" content="94109" />
<meta property="lasso:item:country" content="US" />
<meta property="lasso:item:contact-phone" content="415-375-4087" />
<meta property="lasso:item:contact-email" content="bwest@firstlever.com" />
<meta property="lasso:item:beds" content="3" />
<meta property="lasso:item:baths" content="2.5" />
<meta property="lasso:item:description" content="Pacific Heights Two Story unit has
amazing views of Alcatraz. It has 3 car parking in the front. There is a large patio in the
back. It is a 3 bedroom and 2 bath home." />
```

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

\$998,000

Amazing 4 Bedroom 3 Bath...

1150 Ronda Drive , Manhattan Bea...

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](http://forsalesamplesite.com)

★★★★☆

Lasso Button Setup

Contact Lasso Team at 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: 

Link to button image: <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>

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

Parameters	Required	Example
partnerid	Recommended	Generated and provided by vFlyer. For Real Estate Listing Portals. Set this value to enable bookmark reports in the near future

owneracctId	Recommended	Use Account Id available on the Account Setting Page. Set this value to enable bookmark reports in the near future
url	Recommended	http://san_francisco-ca.geebo.com/rentals-roommates/view/id/40856448-1917_one_bedroom_in/ or /rentals-roommates/view/id/40856448-1917_one_bedroom_in/ or referer is used
itemid	Recommended	partner listing id or url is used
itemtype	Recommended	121001 (Residential Rentals=121001; Apartment Community=121010 ; Residential for Sale=121002, Vacation Rentals=121006)

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

```
<!-- 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:image: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 itemtype="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="addressRegion">CA</span>
```

```
<span itemprop="postalCode">94111</span>
<span itemprop="geo" itemscope
itemtype="http://schema.org/GeoCoordinates">
  <meta content="37.786934" itemprop="latitude" />
  <meta content="-122.39254" itemprop="longitude" />
</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>
- Google+ - <http://www.google.com/webmasters/tools/richsnippets>
- Pinterest Rich Pins - http://developers.pinterest.com/rich_pins/validator/

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.