

HalloCasa SEO Strategy

Domain: hallocasa.com

Research date: 2026-06-15 (SISTRIX MCP)

Status: Strategy document — no implementation in this phase

Assumptions: Recommended defaults applied where open questions remain unanswered (see §9).

1. Executive summary

HalloCasa is a global real estate broker directory with listings, profiles, chat, subscriptions, and courses. Organic visibility has collapsed since 2019: SISTRIX Visibility Index in Germany is ~0.0014 (down ~95% from peak 0.0309 in Dec 2019). The **directory (www.hallocasa.com) barely ranks**; almost all SEO value lives on **blog.hallocasa.com** (German expat/investor content on LatAm real estate).

Headline diagnosis: Fragmented multi-subdomain architecture + broken international SEO on the directory (`?lang=` query params, no `hreflang`) + toxic backlink profile + content/authority stranded on the blog subdomain.

Recommended path:

- 1. Foundation** (mandatory): path-based locales, `hreflang`, canonical consistency, structured data, CWV, measurement.
- 2. Suggestion:** consolidate blog → hallocasa.com/blog/ (subfolder) to transfer ranking power to money pages.
- 3. Variant sequencing:** B (German expat — proven) → A (Spanish LatAm — core business) → C (English global + AEO).

Quick read: See §6 [Prioritization & impact](#) for what to do first and expected lift.

2. Current-state baseline (SISTRIX)

2.1 Visibility Index by market

Country	Visibility Index (2026-06-15)	Peak (historical)	Notes
DE	0.0014	0.0309 (2019-12-23)	Only market with meaningful history
US	0	—	5 ranking keywords
CO	0	—	No keyword data
ES	~0	—	3 ranking keywords
MX	0	—	No keyword data

DE weekly trend (last 6 months): mostly 0.0001–0.0024; brief spike to 0.0024 (2026-02-23). Long-term decline ~95% from 2019 peak.

2.2 Keyword footprint

Market	Total ranking keywords	Page-1 keywords (DE)
DE	30	1
US	5	—
ES	3	—
CO	0	—
MX	0	—

DE ranking distribution: page 1 = 1, page 3 = 1, rest negligible.

2.3 What actually ranks

URL pattern	Example keywords	Position
blog.hallocasa.com/de/...	inmobilien chile, inmobilien medellin, investieren in kolumbien	4–22
blog.hallocasa.com/... (EN)	remax excellence peru	5–11
hallocasa.com/profile/{id}	broker names (helmut klein-beernink, mcgrane inmobilien)	5–9
hallocasa.com/associations	asociaciones inmobiliarias	19 (US)
blog.hallocasa.com/... (ES legal)	contrato de promesa de compraventa, registro de propiedad costa rica	11–20

Content themes that win: German articles on LatAm real estate (Chile, Colombia/Medellin, Peru, Argentina, Mexico); Spanish legal/document queries; broker name queries on profiles.

2.4 Keyword opportunities (DE, positions 11–22)

Keyword	Position	Competition	Gain score
investieren in kolumbien	11	0	100
auslandsimmobilien chile	12	13	92
chile auswandern immobilien	14	3	79
selbständig machen in kolumbien	17	8	65
immobilien argentinien / argentinien immobilien	21–22	7–16	51–53

2.5 Keyword volume & intent (samples)

Keyword	Market	Traffic est.	Competition	Intent (DE)
auslandsimmobilien kaufen	DE	800	41	Commercial (intent_do 23)
immobilien kolumbien	DE	20	16	—
casas en venta medellin	CO	10	1	—

2.6 Competitors (DE organic overlap)

immowelt.de, properstar.de, fazwaz.de, jamesedition.com, luxuryestate.com, bluehomes.com, immozentral.com, dasinvestment.com, trekkingchile.com, auslandsunternehmen.com, linkedin.com, reddit.com.

2.7 Backlink profile

Legitimate (few): bestag.ch (podcast → blog), sarepa.com (Colombia travel), worldcongress2026.com (media partner), estateinnovation.com (startup list).

Toxic / low-quality (majority): SEO directory spam (worldseodirectory, mostrankdirectory, fastrankingdirectory, usaseodirectory, yelpdirectory), PBN-style “importance of link building” articles (zomatt.com, zlutag.com, ylutag.com, webranksdirectory), URL shortener/share spam (shortenurls.eu, urls-shortener.eu, drjack.world).

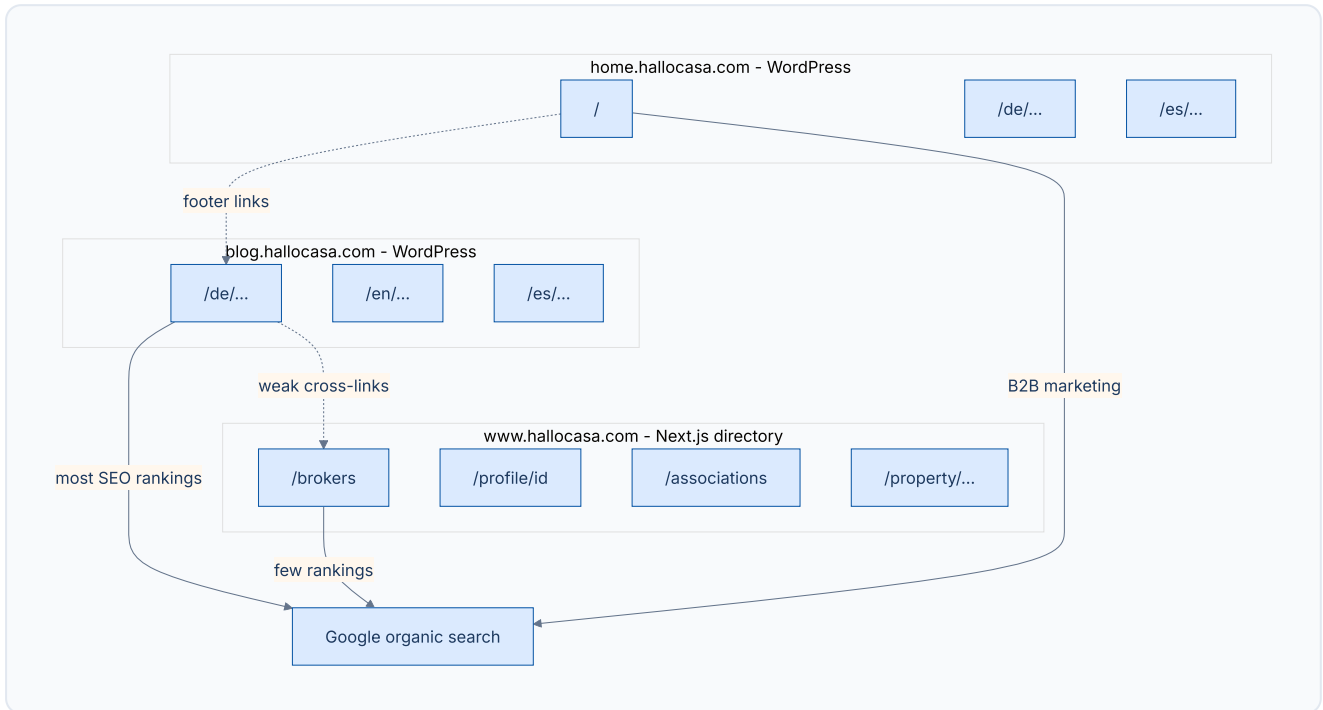
Broken link example: hallocasa.com/brokersbrokers (approvethis.com integration).

2.8 AI / AEO baseline

- `robots.txt` explicitly allows GPTBot, Claude-Web, PerplexityBot, GoogleOther, etc.

- SISTRIX `ai.entity.overview` for "HalloCasa" returned HTTP 500 — no AI visibility baseline captured.
- `MetaData.tsx` includes AI-oriented meta (`AI-content-declaration` , article tags).

2.9 Current architecture (fragmented)



i18n inconsistency:

Property	Locale pattern
Directory (apex)	<code>?lang=de-DE</code> query param
Blog	Path: <code>/de/</code> , <code>/es/</code>
Home	Path: <code>/de/</code> , <code>/es/</code>

3. Diagnosis

3.1 Technical (code-confirmed)

Issue	Location	Impact
Query-param <code>i18n</code> , canonical strips <code>?lang=</code>	<code>app/utils/seo.ts</code> <code>buildCanonicalUrl()</code>	All 9 locales collapse to one indexable URL per path
No <code>hreflang</code> / <code>alternate</code> tags	<code>app/utils/MetaData.tsx</code> , <code>pages/_document.tsx</code>	Google cannot map locale equivalents; wrong locale may rank
Static <code><Html></code> without <code>lang</code>	<code>pages/_document.tsx</code>	Weak language signals
<code>images.unoptimized: true</code>	<code>next.config.mjs</code>	LCP / Core Web Vitals risk
Sitemaps exist but no locale variants	<code>pages/sitemap.xml.tsx</code> , <code>public/robots.txt</code>	Profiles, properties, courses indexed; locale duplication risk once fixed

3.2 Content & architecture

- **Authority stranded on blog subdomain** — rankings do not flow efficiently to directory/broker profiles.
- **Directory thin for head terms** — homepage is country picker; no strong landing pages for “real estate agents in {country}”.
- **Blog ≠ directory funnel** — winning articles rarely deep-link to relevant broker search or country pages.
- **Programmatic potential unused** — 30+ countries on homepage; no SEO landing pages per country/city.

3.3 Links

- Backlink profile dominated by toxic directory/PBN links; few editorial/partner links.
- Risk of historical link-building campaign; disavow may be warranted if GSC shows manual action.

3.4 Market fit vs visibility

- **Business:** global broker directory, LatAm-heavy country list, Stripe subscriptions, associations, courses.
- **SEO reality:** German expat/investor niche via blog; Spanish LatAm core markets (CO/MX) have ~0 visibility.

4. Foundation (mandatory for all variants)

4.1 International SEO

Goal: Each locale gets its own indexable URL, canonical, and hreflang cluster across apex + blog + home.

Action	Detail
Path-based locales on directory	/de/brokers , /es/brokers , etc. (replace ?lang= as primary indexable form)
Per-locale canonicals	Include locale in path, not query
hreflang + x-default	All locale pairs across apex, blog, home where content equivalents exist
Dynamic <html lang>	Set from active locale
WordPress	WPML or Polylang on blog/home; align hreflang with apex

Code touchpoints: app/utils/seo.ts , app/utils/MetaData.tsx , pages/_document.tsx , routing in pages/ .

4.2 Suggestion: consolidate blog into a subfolder

Suggestion: Reverse-proxy blog.hallocasa.com → https://www.hallocasa.com/blog/ with slug-preserving 301 redirects from old blog URLs. Cross-link blog ↔ directory ↔ home.hallocasa.com . Keep home. as subdomain short-term.

Why it matters:

1. **~100% of current rankings** sit on blog. — a separate host. Google treats subdomains as semi-independent properties; link equity and topical authority do not transfer as strongly as within one domain/subfolder.
2. **Money pages are on apex** — /brokers , /profile/{id} , /associations , /property/... . Consolidation lets blog authority reinforce those URLs instead of staying siloed.
3. **Simpler hreflang** — one registrable domain cluster is easier to maintain than cross-subdomain hreflang.
4. **We control the WordPress** — reverse-proxy + 301 map is feasible without third-party dependency.

Migration outline:

1. Configure reverse-proxy: www.hallocasa.com/blog/* → WordPress origin.
2. Export 301 map: blog.hallocasa.com/{path} → www.hallocasa.com/blog/{path} .

3. Update internal links (footer, articles, CTAs) to new paths.
4. Submit updated sitemap in GSC; monitor rankings 4–8 weeks.
5. Keep `blog.301` at edge for 12+ months.

Risk: Temporary ranking dip during migration — mitigate with exact URL mapping and no content changes at cutover.

4.3 Backlinks

Action	Priority
Audit GSC Links report + Manual Actions	P0
Build disavow candidate list (directory/PBN domains from <code>SISTRIX.links_list</code>)	P1
Submit disavow only if manual action or clear toxic pattern	P1
Earn replacements: association partners, podcast guests (bestag model), course/certification pages, press	Ongoing
Fix broken inbound URLs (<code>/brokersbrokers</code> → <code>/brokers</code>)	P0

4.4 Structured data

Existing helper: `app/utils/StructuredData.tsx` (`RealEstateListing`, etc.).

Page type	Schema
Homepage / about	<code>Organization</code> , <code>WebSite</code> + <code>SearchAction</code>
Broker profile	<code>RealEstateAgent</code> or <code>Person</code> + <code>LocalBusiness</code> where applicable
Property	<code>RealEstateListing</code> (already supported)
Country/city landing	<code>CollectionPage</code> , <code>BreadcrumbList</code>
Courses	<code>Course</code>
FAQ sections	<code>FAQPage</code>

4.5 Core Web Vitals

- Set `images.unoptimized: false` (or remove override) in `next.config.mjs`.
- Use `next/image` for property/profile images.
- Target LCP < 2.5s on `/brokers` and profile pages.

4.6 Measurement

Tool	Use
SISTRIX	domain_visindex , domain_kwcount_seo , domain_keywordcount_top10 , domain_opportunities , keyword_domain_seo , domain_competitors_seo
SISTRIX project	project_ranking , project_visibilityindex , project_onpage_* for ongoing tracking
Google Search Console	Index coverage, queries, CWV, links, manual actions
GA4	Organic landing → broker contact / signup funnels

Core KPIs: Visibility Index (DE + target markets), top-10 keyword count, organic sessions, broker profile views from organic, conversions.

5. Strategic variants

Three selectable tracks. Foundation (§4) is prerequisite for all.

Variant A — Spanish LatAm core directory (CO / MX / ES)

Thesis: Win local broker-search and investor intent in Spanish-speaking LatAm — aligns with homepage country list and core business geography. Hardest variant: entrenched portals (fincaraíz, metrocuadrado, inmuebles24, properati).

Current state: CO 0 keywords, MX 0, ES 3; US Spanish legal queries rank on blog only.

Keyword clusters

Cluster	Example keywords	Page type
Broker search	inmobiliarias en {ciudad}, agentes inmobiliarios {país}	City/country landing
Listings (if inventory)	casas en venta {ciudad}, apartamentos {ciudad}	Search/listing hub
Investment	invertir en inmuebles {país}, comprar propiedad en {país}	Guide + directory CTA
Legal/process	contrato compraventa, registro de propiedad (already rank)	Blog → directory funnel

Page / content plan

1. Programmatic landings: /es/agentes-inmobiliarios/{pais} , /es/inmobiliarias/{ciudad} (inventory-gated — see §8).
2. Localized broker profiles (ES meta titles/descriptions).
3. Spanish blog articles on MX/CO markets (mirror DE playbook).

4. Associations page optimization for “asociaciones inmobiliarias”.

On-site changes: Path locale /es/ , hreflang, RealEstateAgent schema on profiles, internal links from blog legal articles to CO/CR broker search.

Link plan: LatAm association partnerships, guest posts on expat forums, Colombian/Mexican real estate media.

Effort	Payoff	Risk
High (6–12 mo)	High if inventory exists; core business fit	Thin programmatic pages; portal competition

Variant B — German expat / cross-border investor niche

Thesis: Scale what already works — German-language content on foreign real estate — and funnel readers into the directory. Fastest wins, smaller TAM, defensible niche.

Current state: 30 DE keywords; top rankings on Chile, Colombia, Peru, Argentina, Mexico articles; opportunities at positions 11–22.

Keyword clusters

Cluster	Example keywords	Traffic est.
Country + Immobilien	immobilien kolumbien, immobilien chile, immobilien argentinien	20–800
Auswandern + property	chile auswandern immobilien, auslandsimmobilien chile	Low comp
Investment	investieren in kolumbien, auslandsimmobilien kaufen	800 (head)
Chinese buyers	immobilien an chinesen verkaufen, chinesische immobilieninvestoren	Niche

Page / content plan

1. **Optimize existing blog posts** for opportunity keywords (pos 11–22 → top 10).
2. **New country guides** for homepage countries not yet covered (Ecuador, Panama, Costa Rica, UAE).
3. **Directory CTAs** in every article: “Makler in {Land} finden” → /de/brokers?country={code} (later /de/makler/{land}).
4. **Pillar page** on apex: /de/auslandsimmobilien hub linking to blog + broker search.
5. **Profile enrichment** for DE-speaking brokers in LatAm.

On-site changes: DE path locale, hreflang de-DE, cross-links blog → apex; consider blog consolidation (§4.2).

Link plan: German expat media, investment blogs, podcast circuit (bestag precedent), Finanz-/Auswandern-communities.

Effort	Payoff	Risk
Medium (3–6 mo)	Fast; proven demand	TAM ceiling; not core LatAm Spanish

Variant C — English global cross-border + AEO

Thesis: English “real estate agents in {country}” / “buy property in {country}” for global reach; optimize for AI answer engines (ChatGPT, Perplexity, Google AI Overviews).

Current state: US 5 keywords; EN blog ranks for Peru market intro; AI entity data unavailable.

Keyword clusters

Cluster	Example keywords	Page type
Agent discovery	real estate agents in {country}, find realtor {country}	Country landing
Buyer intent	buy property in {country}, invest in real estate {country}	Guide + directory
Professional network	global real estate network, international realtor directory	Homepage / brokers
AEO / FAQ	“How do I find a realtor in Colombia?”	FAQPage schema

Page / content plan

1. English country landings on apex (30+ countries from homepage).
2. EN blog: country market guides (template from DE success).
3. FAQ blocks + `FAQPage` schema on landings.
4. Broker profiles with EN meta; `RealEstateAgent` + `sameAs` (LinkedIn, etc.).
5. AEO: clear entity definition (“HalloCasa is...”), consistent NAP, `Organization` schema.

On-site changes: `/en/` locale, AI crawler access (already in robots.txt), article meta for AI crawlers (already partial).

Link plan: International real estate associations, NAR/global networks, English expat sites, course/certification backlinks.

Effort	Payoff	Risk
Medium-high	Broad brand; AEO upside uncertain	Diffuse focus; competes with global portals

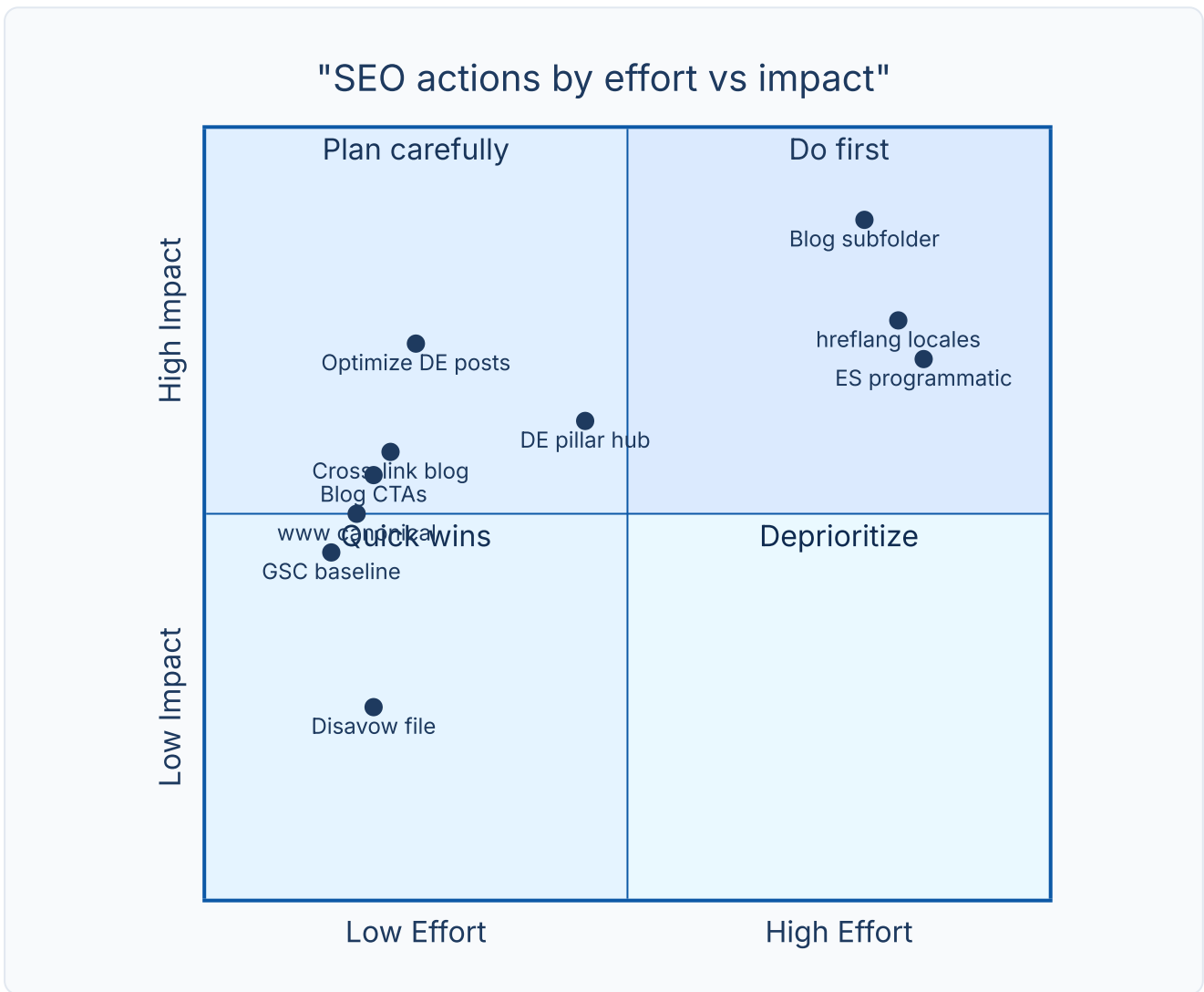
6. Prioritization & impact

How to read this section:

Label	Meaning
Impact	Expected effect on visibility, traffic, or conversions (not guaranteed)
Effort	Engineering + content time
Time to feel	When you'd realistically see movement in GSC / SISTRIX
Confidence	How sure we are, given current data

Impact scale: **Critical** (unblocks or protects everything) → **High** → **Medium** → **Low**.

6.1 At a glance — what moves the needle most



Point	Action	Effort	Impact
Optimize DE posts	Push 5 posts pos 11–22 → top 10	Low	High
Blog CTAs	Funnel blog readers to directory	Low	High
GSC baseline	Measurement + index audit	Very low	Critical
Cross-link blog	blog ↔ brokers ↔ profiles	Low	Med–High
www canonical	Single host, stop equity leak	Very low	High
Blog subfolder	blog.hallocasa.com → /blog/	High	Very high
hreflang locales	Path-based i18n on directory	High	High
DE pillar hub	/de/auslandsimmobilien hub	Medium	Med–High
ES programmatic	CO/MX city landing pages	Very high	High if inventory
Disavow file	Only if GSC manual action	Low	Low

6.2 Priority tiers

P0 — Do first (weeks 1–4) · unlock & protect

#	Action	Impact	Effort	Time to feel	Confidence	Why
1	GSC domain property + baseline KPIs	Critical	Very low	Immediate	High	Without this you're flying blind; can't measure anything below
2	www canonical + 301 all host variants	High	Very low	2–4 weeks	High	Stops split equity; cheap fix; backlinks use both hosts today
3	Fix broken URLs (/brokersbrokers , bad inbound links)	Medium	Very low	2–4 weeks	High	Recovers link value you already have; stops 404 trust leak
4	Blog → directory CTAs on top 10 DE articles	High (funnel)	Low	2–6 weeks	High	Rankings stay on blog but directory finally gets traffic ; no dev beyond links/buttons
5	Interim cross-linking blog ↔ /brokers ↔ profiles	Medium–High	Low	4–8 weeks	Medium	Partial authority transfer without blog migration risk

P0 gut check: Items 1–5 cost little, reduce waste, and make existing rankings *useful*. Expect **+20–40% organic directory landings** from funnel fixes alone (not yet more keywords).

P1 — Highest SEO upside (weeks 4–16) · grow visibility

#	Action	Impact	Effort	Time to feel	Confidence	Why
6	Optimize 5 DE opportunity posts (pos 11–22 → top 10)	High	Low–Med	4–8 weeks	High	Fastest <i>ranking</i> wins; you already rank; low competition on several terms
7	Blog → <code>/blog/</code> subfolder consolidation	Very high (long-term)	High	8–16 weeks (dip possible)	Medium–High	~100% of visibility on subdomain; biggest structural lift for directory
8	Path locales + <code>hreflang</code> on directory	High	High	8–12 weeks	High	Fixes broken i18n; required before scaling ES/EN; prevents duplicate/thin locale issues
9	DE pillar hub (<code>/de/auslandsimmobilien</code> or similar)	Medium–High	Medium	8–12 weeks	Medium	Captures head term “auslandsimmobilien kaufen” (~800/mo); hub for internal links

P1 gut check: Item #6 alone could add **3–8 top-10 keywords** in 90 days (aligns with §7.1 targets). Item #7 is the largest *structural* bet — think **2–5× directory visibility** over 6–12 months if migration is clean, but budget a **4–8 week dip** risk.

P2 — Solid gains, not urgent (weeks 8–20)

#	Action	Impact	Effort	Time to feel	Confidence	Why
10	Structured data (Organization, RealEstateAgent, FAQ)	Medium	Medium	6–12 weeks	Medium	Rich results + AEO; unlikely to 10× traffic alone
11	3–5 new DE country articles (unfilled homepage countries)	Medium	Medium (content)	8–16 weeks	Medium	Extends proven blog playbook; incremental keywords
12	Associations page + ES legal articles → broker funnel	Medium	Low	8–12 weeks	Medium	“asociaciones inmobiliarias” already pos 19; legal posts rank in US
13	SISTRIX project + weekly tracking	Medium (ops)	Low	Ongoing	High	Keeps strategy honest; no direct traffic lift
14	Legit link building (associations, podcasts, partners)	Medium	Ongoing	3–6 months	Medium	Replaces toxic profile slowly; 5–15 quality links > 100 directory spam links

P2 gut check: Incremental +10–20% keyword count over 6 months; compounds with P1.

P3 — Strategic bets · longer horizon (month 4+)

#	Action	Impact	Effort	Time to feel	Confidence	Why
15	Variant A — ES LatAm programmatic pages (CO/MX)	High <i>if</i> inventory exists	Very high	6–12+ months	Low–Med	Core business fit but 0 CO/MX keywords today ; portal competition fierce
16	Variant C — EN global landings + AEO	Medium	High	6–12 months	Low	Broad reach; diffuse; AI visibility unmeasured
17	Disavow submission	Low–Med (risk only)	Low	2–6 months	Low	Only if GSC manual action; Google often ignores obvious spam
18	CWV / next/image optimization	Low–Med	Medium	4–8 weeks	Medium	Ranking tie-breaker; helps UX; won't fix visibility alone
19	Tier 2/3 locales (pt, fr, it, ja, ru, zh)	Low (initially)	High	6+ months	Medium	Wait until Tier 1 (es, de, en) works

P3 gut check: Variant A is the **biggest business-aligned prize** but **slowest and riskiest** SEO bet right now. Don't start here unless broker inventory in CO/MX is confirmed (§8.4).

6.3 Recommended order (impact-first)

Order	Action	Cumulative expectation
1	P0 items 1-5	Stop leaks; measure baseline; directory starts getting traffic from blog
2	P1 #6 (optimize DE posts)	First visible ranking wins in 4-8 weeks
3	P1 #8 (hreflang + path locales)	International foundation; avoids future rework
4	P1 #7 (blog → /blog/)	Largest long-term authority transfer
5	P1 #9 + P2 #10-12	Hub + schema + content depth
6	P3 Variant A (ES) when inventory ready	Core market growth
7	P3 Variant C (EN/AEO)	Optional layer

6.4 Impact scenarios (90 days)

Rough scenarios if you execute in the order above — **not guarantees**, directional for planning:

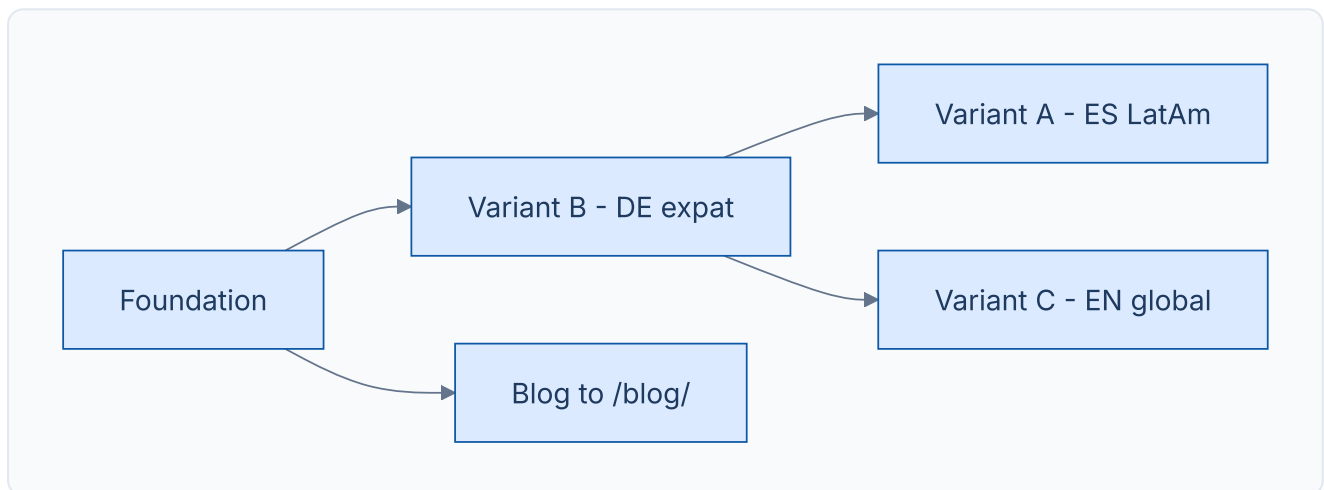
Scenario	What you do	DE Visibility Index	Top-10 keywords	Organic directory sessions	Confidence
Minimum	P0 only	~0.002	~22	+10-15%	High
Expected	P0 + P1 #6, #9 + cross-links	0.004-0.006	25-30	+25-35%	Medium
Stretch	P0 + all P1	0.008-0.012	32-40	+40-60%	Low-Med

Baseline: VI 0.0014, ~19 top-10 keywords, ~30 total (June 2026).

6.5 What *not* to prioritize early

Action	Why deprioritize
Full 9-loCALE translation	Thin content risk; focus es/de/en first
Disavow without GSC manual action	Low ROI; may not be needed
ES programmatic pages without inventory	Thin-content / soft-404 risk
AEO-only work before entity/schema basics	AI visibility unmeasured; foundation first
New link-buying / directory submissions	Profile already toxic; makes it worse

7. Recommended sequencing



Phase	Timeline	Focus
0	Weeks 1-4	Foundation: canonical host, GSC, path locales + hreflang, fix broken links, disavow audit
1	Weeks 4-8	Blog consolidation (§4.2) OR interim cross-linking; optimize DE opportunity keywords
2	Weeks 8-16	Variant B at scale: pillar hub, CTAs, 5-10 new DE country articles
3	Weeks 16-26	Variant A: ES landings (inventory-gated), associations, CO/MX blog
4	Ongoing	Variant C: EN landings, FAQ/AEO schema, AI visibility monitoring

Default market priority if choosing one variant first: Variant B (fastest ROI, proven), then Variant A (core business), then Variant C.

8. KPIs & 90-day roadmap

8.1 KPIs

KPI	Baseline (2026-06)	90-day target	Tool
DE Visibility Index	0.0014	0.005+	SISTRIX <code>domain_visindex</code>
DE top-10 keywords	~19	25+	SISTRIX <code>domain_keywordcount_top10</code>
DE total keywords	30	45+	SISTRIX <code>domain_kwcount_seo</code>
Opportunity keywords in top 10	0	3+ (e.g. investieren in kolumbien)	SISTRIX <code>domain_opportunities</code>
Organic sessions (DE)	TBD (GSC)	+30%	GSC
Blog → directory CTR	TBD	Measurable via UTM/internal	GA4

8.2 90-day roadmap

Week	Deliverable
1-2	GSC domain property; confirm www canonical; audit Manual Actions + Links
2-4	Spec path-based locales + hreflang; implement on 2 pilot pages (/brokers , homepage)
3-4	Disavow candidate list; fix /brokersbrokers ; internal link audit blog → apex
4-6	Optimize 5 DE blog posts (opportunity keywords); add directory CTAs
6-8	Blog consolidation decision + migration plan OR heavy cross-linking shipped
8-10	/de/auslandsimmobilien hub (or equivalent); Organization + BreadcrumbList schema
10-12	3 new DE country articles; SISTRIX project setup for weekly tracking
12-13	ES pilot: 1 city landing (e.g. Medellín) if inventory threshold met

9. Open questions / decisions needed

Each item lists **why it matters** and a **recommended default** (used in this doc where not specified).

9.1 Canonical host

Question: Standardize on `https://www.hallocasa.com` or `https://hallocasa.com`?
`CANONICAL_BASE_URL` defaults to `www`; SISTRIX tracks apex; backlinks use both.

Why it matters: Split hosts dilute link equity and can cause duplicate indexing.

Recommended default: `www` — matches current code and sitemaps. 301 all variants to `https://www.hallocasa.com` at CDN.

9.2 Per-locale content budget

Question: Who produces content for de-DE, en-US, es-ES, fr-FR, it-IT, pt-PT, ja-JP, ru-RU, zh-CN? Full translation vs tiered?

Why it matters: `hreflang` without quality localized content wastes crawl budget and can trigger thin-content issues.

Recommended default: Tiered rollout

Tier	Locales	Approach
1	es, de, en	Original + localized keyword research; human edit
2	pt, fr, it	Localized landings + top articles
3	ja, ru, zh	UI only; <code>noindex</code> thin pages until resourced

Production: AI draft + native speaker edit for Tier 1.

9.3 GSC access & disavow

Question: Who has Google Search Console access? Approve disavow submission?

Why it matters: GSC is ground truth for indexing, manual actions, and links; disavow only via GSC.

Recommended default: Add **Domain property** for `hallocasa.com`. Audit before disavow; submit only if manual action or confirmed toxic pattern.

9.4 Broker / listing inventory

Question: How many brokers and listings per country/city? Property feed for LatAm?

Why it matters: Variant A programmatic pages need minimum density; empty templates = thin content risk.

Recommended default: Inventory-gated publishing — only index `/es/inmobiliarias/{ciudad}` when $\geq N$ brokers (e.g. 5–10). Otherwise `noindex` or roll up to country level. Lead with broker directory + blog if listings thin.

9.5 Primary conversion goal

Question: Optimize SEO for broker acquisition (B2B / subscriptions) or buyer/investor leads (demand)?

Why it matters: Changes keyword targets, page types, and success metrics.

Recommended default: Dual track, sequenced

- 1. Near-term (demand):** Investor/expat → broker contact (blog funnel) — proves marketplace value.
- 2. Parallel (supply):** `home.hallocasa.com` + EN/DE for broker signups — revenue (Stripe).

SEO reporting: track both; primary 90-day SEO KPI = organic traffic to directory + profile views from blog CTAs.

10. Appendix

10.1 SISTRIX tools used

Tool	Purpose
domain_visindex / domain_visindex_overview	Visibility Index + history
domain_kwcount_seo	Total ranking keywords
domain_keywordcount_top10	Page-1 keyword count
domain_ranking_distribution	Keywords by SERP page
keyword_domain_seo	Keywords + positions + URLs
domain_opportunities	Ranking improvement potential
domain_ideas	Keyword ideas from topical context
domain_competitors_seo	Organic competitors
domain_traffic_estimation	Traffic by keyword
keyword_seo_metrics	Volume, CPC, competition
keyword_seo_searchintent	Intent classification
links_list	Backlink sample
ai_entity	AI visibility (failed for HalloCasa)

10.2 DE keyword rankings

Keyword	Pos	URL
chile immobilien auswandern	4	blog.../immobilien-und-angst-warum-investoren-in-chile-zogern/
remax excellence peru	5	blog.../an-introduction-to-the-peruvian-real-estate-market/
wohnung in santiago de chile kaufen	6	blog.../immobilien-und-angst...
immobilien medellin	7	blog.../immobilien-in-medellin-ein-enormer-wandel/
immobilien chile	8	blog.../immobilien-und-angst...
immobilienmarkt peru	8	blog.../der-peruanische-immobilienmarkt...
investieren in kolumbien	11	blog.../wie-sich-kolumbien-zu-einer-stabilen-investitionsregion...
auslandsimmobilien chile	12	blog.../immobilien-und-angst...

10.3 US keyword rankings

Keyword	Pos	URL
modelo de compromiso de compra venta	11	blog.../contrato-de-promesa-de-compraventa...
registro de propiedad costa rica	12	blog.../certificado-de-propiedad...
asociaciones inmobiliarias	19	hallocasa.com/associations

10.4 Domain ideas

auslandsimmobilien kaufen, immobilien paraguay, auswandern nach paraguay, immobilien griechenland, spanien haus kaufen, cartagena kolumbien, immobilien italien kaufen, china immobilien evergrande.

10.5 Resolved decisions

Item	Resolution
Blog/home platform	WordPress — we control both
Blog hreflang / cross-links	Feasible via WPML/PolyLang
Blog consolidation	Suggested — see §4.2

10.6 Code references

File	Relevance
<code>app/utils/seo.ts</code>	Canonical URL, noindex rules
<code>app/utils/MetaData.tsx</code>	Meta, OG, canonical, robots
<code>app/utils/StructuredData.tsx</code>	JSON-LD helpers
<code>app/utils/sitemapXml.ts</code>	Sitemap generation
<code>pages/sitemap.xml.tsx</code>	Sitemap index
<code>public/robots.txt</code>	Crawl rules, AI bots, sitemap URLs
<code>next.config.mjs</code>	Image optimization flag
<code>app/utils/footerTranslationsUrl.ts</code>	Cross-subdomain links to blog/home

Document generated from SISTRIX MCP research and hallocasa-next codebase audit. Implementation tracked separately.