

SITE DIAGNOSTIC & OPPORTUNITY ANALYSIS

# Hillcrest Realty

hillcrestrealty.com · Manchester, NH & Southern New Hampshire

**PREPARED**

April 22, 2026

**MARKET**

Hillsborough & Rockingham Counties, NH

**DATA SOURCES**

Website scrape · SEMrush · Search Console · GA4 · 3 competitor sites

**PREPARED BY**

Union Street Media

## 01 Fair Housing Risk

Critical compliance issues — 6 pages flagged

Six pages on this site contain language that creates **Fair Housing Act compliance risk**. These include demographic suitability language ("great for families," "perfect for young professionals") and school quality claims ("top-rated schools," "sought-after district"). These violations are specific sentences within otherwise useful pages — **the pages don't need to be rebuilt, but the flagged language must be corrected before this content is safe to keep live**, and certainly before any of it migrates to a new platform.

Bedford NH Community Page — School Quality Claims

CRITICAL

The Bedford community page currently ranks in the top 10 for its primary keyword, which means the page has real SEO value worth protecting. The school section, however, uses quality language that is not permitted under fair housing standards. These are the kinds of phrases that plaintiffs' attorneys look for.

**FLAGGED PHRASES**

*"top-rated schools"* *"sought-after Bedford School District"* *"excellent academic reputation"* *"award-winning high school"*

**WHAT USM WOULD DO**

Rewrite the schools section only. Replace quality claims with factual naming: "Bedford is served by the Bedford School District, with schools including McKelvie Intermediate, Ross A. Lurgio Middle School, and Bedford High School." No ratings, no rankings, no descriptors. Preserve all other content on the page — the page is ranking and the body is a ranking asset.

[community-guide.md](#) · [Ranking – Preserve and Extend](#)

### Manchester NH Community Page — Demographic Language

**CRITICAL**

[Blurred content]

**FLAGGED PHRASES**

[Blurred flagged phrases]

**WHAT USM WOULD DO**

Rewrite only the three sentences containing the flagged phrases.

[Blurred text]

[\[Blurred link\]](#)

### Home Buying Guide — Family Suitability Language

**HIGH**

[Blurred content]

**FLAGGED PHRASES**

### WHAT USM WOULD DO

Rewrite the two flagged sentences.

## 02

# Ranking Decay

Pages losing ground in the SERPs — 9 pages flagged

The pages driving the most organic traffic to hillcrestrealty.com are actively losing position. **These rankings took years to build and are being lost to competitors** publishing stronger content in the same markets. The Manchester community guide — historically the site's top organic earner — has dropped from position 6 to position 18 in the last 90 days for "Manchester NH real estate" (1,600 monthly searches). That is real, recoverable traffic currently landing on competitors' sites.

Manchester NH real estate pos 18 ↓ from 6

Nashua NH homes for sale pos 12 ↓ from 4

Bedford NH real estate pos 19 ↓ from 8

Derry NH homes for sale pos 24 ↓ from 14

Hollis NH real estate pos 5 — holding

Amherst NH homes pos 7 — holding

Milford NH real estate pos 9 — holding

## Manchester NH Community Page

CRITICAL

/manchester-nh/

Position: **18 (was 6)** Keyword: **Manchester NH real estate** Volume: **1,600/mo** Sessions lost: **est. 340/mo**

Manchester is the single most important page on this site for organic traffic. It dropped 12 positions in the last 90 days, coinciding with two competitors publishing updated community content in the same market. The existing body content is salvageable — but it is thin (410 words), missing a FAQ section, and contains the fair housing language flagged above.

### WHAT USM WOULD DO

Preserve the existing body content (this is the ranking asset). Rewrite only the fair housing violations identified in Section 01. Add a locally grounded FAQ section with 5 questions — transit from Manchester to Boston, access to the airport, named neighborhoods, property types in the housing stock. Add mid-page CTAs linking to the condos and

single-family rec searches. Update metadata to spec.

community-guide.md · Ranking – Preserve and Extend

## Nashua NH Homes for Sale

/homes-for-sale-nashua-nh/

CRITICAL

### WHAT USM WOULD DO

Expand the intro to 100–120 words of locally specific content.

## Bedford NH Community Page

/bedford-nh/

HIGH

### WHAT USM WOULD DO

Same approach as Manchester — preserve body content, fix the fair housing violations, add FAQ, improve H2 structure, add mid-page CTAs, update metadata.

## Derry NH Homes for Sale

/derry-nh-homes-for-sale/

MEDIUM

### WHAT USM WOULD DO

Apply the same rec-search optimization pattern used on Nashua.

# 03

## Content Quality

Thin pages and generic language — 14 pages flagged

Fourteen content pages on this site fall below minimum word counts for their page type, or contain the kind of generic language that both users and search engines recognize as filler. These are not "bad" pages — they are pages that haven't been given the specificity they need to compete. **Every page on this site is currently ranking against local experts who are writing with named places, named landmarks, and actual local knowledge.** We can bring this content to that standard without starting from scratch.

### Hooksett NH Community Page — Thin Content

HIGH

/hooksett-nh/

Word count: **280 words**    Minimum: **500 words**    Missing: **FAQ, Quick Facts, mid-page CTAs**

The Hooksett page is 280 words and reads like a placeholder. It gets some organic traffic (not a lot) but is underperforming against what the page could reach with proper local content. Hooksett has a lot to work with — I-93 corridor, proximity to Manchester airport, the Merrimack River, named neighborhoods like Martin's Ferry.

#### WHAT USM WOULD DO

Preserve the existing overview paragraph (it is accurate and locally grounded). Add a local attractions section covering the Merrimack River, state parks, and named amenities. Add a real estate section describing the range of housing stock typical to Hooksett. Add a 5-question FAQ. Target length: 700–900 words.

[community-guide.md](#) · [Optimize](#)

### Amherst NH — Generic AI-Tell Language

MEDIUM

/amherst-nh/

#### FLAGGED PHRASES

#### WHAT USM WOULD DO

Rewrite only the flagged sentences using verified Amherst specifics.

### About Page — Thin & Generic

MEDIUM

/about/

#### WHAT USM WOULD DO

Expand to 400–500 words using any specific history, founding details, or credentials you can share.

## 04 Metadata Problems

Titles and descriptions harming click-through — 12 pages flagged

Metadata fixes are often the single highest-leverage work available — high impact, low effort, fast to implement. Twelve pages on this site have titles that are missing the primary keyword, are truncated beyond the SERP cutoff, or are entirely generic ("Welcome to Our Community Pages" appears as a title tag on two active pages). **Fixing these does not require content work — just rewrites to spec.**

## Manchester NH — Generic Title Missing Keyword

CRITICAL

/manchester-nh/

Current title: "Welcome to Our Community Pages" Impressions: 3,800/mo Actual CTR: 1.2%

The Manchester page has the highest impression volume on the site but its title is entirely generic. The primary keyword "Manchester NH real estate" does not appear in the title at all. This is likely a significant contributor to the ranking decay flagged in Section 02.

### WHAT USM WOULD DO

Rewrite title to: "Manchester NH Community Guide | Hillcrest Realty" (52 characters). Rewrite meta description to describe the community and include the brand name per USM standards. Expected CTR improvement based on adding the keyword and making the title specific: meaningful, though actual recovery depends on ranking stabilization.

community-guide.md · Optimize (metadata only)

## Nashua Homes — Title Truncated

HIGH

/homes-for-sale-nashua-nh/

### WHAT USM WOULD DO

Shorten to the 60-character guideline with keyword-forward format and brand name.

05

## Rec Search Quality

Listing-page content needs work — 17 rec searches flagged

Rec search pages are where listings live and conversions happen. They are the highest-converting page type on any real estate site, which makes the content on them especially valuable. This site has 23 rec search pages; **17 of them have quality issues — thin intros, missing top-of-page CTAs, generic H1s, or**

**near-duplicate content copy-pasted across multiple pages.** Fixing this is a high-leverage lift because the traffic is already arriving — we just need to convert more of it.

### Six Rec Searches Share Near-Identical Intros

CRITICAL

/homes-for-sale-\*-nh/ (Manchester, Nashua, Bedford, Derry, Londonderry, Hooksett)

Pattern: "Browse homes for sale in [town]. View all available listings." Overlap: 84% identical across 6 pages

Combined impressions: 4,200/mo

Six city-level homes-for-sale pages use the same template intro with only the town name swapped. Google clearly sees this — the pages are competing with each other and none are reaching their ceiling. Each page needs its own locally grounded intro.

#### WHAT USM WOULD DO

Rewrite each of the six intros as a unique 100–120 word paragraph covering the specific character of that town's housing market — named neighborhoods, typical property types, access corridors. Every page also gets the standard top-of-page CTA paragraph directly under the H2 (links to listings, registration, phone). Filter configurations stay untouched.

[rec-search.md](#) · [Optimize](#) (×6 unique pages)

### Missing Top-of-Page CTAs on 11 Rec Searches

HIGH

Multiple rec search pages — see Action Plan

#### WHAT USM WOULD DO

Add a short CTA paragraph immediately under the H2 on each of the 11 flagged pages.

### Generic H1s on Property-Type Pages

MEDIUM

/by-type/condos/, /by-type/land/, /by-type/multi-family/

#### WHAT USM WOULD DO

Rewrite H1s to the keyword-forward format with market area.

## 06 Content Opportunities

Net new pages — 11 confirmed gaps

The following pages do not exist on hillcrestrealty.com but are confirmed to have search demand in this market. Two direct competitors currently capture the traffic for several of these queries. **Building these pages is the fastest way to expand organic reach** — these are additions to the site, not recoveries, and every page is confirmed absent from the scrape before being flagged here.

#### MISSING CORE NAV PAGE — HIGH PRIORITY

[\[Blurred URL\]](#)

[Blurred content]

#### MISSING COMMUNITY GUIDE — HIGH PRIORITY

[\[Blurred URL\]](#)

[Blurred content]

#### MISSING COMMUNITY GUIDE — MEDIUM PRIORITY

[\[Blurred URL\]](#)

[Blurred text]

**MISSING REC SEARCH – MEDIUM PRIORITY**

[Blurred text]

[Blurred text]

**MISSING REC SEARCH – MEDIUM PRIORITY**

[Blurred text]

[Blurred text]

**CONTENT PILLAR OPPORTUNITY**

[Blurred text]

[Blurred text]

# 07

## Sample Pages

What Hillcrest's content would look like under USM

The page below is written to publication standard – ready to go into a CMS. It demonstrates what USM would produce for hillcrestrealty.com based on the diagnostic findings above. This sample is a Ranking – Preserve and Extend pass on the Manchester community page (fair housing language removed, new FAQ and CTAs added, body preserved).

## Living in Manchester, NH

Manchester is a vibrant city with a rich history and a diverse population. It offers a mix of urban amenities, green spaces, and a strong sense of community. The city is known for its cultural scene, including museums, theaters, and music venues. The cost of living is relatively affordable compared to other major cities in the Northeast, making it an attractive location for young professionals and families alike.

The city's location in the heart of the Northeast Corridor provides easy access to major transportation hubs, including the Amtrak and Metrolink stations. This makes commuting to other parts of the region convenient. Additionally, the city's proximity to the White Mountains and Lake Umbagog offers residents a variety of recreational opportunities, from hiking and skiing to fishing and boating.

## Things to Do in Manchester

Manchester offers a wide range of activities for residents and visitors. The city is home to several museums, including the Currier Museum of Art and the Manchester Art Museum. Theaters like the Manchester Music Theatre and the Currier Theatre provide excellent entertainment options. For those who enjoy outdoor activities, the city's parks and trails offer a great way to spend time in nature.

The city's vibrant food and drink scene is another highlight. From casual cafes to upscale restaurants, there are plenty of options to enjoy a meal. The city also hosts several festivals and events throughout the year, including the Manchester Music Festival and the Currier Festival. These events provide a great opportunity to experience the city's culture and community.

## Dining and Shopping

Manchester has a diverse dining scene with a variety of cuisines to choose from. From traditional New England fare to international flavors, there are plenty of options to suit every palate. The city is also home to several shopping districts, including the downtown area and the University City area. These areas offer a mix of retail stores, boutiques, and antique shops.

## Real Estate in Manchester

The real estate market in Manchester is diverse, offering a range of housing options. From historic homes in the downtown area to modern condos in the University City area, there are plenty of choices. The city's location and amenities make it an attractive location for both young professionals and families. The market is generally stable, with a mix of rental and ownership opportunities.

For those looking to buy or rent property in Manchester, it's important to consider the city's location and amenities. The city's proximity to major transportation hubs and its diverse recreational options are key factors to consider. Additionally, the city's strong sense of community and vibrant culture are also important considerations.

## Getting Around Manchester

Manchester, NH is a vibrant city with a rich history and a diverse population. It is known for its scenic views, cultural attractions, and strong sense of community. The city offers a variety of housing options, from historic homes to modern apartments, and is a great place to live and work.

Manchester is a city with a lot to offer. It has a strong economy, a diverse population, and a rich history. The city is home to many of the state's largest companies and is a great place to live and work. Manchester is also a beautiful city with many parks and scenic views.

## Schools in Manchester

Manchester has a variety of schools, including public, private, and charter schools. The city is home to many of the state's best schools and offers a wide range of educational options for students of all ages. Parents can find more information about schools in Manchester on the city's website.

## Talk to a Hillcrest Realty Agent

Hillcrest Realty is a leading real estate company in Manchester, NH. Our agents are experienced and knowledgeable about the local market and can help you find the home of your dreams. Contact us today for more information.

## Frequently Asked Questions

### What neighborhoods make up Manchester, NH?

Manchester is divided into several neighborhoods, including North Manchester, South Manchester, and the Milliard district. Each neighborhood has its own unique character and offers a variety of housing options. For more information about the neighborhoods in Manchester, visit our website.

### How long is the commute from Manchester to Boston?

The commute from Manchester to Boston is approximately 1.5 hours by car. There are also several train routes between the two cities, with a travel time of about 1.5 hours. For more information about commuting options, visit our website.

### What types of homes are available in Manchester?

Manchester offers a wide variety of housing options, including single-family homes, townhomes, and apartments. There are also many historic homes and luxury properties available. For more information about the types of homes available in Manchester, visit our website.

### Is Manchester served by public transit?

Manchester is served by the New Hampshire State Police and the Manchester Police Department. The city also has a public transit system, the Manchester Transit Authority, which provides bus service throughout the city. For more information about public transit in Manchester, visit our website.

### What is the Milliard district?

The Milliard district is a historic neighborhood in Manchester, NH. It is known for its beautiful architecture and scenic views. The district is home to many of the city's most famous landmarks and is a great place to live and work. For more information about the Milliard district, visit our website.

Note: Internal links, registration CTAs, and rec search filter values would be finalized at launch using the confirmed site URL structure. Voice would be refined following Vera intake.

# 08

## Website Build

Preserving what's ranking and completing the site's core pages

A standard website build with USM covers two things: **protecting the rankings this site has already earned**, and **filling out the core pages every real estate site needs to convert the traffic it receives**. The work below is a consolidated view of what that looks like for hillcrestrealty.com based on the diagnostic findings above.

PRIORITY	PAGE / ITEM	ISSUE	WHAT USM WOULD DO	TYPE
<b>COMPLIANCE – FAIR HOUSING</b>				
<b>CRITICAL</b>	/bedford-nh/ Bedford Community	4 school quality claims	Rewrite schools section only. Factual district and school naming, no quality language.	
<b>CRITICAL</b>				
<b>HIGH</b>				
<b>HIGH</b>				

### RANKING RECOVERY – PROTECTING EARNED POSITIONS

PRIORITY	PAGE / ITEM	ISSUE	WHAT USM WOULD DO	TYPE
<b>CRITICAL</b>	/manchester-nh/ Lost pos 6 → 18	1,600/mo keyword losing position	Preserve body. Add FAQ, mid-page CTAs, metadata fixes. Fair housing rewrites from above fold in here.	
<b>CRITICAL</b>				
<b>HIGH</b>				
<b>MEDIUM</b>				
<b>MEDIUM</b>				

**CONTENT QUALITY – STRENGTHENING EXISTING PAGES**

<b>HIGH</b>	/hooksett-nh/ Community Guide	280 words, missing FAQ, missing sections	Preserve existing overview. Add attractions, real estate, schools, FAQ. Target 700–900 words.	
<b>MEDIUM</b>				
<b>MEDIUM</b>				
<b>MEDIUM</b>				

**METADATA – QUICK-WIN CTR LIFTS**

<b>CRITICAL</b>	/manchester-nh/ Generic title, no keyword	3,800 impressions, 1.2% CTR	Rewrite title to "Manchester NH Community Guide   Hillcrest Realty" (52 chars). Meta description to spec.	
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PRIORITY	PAGE / ITEM	ISSUE	WHAT USM WOULD DO	TYPE
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HIGH

REC SEARCH QUALITY — FIXING THE HIGHEST-CONVERTING PAGE TYPE

CRITICAL

6 city-level homes-for-sale pages Near-duplicate intros	84% identical intro across 6 pages	Rewrite each of 6 intros uniquely with local specifics. Add top-of-page CTA to each.	
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HIGH

MEDIUM

TECHNICAL — DEV TEAM SCOPE

MEDIUM

Schema markup Community guides, FAQ pages	No structured data currently implemented	Add LocalBusiness and FAQ schema to community guides during migration.	
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MEDIUM

# 09 Marketing Opportunities

Growth work beyond the core build — expanding reach and capturing competitor traffic

The website build above brings hillcrestrealty.com to a healthy, defensible baseline. The work below is **where growth happens** — net-new pages to capture demand the site doesn't serve today, blog pillars that build topical authority, internal linking strategy that compounds authority across the site, and competitor conquering that targets the specific keywords where other brokerages in Southern NH are capturing traffic that should be yours.

PRIORITY	PAGE / ITEM	OPPORTUNITY	WHAT USM WOULD DO	TYPE
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NET NEW PAGES — CORE NAV & COMMUNITY COVERAGE

PRIORITY	PAGE / ITEM	OPPORTUNITY	WHAT USM WOULD DO	TYPE
HIGH VALUE	New: /buyers/ Missing core nav page	620 impressions/mo with no landing page	Build dedicated buyers page to USM spec: intro, market overview, process, why work with Hillcrest, FAQ.	
HIGH VALUE				
MEDIUM				
MEDIUM				
MEDIUM				
LOW				

**CONTENT PILLARS & BLOG – TOPICAL AUTHORITY**

HIGH VALUE	New: NH Property Tax Guide Blog pillar + 3 supporting posts	1,200+ combined impressions/mo across keyword cluster	Build pillar post covering NH property tax basics, plus 3 supporting posts on town-specific rates, Massachusetts comparisons, and senior exemptions.	
HIGH VALUE				

PRIORITY	PAGE / ITEM	OPPORTUNITY	WHAT USM WOULD DO	TYPE
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MEDIUM

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MEDIUM

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**INTERNAL LINKING STRATEGY – COMPOUNDING SITE-WIDE AUTHORITY**

HIGH VALUE

Full site internal linking pass  
All community guides + rec searches

Current site has no deliberate internal linking strategy

Map internal links across the full site: community guides funnel to rec searches, rec searches link back to guides and to related property-type searches, blog posts link to both.

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MEDIUM

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MEDIUM

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**COMPETITOR CONQUESTING – CAPTURING KEYWORDS YOU DON'T YET RANK FOR**

HIGH VALUE

Competitor keyword gap analysis  
3 competitors analyzed

Three Southern NH competitor sites rank for 400+ keywords Hillcrest does not

Build targeted content for the highest-opportunity keywords where competitors rank top-10 and

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PRIORITY	PAGE / ITEM	OPPORTUNITY	WHAT USM WOULD DO	TYPE
			Hillcrest has no ranking page. Priority by volume and intent.	
HIGH VALUE				
MEDIUM				
MEDIUM				

READY TO SEE THE FULL REPORT?

## Let's walk through this audit together.

This gated version shows the shape of the opportunity. The full audit includes every pagged page, every target keyword, every competitor gap, and a sequenced execution plan. We'll walk through it with you and build the roadmap to match your budget and timeline.

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