Trestle IDX Vendor Services

Your Listings. Your Domain. **Your Rankings.**

MySeodesk.com | Bright MLS Approved Vendor

The Problem

Traditional IDX is invisible to Google

Most real estate agents pay $50-1,500/month for property search tools that **actively block** their listings from appearing in search results.

Method	What Google Sees	SEO Value
iFrame IDX	Nothing -- content on vendor domain	**Zero**
Client-side JS	Unreliable -- depends on rendering	**Minimal**
Server-Side Rendered	Full HTML, instantly crawlable	**Maximum**

The agent pays for leads that should be free.

The Cost of Bad IDX

Agents are bleeding money on invisible listings

- **IDX Broker** ($55-90/mo): iFrame-based. Google indexes **zero** of your listings

- **Showcase IDX** ($85-120/mo): Client-side JS. Slow renders, indexing failures

- **kvCORE** ($500-1,500/mo): Platform bloat. Cookie-cutter. 5+ second load times

- **Sierra Interactive** ($500-1,200/mo): Closed ecosystem. No SEO customization

Meanwhile, **every listing** is a missed organic search opportunity:

"3 bed townhouse finished basement Ashburn VA" -- nobody ranks for this.

Our Solution

Trestle API + Astro SSR = Every Listing Indexed

How it works:

1. Trestle RESO Web API pulls live data from Bright MLS

2. Astro SSR renders full HTML on the server -- before delivery

3. Google crawls and indexes every listing on **your domain**

The result:

- Sub-1-second page loads (82ms TTFB measured)

- Every listing = a unique, rankable page

- 5,000 active listings = 5,000 organic landing pages

- Full Bright MLS compliance built in

Speed Comparison

Measured performance: Astro SSR vs competitors

Platform	TTFB	PageSpeed Mobile	Load Time
Astro SSR (ours)	82ms	95+	0.4s
IDX Broker	2,100ms	35-50	3.2s
Sierra Interactive	3,200ms	40-55	4.1s
kvCORE / BoldTrail	5,000ms	25-40	6.8s

Google uses Core Web Vitals as a ranking factor.

Faster sites rank higher. Period.

SEO Results

The data speaks for itself

- **434%** organic traffic increase documented after switching from non-indexable IDX to server-rendered listings (Real Estate Webmasters case study)

- Typical agent with iFrame IDX: **50-100** organic visitors/month

- SSR-optimized agent site: **1,000-5,000+** organic visitors/month

The compound effect:

Each neighborhood page, each listing, each community guide becomes a permanent organic asset. After 12-18 months, organic traffic replaces paid leads entirely.

Four Services

Tailored to where you are today

Service	Setup	Monthly	Best For
IDX Integration	$2,500	$250/mo	Add search to any site
Custom RE Website	$5K-10K	$350-500/mo	Full Astro SSR build
Headless WP IDX	$3,000	$300/mo	Upgrade existing WP
Real Estate SEO	--	$1,500/mo	Ongoing optimization

All tiers include Bright MLS compliance, mobile responsiveness, and ongoing data access.

Headless WordPress

Don't rebuild. Supercharge.

The pitch for WP agents:

- Keep your WordPress blog, your admin dashboard, your theme

- Replace the slow IDX plugin with Astro-powered search

- Every listing now renders as server-side HTML

- Google can finally see your property pages

Before: WP + IDX Broker = 3.2s load, 0 listings indexed

After: WP + Astro headless = 0.4s load, **every listing** indexed

Setup: $3,000 | Monthly: $300

Bright MLS Approved

Compliance and trust built into every site

We are an **approved Bright MLS technology vendor** with full Trestle API access.

Every client site includes:

- Bright MLS logo on all listing pages

- Listing office attribution per MLS rules

- Standard IDX disclaimer

- Data freshness timestamps

- Required field display (office, agent, price, status)

Agents can tell their board: **"My vendor is approved."**

Market Opportunity

110,000 agents. Zero SSR vendors.

- **Bright MLS territory:** DC, MD, VA, PA, NJ, DE, WV

- **Agents with websites:** 44,000-66,000

- **Currently using IDX:** 30,000-52,000

- **On WordPress:** 12,000-20,000 (headless upgrade targets)

No existing vendor offers server-side rendered IDX in this market.

First-mover advantage in the largest MLS territory in the eastern U.S.

Case Study: The Realty Group

Custom Astro build for luxury Virginia real estate

Metric	Their Old Site	Our Build
TTFB	16,178ms	**82ms**
Total Pages	12	113
Blog Posts	0 (dead since 2023)	**43**
SEO Score	4/10	9/10
Community Pages	0	**30+**
Schema Markup	None	Full

197x faster. 9x more pages. Complete local SEO coverage.

Next Steps

Free site audit -- no commitment

1. Visit **myseodesk.com/real-estate/** to learn more

2. Request a free speed and SEO audit of your current site

3. See exactly how much organic traffic you are leaving on the table

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Enterprise-grade SEO. Small-business pricing.