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Advanced Technology  
Instructed at a Pre-K Level



**THE REAL ESTATE**  
TECHNOLOGY INSTITUTE

## Run a Successful Real Estate Website & Dominate the Search Engines

To download this or any of Craig's other courses go to [RETI.us](http://RETI.us)

### Chapter 1 Why Do You Need a Website

Some numbers to think about

- 1) Over \_\_\_\_% of consumers begin their search themselves online
- 2) \_\_\_\_% of all leads in the real estate industry originate from the internet
- 3) \_\_\_\_% of consumers who use the Internet in the property search process
- 4) \_\_\_\_% of consumers said they were more likely to use the Internet in their next real estate transactions
- 5) \_\_\_\_% of consumers found the actual property they ended up buying on the Internet
- 6) Consumers want to go to \_\_\_\_% of Real Estate Agent or \_\_\_\_% Brokerage sites
- 7) \_\_\_\_% of Realtors® in NAR have their own personal website

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### Chapter 2 Planning Your Site for a good user experience

**Picking a Domain** – remember it is all about marketing, just pick something that is easy to spell, remember and market. Consider your name, geography or a slogan. Don't be locked into having to get a .com and remember you can only use the word realtor in your domain with your legal name.

#### How to plan a site, Content & Design

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## Chapter 3 - Generating Traffic & Leads

**Stickiness** – how do you get consumers to stick around & induce them to contact you, sign up, etc.

### IDX, Property Search = Goldmine for Generating Leads

<p><b>What to Look for in a Website Vendor</b></p> <p><b>Will you have the Ability to....</b></p> <ul style="list-style-type: none"> <li>• Customize the MLS YOURSELF</li> <li>• Edit the Website Yourself (Content Management System)</li> </ul> <p><b>Assess the Sites for....</b></p> <ul style="list-style-type: none"> <li>• Good Search &amp; Tools</li> <li>• Good Lead Capture &amp; Follow Up Tools</li> <li>• Good content</li> </ul> <p><b>Determining Factors....</b></p> <ul style="list-style-type: none"> <li>• CRM</li> <li>• Mobile</li> </ul>	<p><b>Drip Email Versus Active Engagement</b></p> <p><b>Active Engagement</b> Some vendors are adapting to Active Engagement or tracking all or 100% site visitors by installing cookies &amp; then recognizing the IP of the users computer.</p> <p>By doing this, it allows for a more personalized user experience &amp; communication/engagement while the user is still on the site.</p> 
<p><b>Mobile Websites</b></p> <ol style="list-style-type: none"> <li>1. Standard HTML = Pinch &amp; Zoom</li> <li>2. App = Not in app stores, link to download</li> <li>3. Mobile Version = Stripped down version of site, but Automatically works on Mobile Devices</li> <li>4. Responsive Design = Full version of site on mobile, automatically reformatted to work on any device</li> </ol>	<p><b>Good Affordable Real Estate Website Vendors</b></p> 

**Search Engine Pay Per Click (PPC) = Traffic**

# Chapter 4 – Do It Yourself Search Engine Optimization

## Overall SEO Advice

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## On-Site SEO

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## Off-Site SEO

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## Other Factors (Social Media, Google Tools, Mobile, etc.)

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## Other SEO Tools

<a href="http://www.google.com/webmasters/">www.google.com/webmasters/</a>	<a href="http://www.google.com/analytics/">www.google.com/analytics/</a>
<a href="http://www.opensiteexplorer.org/">http://www.opensiteexplorer.org/</a>	<a href="http://ahrefs.com/">http://ahrefs.com/</a>

