

Top 10 Tips to Improve YOUR Website



Craig Grant



**Always Focus
on the User**

Your website is....

- The least expensive way to promote you, your listings & the entire MLS.
- The best way to attract out of market customers
- Open 24-7, while you are closed it is working
- A way to maximize & extend other marketing efforts



#1 -Current Website Design Trends

Light & Bright Design



One-Page Home Page Layout

The screenshot displays the home page of Advice Homes Real Estate Services LLC. At the top, the company logo and contact information are visible. A navigation menu includes links for Property Search, Buyers, Sellers, About, Community, Contact, Login, and Sign-up. A prominent search bar with a 'Find Your Dream Home' button is centered below the navigation. The main content area features a headline 'Helping you to find the perfect place to call home.' followed by a brief description of the services. A 'FEATURED LISTINGS' section shows three property images. Below this, a section titled 'ADVICE HOMES REAL ESTATE SERVICES LLC' contains three columns of text and icons: 'FIND YOUR DREAM HOME', 'FIND THE VALUE OF YOUR PROPERTY', and 'GET REAL ESTATE ADVICE'. The bottom section features a profile for Nicholas Montgomery, Principal Broker / Owner, with a 'Send a Message' button and a map. A final call-to-action at the bottom asks 'Interested to see what your property is worth?' with a 'Start Valuation' button.

Advice Homes
Real Estate Services LLC

1822 Cedar St NW
Atlanta, GA 30309
Office: 763-951-8866 | Mobile: 763-286-1295

Property Search Buyers Sellers About Community Contact Login Sign-up

QUICK SEARCH Search city, county, zip code, school, address or MLS # Find Your Dream Home

Helping you to find the perfect place to call home.

Here you will find all the help that you'll need to simplify your home-selling or -buying experience. You will also find an easy-to-use real estate property search that features all the currently available listings located in the **Minneapolis / St. Paul** and surrounding **Twin Cities Metro** area. Need some free personalized real estate advice? We're only a message away!

FEATURED LISTINGS

ADVICE HOMES REAL ESTATE SERVICES LLC

The real estate market can seem difficult to navigate, but this website is packed with everything you need to make buying or selling a home in the **Minneapolis / St. Paul** and surrounding **Twin Cities Metro** area as simple as possible.

If you're buying a home, this site has the most current listing information, including price reductions and real-time market statistics. There is also a customizable map-based search to streamline your search by location, as well as the option to create a personalized profile, so you can save your searches for later.

As a home seller, you can learn about your property's value and utilize the home-selling page to get the facts you need to make informed decisions before putting your house on the market.

Regardless of what brought you to this site, **Nicholas Montgomery** is happy to help assist you in the real estate process. Feel free to browse the site as much as you like, and call **763-951-8866** when you're ready to start your home buying or -selling journey.

FIND YOUR DREAM HOME

Are you looking for homes for sale in the **Atlanta** area? You can find and easily browse all of the current property listings right here on our site.

FIND THE VALUE OF YOUR PROPERTY

Are you getting ready to list your home? Request a custom home valuation report from **Advice Homes Real Estate Services LLC**, so you know the worth of your property in today's market.

GET REAL ESTATE ADVICE

Do you have questions about buying or selling a home? **Nicholas Montgomery** is glad to provide answers and advice at any stage of your real estate journey.

Nicholas Montgomery

PRINCIPAL BROKER / OWNER

No matter your real estate need, expect a stress effort designed to ensure that you are completely satisfied and engaged. Nicholas Montgomery will provide all of the Real Estate experience, knowledge and dedication that is needed to get results you deserve.

Send a Message

Office: 763-951-8866 | Mobile: 763-286-1295

Interested to see what your property is worth?
Understand your estimated market value by comparing it to recently listed and sold properties in the area.

Start Valuation

#2 - Mobile Responsive Design



Mobile Explosion



Currently Over 50% of Internet Traffic is coming from Mobile Devices (smart phone or tablet)

This is True on Real Estate Sites As Well



Computer User Versus Mobile User



Computer User



Tend to be early in their research process & can be months away from a buying decision



Versus Mobile User



Tend to be late in their research process & tend to be close to a buying decision

Google

MOBILEGEDDON IS COMING

04

21

2015

www.google.com/webmasters/tools/mobile-friendly/

Mobile-Friendly Test 8+1

http://reti.ws/

ANALYZE

Analyzing

55% complete.

Cancel

www.google.com/webmasters/tools/mobile-friendly/

Mobile-Friendly Test 8+1 www.google.com/webmasters/tools/mobile-friendly/

http://retl.ws/

ANALYZE

Awesome! This page is mobile-friendly.

How Googlebot sees this page

This page uses 2 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

[Show resources](#)

Learn more about mobile-friendly pages


If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).



The Real Estate
Technology Institute
(RETI) - The Leading
Technology
Speakers in the Real
Estate Industry

Mobile-Friendly Test www.google.com/webmasters/tools/mobile-friendly/

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set

For details on which parts of the page are affected by these usability issues, see [Pagespeed Insights](#).

How Googlebot sees this page



Make this page mobile-friendly

Pick the option that describes how you created this site:

I used a CMS

I used software such as WordPress or Joomla.

Someone built this site for me

I hired someone to build this site and want advice for working with a developer.

I built this site myself

I built this site myself and understand how to code.

Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

Your Website/Blog Have to Be Mobile

1. Standard HTML = Pinch & Zoom
2. App = Not in app stores, link to download
3. Mobile Version = Mini version of site, looks like an app, but Automatically works on Mobile Devices
4. Responsive Design = Full version of site on mobile, automatically resizes to work on any device



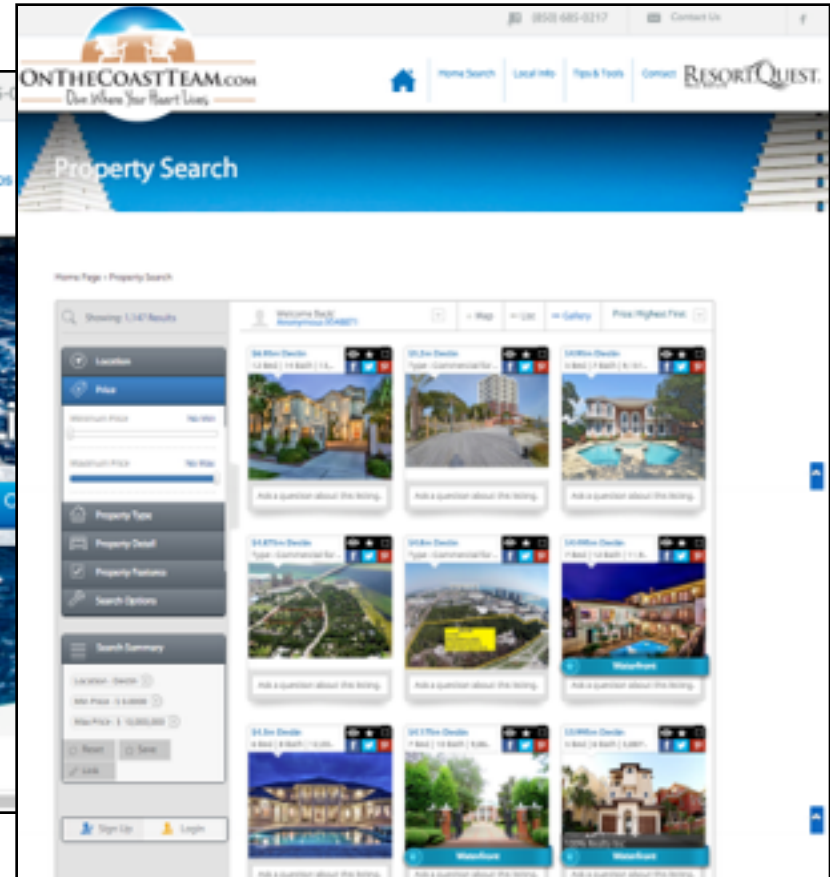
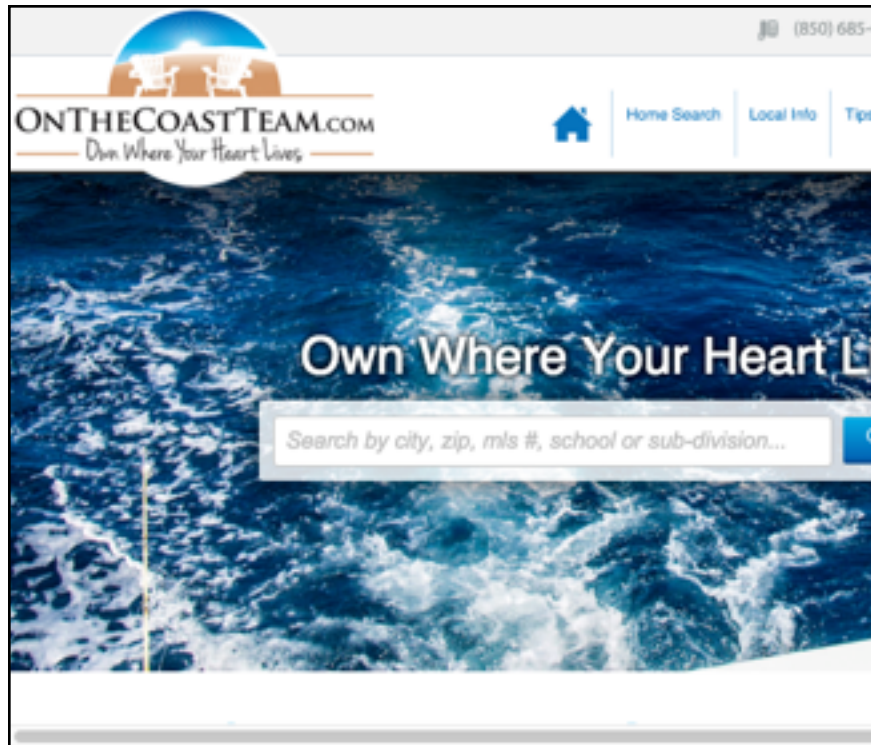
Your Website/Blog Have to Be Mobile

Responsive Design = Full version of site on mobile, automatically resizes to work on any device



#3 - Current Search Trends

Your Searches Should be Minimal, Not Loaded



Have a Website That Converts!

Properties, Properties & More Properties

- **Search by Property Types**
(Condos, Rentals, Apartments, etc.)
- **Search by Geography**
(cities, downtown, subdivisions, etc.)
- **Search by Lifestyle**
(Waterfront, Gated, Luxury, etc.)
- **Search by Price/Customer's Needs**
(short sale, foreclosures, price reductions, new listings, etc.)



#4 - Focus on Design/Layout

Website Design Do's

- Look for a design with Balance
- Put important information like your contact info in easy to find locations
- Make it easy for your users to get around on your site
- Keep consistent navigation
- Aim for between 5-15 buttons in your primary navigation
- Minimize clicks
- Orientation – Horizontal vs. Vertical



Website Design Don'ts

- Avoid overdoing animation or strong colors
- Avoid dark backgrounds on text heavy pages
- Avoid the DRAMA (over use of large fonts, bolds, caps, color, etc.)
- Avoid too much text/scrolling
- If you have a flash intro or music, give the user the option to skip or turn off



**#6 - Focus on
the Content
Especially Local Content**

Have a Website That Converts!

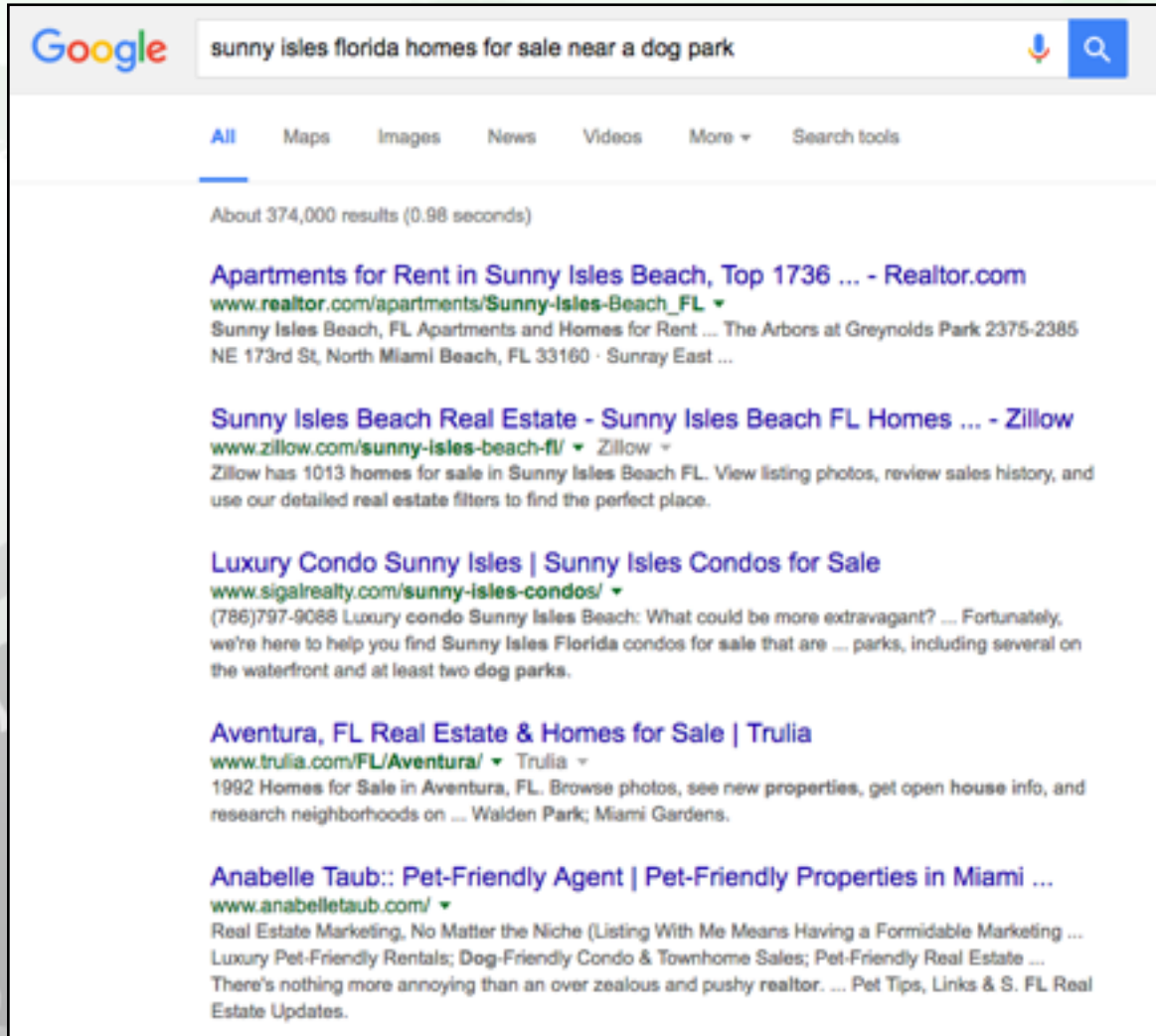
Have Good, Pertinent & Original Content

- Local Info, Links & Resources
- Community Info
- Educational Info, Links & Tools
- Blog!!



#7 - Understand the Theory of the Longtail for SEO

The Power of The Long Tail



Google sunny isles florida homes for sale near a dog park

All Maps Images News Videos More Search tools

About 374,000 results (0.98 seconds)

Apartments for Rent in Sunny Isles Beach, Top 1736 ... - Realtor.com
www.realtor.com/apartments/Sunny-Isles-Beach_FL
Sunny Isles Beach, FL Apartments and Homes for Rent ... The Arbors at Greynolds Park 2375-2385 NE 173rd St, North Miami Beach, FL 33160 · Sunray East ...

Sunny Isles Beach Real Estate - Sunny Isles Beach FL Homes ... - Zillow
www.zillow.com/sunny-isles-beach-fl/
Zillow has 1013 homes for sale in Sunny Isles Beach FL. View listing photos, review sales history, and use our detailed real estate filters to find the perfect place.

Luxury Condo Sunny Isles | Sunny Isles Condos for Sale
www.sigalrealty.com/sunny-isles-condos/
(786)797-9088 Luxury condo Sunny Isles Beach: What could be more extravagant? ... Fortunately, we're here to help you find Sunny Isles Florida condos for sale that are ... parks, including several on the waterfront and at least two dog parks.

Aventura, FL Real Estate & Homes for Sale | Trulia
www.trulia.com/FL/Aventura/
1992 Homes for Sale in Aventura, FL. Browse photos, see new properties, get open house info, and research neighborhoods on ... Walden Park; Miami Gardens.

Anabelle Taub:: Pet-Friendly Agent | Pet-Friendly Properties in Miami ...
www.anabelletaub.com/
Real Estate Marketing, No Matter the Niche (Listing With Me Means Having a Formidable Marketing ... Luxury Pet-Friendly Rentals; Dog-Friendly Condo & Townhome Sales; Pet-Friendly Real Estate ... There's nothing more annoying than an over zealous and pushy realtor. ... Pet Tips, Links & S. FL Real Estate Updates.

The more specific the keywords, the better your chances to rank higher in organic search results.

The Power of The Long Tail

Figure 1.2: Visualizing the Long Tail



The Power of The Long Tail

The screenshot shows a Google search interface. The search bar contains the text "miami florida homes for sale". Below the search bar, the text "About 18,300,000 results (0.60 seconds)" is highlighted with a red box. The search results list several real estate websites, including Investability.com, PrimeDen.com, yurz.com, veteransagent.com, reator.com, Zillow, and Trulia. An Evernote advertisement is displayed on the right side of the page, with the text "Search your Evernote account as you search the web" and a "Got it" button.

Google miami florida homes for sale

All Maps Images Shopping News More Search tools

About 18,300,000 results (0.60 seconds)

Miami Cashflow Properties - Exclusive Listings - Investability.com
www.investability.com/exclusive
Real Estate Investing Simplified
Search - Evaluate - Buy
Search For Properties - Exclusive Properties

Miami FL Home Listings - PrimeDen.com
www.primeden.com/Homes
Find Miami FL Home Listings Now. Search Miami FL Homes Now!

Miami FL Homes For Sale - yurz.com
hemandocarvajal.yurz.com/
Buying Or Selling A Miami FL Home? Contact Hernando Carvajal Today!

Veterans United Realty - Veterans - Find Your Dream Home
www.veteransagent.com/
Find A Local VUUR Agent To Help.
Military friendly - Let's Find A Dream Home - Local, Top Ranked Agents - VA Experienced Agents
The Homebuying Process - The VA Loan Advantage - An Agent in Your Corner - About Us

Miami, FL Real Estate & Homes for Sale - reator.com®
www.reator.com/realstatesandhomes-search/Miami_FL
Homes for sale in Miami. Check out listings for available Miami, FL real estate on reator.com(FL).
Miami Real Estate - Miami Multi-Family Home - Miami Mobile Homes and ...

Miami Real Estate - Miami FL Homes For Sale | Zillow
www.zillow.com/miami-fl
Zillow has 4163 homes for sale in Miami FL. View listing photos, review sales history, and use our detailed real estate filters to find the perfect place.
Single family homes for sale in ... - Miami apartments for rent - Miami home values

Miami, FL Real Estate & Homes for Sale | Trulia
www.trulia.com/FL/Miami
15726 Homes for Sale in Miami, FL. Browse photos, see new properties, get open house info, and research neighborhoods on Trulia.
Miami Apartments for Rent - Miami, FL Condos for Sale - Miami Townhomes

EVERNOTE

Search your Evernote account as you search the web

Evernote does not track your search terms or results, or share any of your information with search engines.

Got it

Owned by
huge companies

The Power of The Long Tail

The screenshot shows a Google search interface. The search bar contains the text "north miami beach florida homes for sale by downtown". Below the search bar, there are navigation tabs for "All", "Maps", "Shopping", "News", "Images", "More", and "Search tools". A red box highlights the search results summary: "About 3,020,000 results (0.74 seconds)". The search results list several real estate listings from various websites like Investability.com, Zillow, and Trulia. An Evernote overlay is present on the right side of the screen, with the text: "Search your Evernote account as you search the web", "Evernote does not track your search terms or results, or share any of your information with search engines.", and a "Got it" button.

Google north miami beach florida homes for sale by downtown

All Maps Shopping News Images More Search tools

About 3,020,000 results (0.74 seconds)

Miami Investment Property - Turnkey Real Estate - Investability.com
www.investability.com/exclusive
Real Estate Investing Simplified
Search - Evaluate - Buy
Exclusive Properties - Search For Properties

Downtown Real Estate - Downtown Miami Homes For Sale | Zillow
www.zillow.com/downtown-miami-fl
Zillow has 782 homes for sale in Downtown Miami. View listing photos, review sales ... 1 day on Zillow 900 Biscayne Blvd APT 4402, Miami, FL. EWM Realty ...

North Miami Beach Real Estate - North Miami Beach FL Homes For ...
www.zillow.com/north-miami-beach-fl
Zillow has 317 homes for sale in North Miami Beach FL. View listing photos, review sales history, and use our detailed real estate filters to find the perfect place.

Downtown Miami Real Estate - Homes for Sale in Downtown Miami ...
www.realtor.com Florida Miami
Downtown Miami, Miami, Florida Real Estate and Homes for Sale. Downtown Miami ... View details. Priority. 850 N Miami Ave Unit W1202, Miami, FL 33136. 10.

Miami Beach, FL Real Estate & Homes for Sale | Trulia
www.trulia.com/FL/Miami_Beach
3856 Homes for Sale in Miami Beach, FL. Browse photos, see new properties, get open house info, and research neighborhoods on Trulia.

Downtown Miami, Miami, FL Real Estate & Homes for Sale | Trulia
www.trulia.com/FL/Miami_2232_Downtown_Miami
22 Homes for Sale in Downtown Miami, Miami, FL. ... Downtown Miami, Miami Homes For Sale & Real Estate ... 1020 North Venetian Drive, Miami Beach, FL.

33160 Real Estate & Homes for Sale | Trulia
www.trulia.com/FL/Sunny_Isles_Beach/33160
2667 Homes for Sale in North Miami Beach, FL 33160. Browse photos, see new properties, get open house info, and research neighborhoods on Trulia.

EVERNOTE

Search your Evernote account as you search the web

Evernote does not track your search terms or results, or share any of your information with search engines.

Got it

Still owned by huge companies but a bit less competition

The Power of The Long Tail

The image shows a Google search interface. The search bar contains the text "sunny isles florida homes for sale near a dog park". Below the search bar, the results are displayed. A red box highlights the text "About 374,000 results (0.98 seconds)". The search results include several listings from various real estate websites like Realtor.com, Zillow, Trulia, and Anabelle Taub. To the right of the search results, there is an Evernote notification that says "Search your Evernote account as you search the web" and "Evernote does not track your search terms or results, or share any of your information with search engines." There is a green button labeled "Got it".

Google sunny isles florida homes for sale near a dog park

All Maps Images News Videos More Search tools

About 374,000 results (0.98 seconds)

Apartments for Rent in Sunny Isles Beach, Top 1736 ... - Realtor.com
www.realtor.com/apartments/Sunny-Isles-Beach_FL
Sunny Isles Beach, FL Apartments and Homes for Rent ... The Arbors at Greyhounds Park 2375-2385 NE 173rd St, North Miami Beach, FL 33160 - Sunny East ...

Sunny Isles Beach Real Estate - Sunny Isles Beach FL Homes ... - Zillow
www.zillow.com/sunny-isles-beach-fl/ - Zillow -
Zillow has 1013 homes for sale in Sunny Isles Beach FL. View listing photos, review sales history, and use our detailed real estate filters to find the perfect place.

Luxury Condo Sunny Isles | Sunny Isles Condos for Sale
www.sigalrealty.com/sunny-isles-condos/ -
(786)787-9088 Luxury condo Sunny Isles Beach: What could be more extravagant? ... Fortunately, we're here to help you find Sunny Isles Florida condos for sale that are ... parks, including several on the waterfront and at least two dog parks.

Aventura, FL Real Estate & Homes for Sale | Trulia
www.trulia.com/FL/Aventura/ - Trulia -
1992 Homes for Sale in Aventura, FL. Browse photos, see new properties, get open house info, and research neighborhoods on ... Walden Park, Miami Gardens.

Anabelle Taub:: Pet-Friendly Agent | Pet-Friendly Properties in Miami ...
www.anabelleatub.com/ -
Real Estate Marketing. No Matter the Niche (Listing With Me Means Having a Formidable Marketing ...
Luxury Pet-Friendly Rentals; Dog-Friendly Condo & Townhome Sales; Pet-Friendly Real Estate ...
There's nothing more annoying than an over zealous and pushy realtor. ... Pet Tips, Links & S. FL Real Estate Updates.

Property for Rent in Sunny Isles Beach, FL | Apartments for Rent on ...
apartments.oodle.com - USA - FL -
Property for Rent in Sunny Isles Beach, FL on Oodle Marketplace. ... Good School District, Dog Park, Controlled Access Security System, Minutes to Aventura Mall ... \$6,000 Two BR 2.5 BA Condo for rent in Sunny Isles Beach, FL 33160.

You Found 1072 Apartments for Rent in Sunny Isles Beach, FL
www.forrent.com - FL - Miami Metro For Rent Media Solutions -
Also find cheap Sunny Isles Beach apartments, pet friendly apartments, apartments with Miami, FL

EVERNOTE

Search your Evernote account as you search the web

Evernote does not track your search terms or results, or share any of your information with search engines.

Got it

More niche search = Less Competition And Actual Local Sites on Page 1

#8 - Register & Create an Incentive for the User

Creating Stickiness

Always try to have something on your site that changes its content and/or appearance, especially on your home page. Some ideas include:

- Featured Property slide show
- Quick Property Search
- Save Search, Registration &/or Login
- Non Real Estate (Weather, RSS News Feeds, etc.)
- Site Changes



QUICK SEARCH

Find your dream home today with our real estate search tool. Includes all types of homes for sale including all IDX listings.

Location
Address or City or Zip code or MLS Number

Price Range:
\$0 to Any

Beds: Any Baths: Any

Select Property Type:
Any

SUBMIT SEARCH

Gainesville, FL

Severe Weather Alert

57°F Partly Cloudy

Hour-by-hour | 10 day

Enter city or U.S. zip **GO**



Have a Website That Converts!

- IDX = Your Goldmine
 - So make Users Register for Your Property Searches
- But, Reward them with Listing Updates
- And, Add extra incentive/ reward to Your Registration



Offering Services = Generating Leads

Ask for leads in several different ways

- Contact Me
- Relocation Packet Request
- Local School Information
- CMA Request
- FAQ – Ask Me a Question
- Home Appraisal
- Inquire about this listing
- Find Me a Home
- Site Guest Book
- Site Registration/Home Scout



**#9 - Track Everything
& Follow Up Quickly**

Traditional CRM System



- **Only tracks Registered Users**
(less than 2% of unique site visitors)
- **Drip E-mail**

But a lot of research is showing that as time goes on, drip emails are becoming less effective

Cookie Tracking & Active Engagement

Cookie Tracking

- logs 100% of site users

- Active Engagement

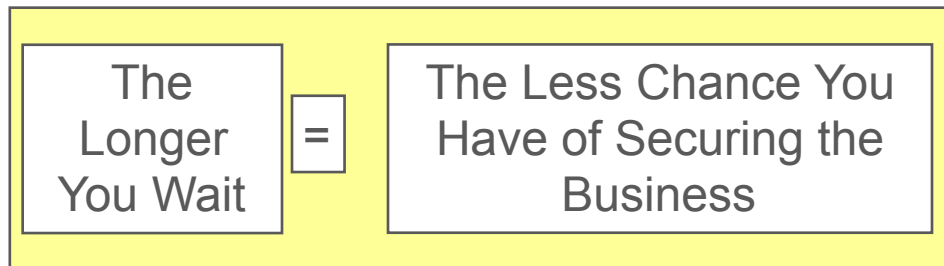
Personalizes site & user experience for each visitor & tries to engage/communicate with them while the user is still on the site.

The screenshot displays a personalized real estate website interface for a user named John. At the top, a banner reads "Welcome Back John!" and offers to show saved listings, searches, and recommendations. Below this, a navigation bar includes icons for messages, location, saved items, search, and activity. The main content area is divided into several sections: "Messages" with three messages from "Jane Agent"; "Viewed Listings" showing a list of properties; "Manage Communication Preferences", "Manage Saved Listings", and "Manage Saved Searches" on the right; "Recommended Listings" featuring a detailed view of a property at "1234 Main Street Plymouth, MN" with a price of \$249,995; and "Market Watch" showing market trends like an average listing price of \$249,995 and a 35% increase in average days on market.

E-Communication

Q: What is the #1 Factor That Determines Your Online Success?

A: Your Response Time!



E-Communication

Your Expected Response Time

Immediate = 49%

4 Hours = 97%

California Association of REALTORS 2015 Study



E-Communication

Do's

- Respond as Quickly As Possible
- Be friendly and helpful, offer services
- Always invite the recipient to come back to you again

Don'ts

- Be Too Aggressive



#10 - Promote to Guarantee Traffic

Paid Online Advertising

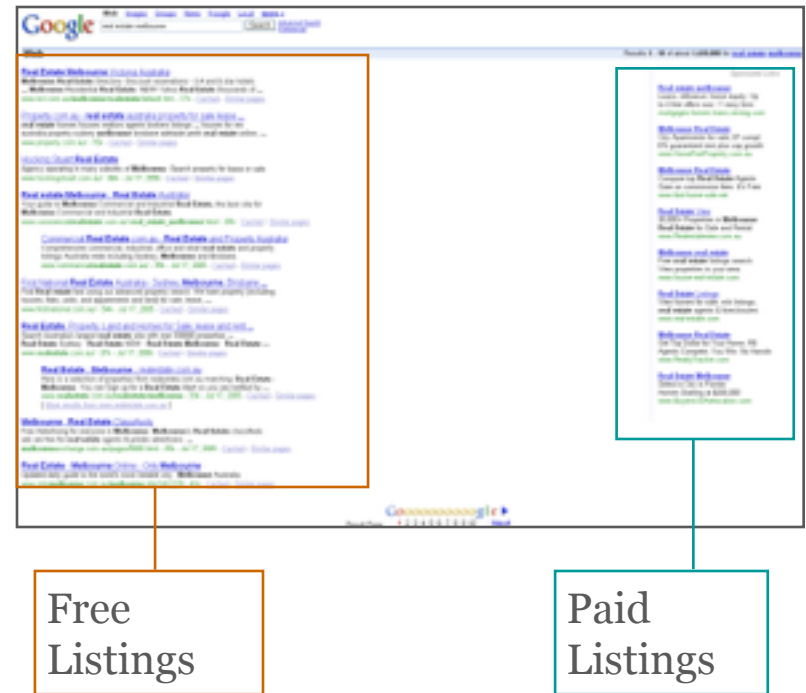
Pay Per Click Ads

= TRAFFIC

PPC is popular because you only pay for performance (when the ad gets clicked on), all other exposure is free!!

Plus, you control all aspects of the campaign including:

- The Exact Keywords & Audience you want
- Your Cost Per Transaction or Click
- Your Campaign Budget
- You can even apply demographic, geographic, time & device settings



Paid Online Advertising

Pay Per Click Ads = TRAFFIC

2 Main PPC Ad Networks:

Google AdWords
(Google, AOL & Google Content Network)



Microsoft or Bing AdCenter
(Yahoo, Bing & the Content Network)



Advertising - Website, Page or Boosting

The image shows a screenshot of a Facebook page for 'Craig Grant - The Real Estate Tech Guru'. The page header includes the name, a search bar, and navigation links like 'Page', 'Messages', 'Notifications', 'Insights', and 'Posts'. A 'Promote' button is visible in the top right corner, which is highlighted with a red box. A dropdown menu is open from this button, showing the following options:

- Promote Your Website**: Get more people to visit your website.
- Promote Your Page**: Connect more people with your Page.
- [Go to Ads Manager](#)

The page content includes a profile picture of Craig Grant, a cover photo of a bridge at sunset, and a bio: 'Craig Grant - The Real Estate Tech Guru, Community Page about National Association of REALTORS®'. Below the bio, there are tabs for 'Timeline', 'About', 'Likes', 'Videos', and 'More'. The 'About' section shows '349 likes' and a 'Reach a new milestone 500 Likes' badge with a 'Promote Page' button. The 'About' section also lists 'Stuart, Florida', '(352) 400-4857', 'Add Hours', and 'Add Price Range'. The main content area shows a post from 'Craig Grant - The Real Estate Tech Guru' about a 'Last Chance - Social Media Workshop & Working with the Connected Consumer Tuesday 4/21 @ RAPB Palm Beach Gardens with Craig Grant'. The post includes a logo for 'MailChimp' and a URL 'USE.CAMPAIGN-ARCHIVE1.COM'.

Advertising - Promote Your Website

The screenshot shows the Facebook 'Promote Website' interface for the page 'Craig Grant - The Real Estate Tech Guru'. At the top, a red warning box states: 'Facebook's advertising tools might not work as expected when an ad blocker is enabled in a web browser. Turn off the ad blocker or add this web page's URL as an exception so you can create ads without any problems. After you turn off the ad blocker, you'll need to refresh your screen.'

The interface is divided into several sections:

- Create Ad:** Includes fields for URL (http://www.TheRealEstateTechnologyInstitute.com/), Headline (Craig Grant - The Real Estate Tech Guru), Text (Looking for someone to help you navigate and understand the confusing o...), Call To Action (Choose Button), and Image (upload one).
- Choose Audience:** Includes Location (blank), Interests (Technology, Real estate, Grant (money), Guru (2007 film), Website, Add 4-10 interests...), Age (21 - 65+), and Gender (All, Men, Women).
- Choose Budget:** Includes Daily Budget (\$5.00) and Schedule (Run this ad continuously).
- Ad Preview:** Shows a preview of the ad with the page name, headline, and text.

At the bottom, there are buttons for 'Terms & Conditions', 'Cancel', and 'Promote Website'. The background shows the page's profile picture, cover photo, and a post about a workshop.

Bonus Video & YouTube



Predicts

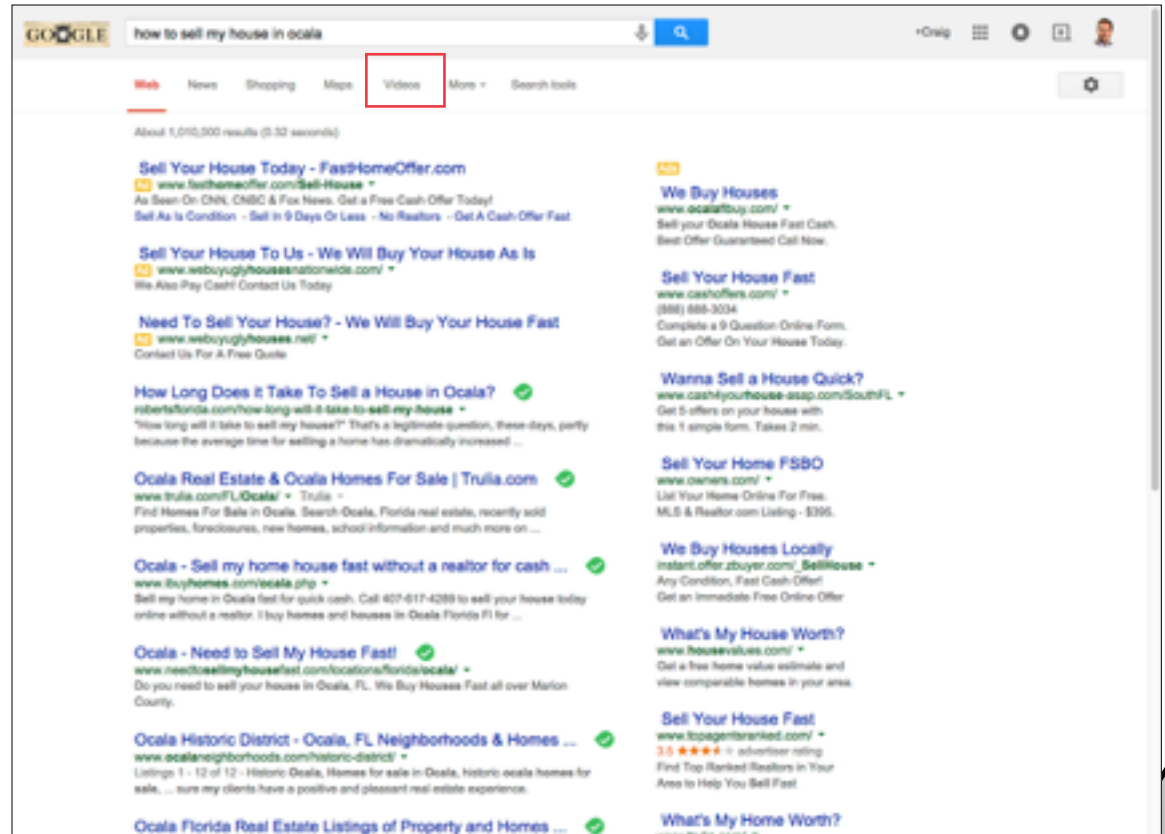
70% Of All Searches

will be for

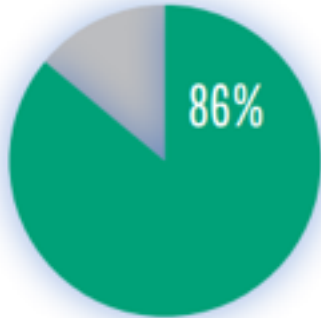
VIDEO by 2017!!

Video is Huge on Search Engines

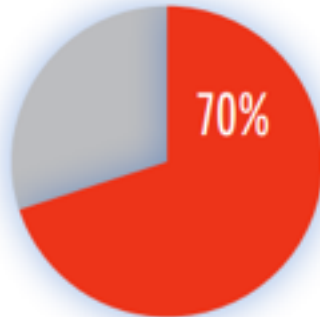
Video is 53x
More Likely to
Get Page 1
Placement on a
Search Engine



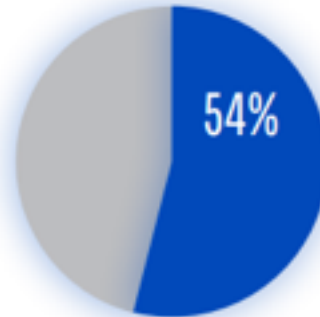
Video Usage Purpose for Home Shoppers



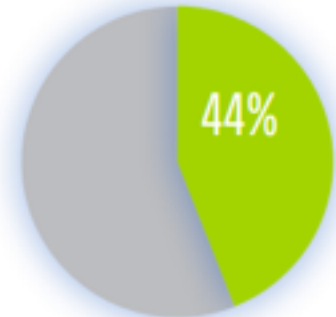
Find out more about a specific community



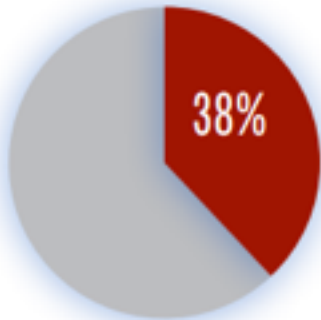
Tour the inside of a home



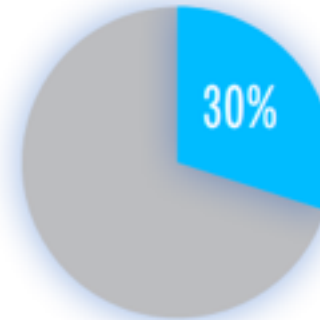
Obtain general information



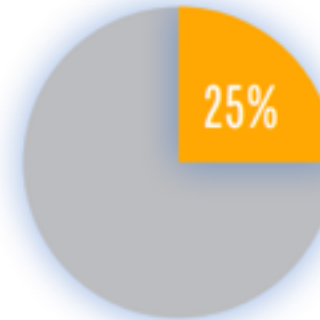
Compare features across multiple companies



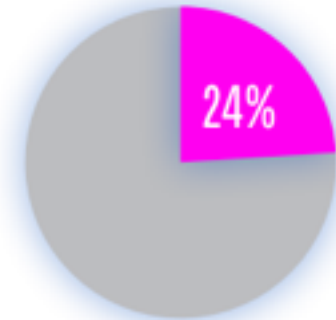
Understand specific features



Watch customer testimonials



Decide which company to purchase from



Watch instructional videos

Source: Google & Compete Home Shopper Survey, 2011

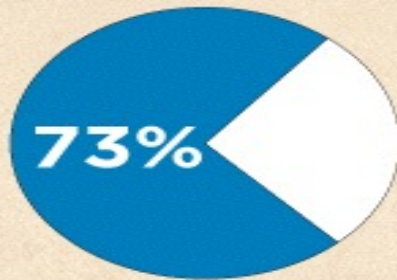
What Your Customer's Expect



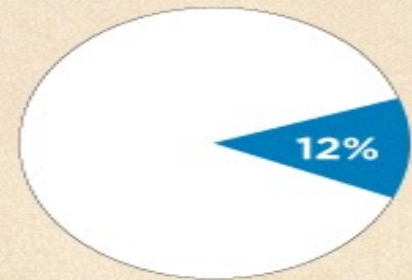
REAL ESTATE INDUSTRY + SOCIAL MEDIA USE

➔ www.Postling.com — Social Media Management for Small Businesses

Video (and YouTube) are More Important Than Ever



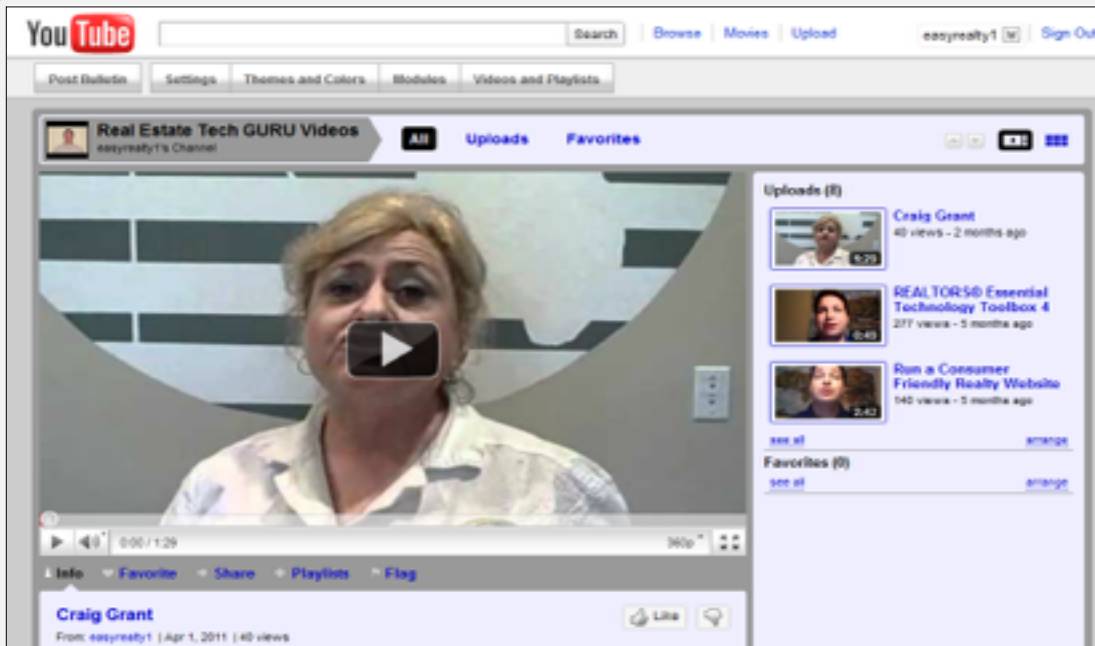
73% of homeowners say they're more likely to list with a realtor offering to do video, yet only 12% of the real estate industry currently have YouTube accounts. Real estate professionals may not see the immediate benefit to offering video just yet... but it's there!





YouTube
[YouTube.com](https://www.youtube.com)

- #1 video site & #2 search engine
- Amazing resource to learn anything



Create Channels provides you a easy, free place to upload, edit and promote videos



- Be Descriptive, consider SEO
- Take advantage of the Share button
URL or Embed Code

Bonus + Bonus Tips to Pick a Good Website Vendor

What to Look for in a Website Vendor

Will you have the Ability to....

- Edit the Website Yourself
(Content Management System)
- Customize the IDX/MLS YOURSELF

Assess the Sites for....

- Good Search & Tools
- Good Lead Capture & Follow Up Tools
- Good Provided Content

Determining Factors....

- CRM (Customer Relationship Management)
- Mobile

Good Affordable Real Estate Website Vendors



Self Promotion – The Ultimate Factor

Never forget you are your best promoter and in the long run you will determine how successful your website is!



**Question and
Answer Period
&
Thank You Very
Much For Your Time**

To Download this Course Go to

www.RETI.us/students/