Top 10 Tips to Improve YOUR Website

Craig Grant

RETI
THE REAL ESTATE
TECHNOLOGY INSTITUTE

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

#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

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

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

Mobile Guide   Get Started   Documentation ﹀   Mobile-Friendly Test

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

http://reti.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

◇ Google Developers

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

[   ]   **ANALYZE**

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.
Next

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

I built this site myself
I built this site myself and understand how to code.
Next

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
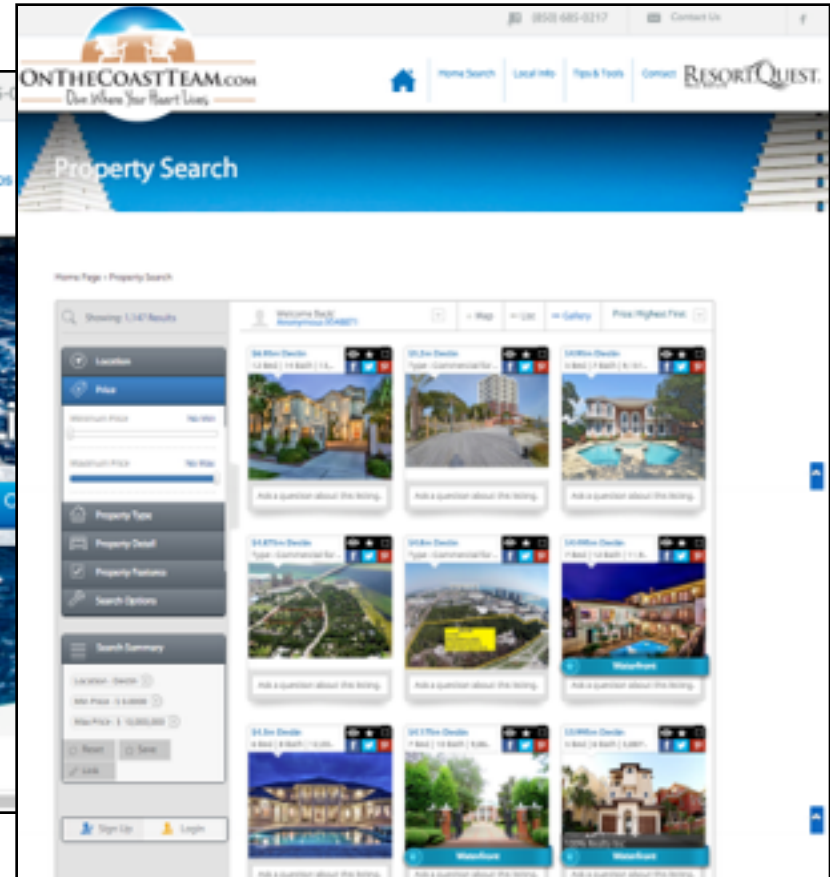4. Responsive Design = Full version of site on mobile, automatically resizes to work on any device
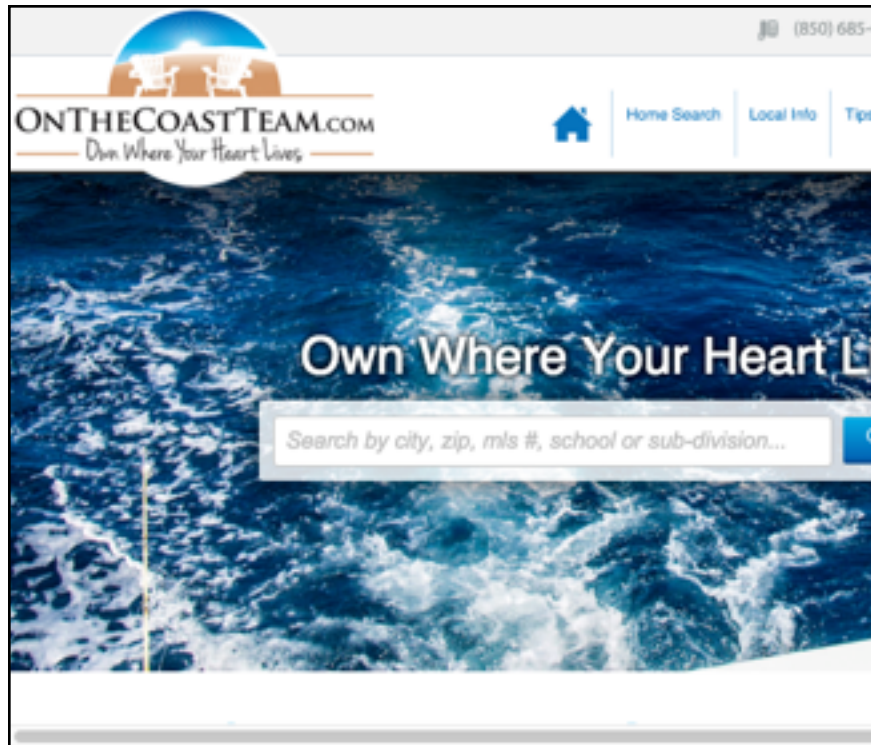
Your Website/Blog Have to Be Mobile

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 <u>Balance</u>
- 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
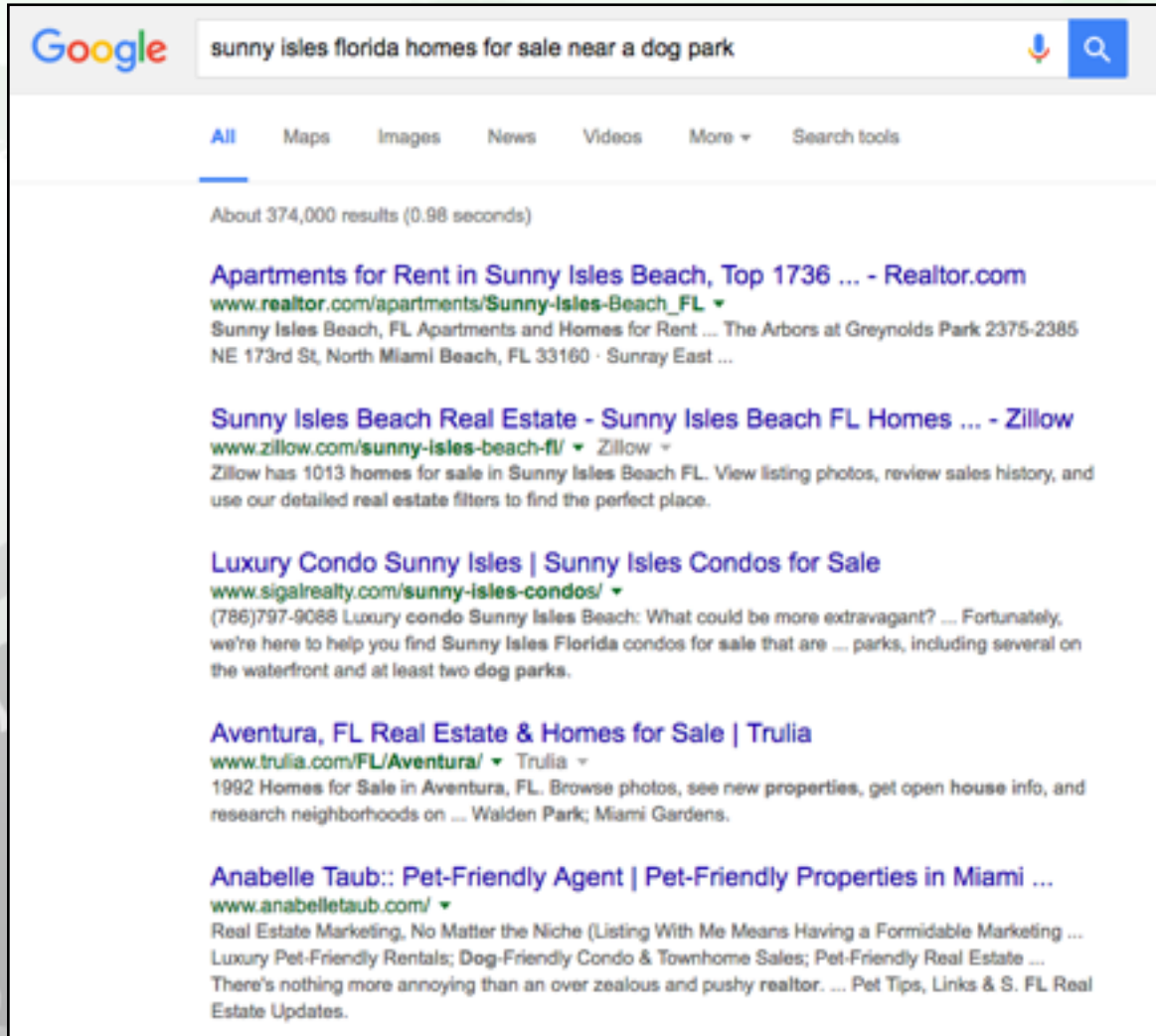
Have a Website That Converts!

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

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 Power of The Long Tail

Google search: north miami beach florida homes for sale by downtown

About 3,020,000 results (0.74 seconds)

Miami Investment Property - Turnkey Real Estate - Investability.com
Ad 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 ▾
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 ▾
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/ ▾ Trulia ▾
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/ ▾ Trulia ▾
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/ ▾ Trulia ▾
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

Google search: sunny isles florida homes for sale near a dog park

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
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/ - 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.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.

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

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

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#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

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, <u>drip emails are becoming less effective</u>

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.

E-Communication

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

A: Your Response Time!

The Longer You Wait	=	The Less Chance You Have of Securing the Business
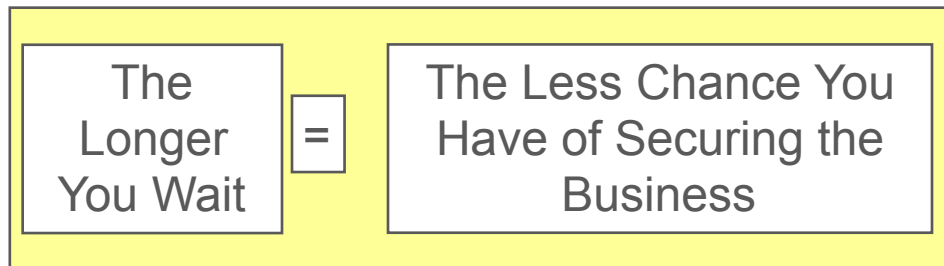
E-Communication

Your Expected Response Time

Immediate =	**49%**
4 Hours =	**97%**

California Associaiton 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:

Free Listings

Paid Listings

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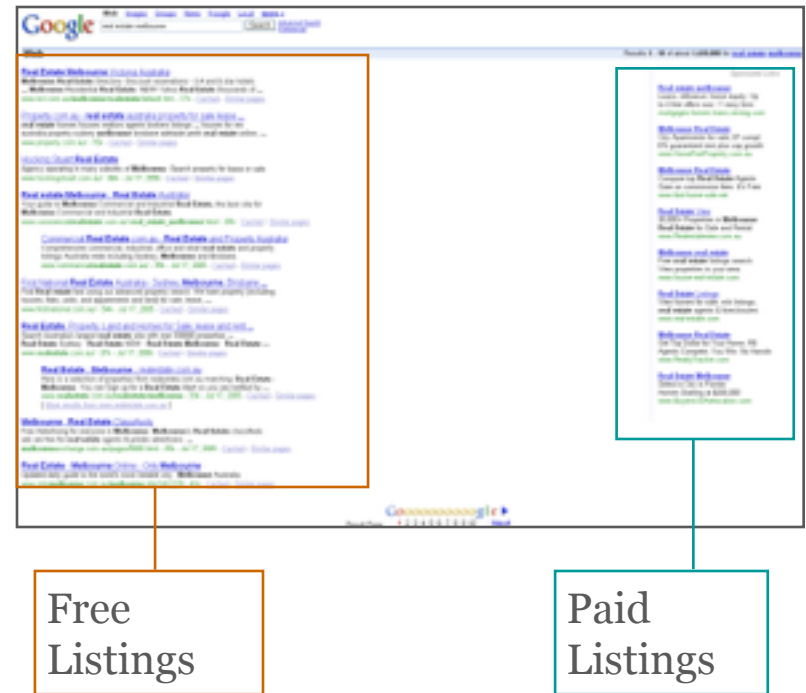
Paid Online Advertising

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

Advertising - Promote Your Website

Bonus
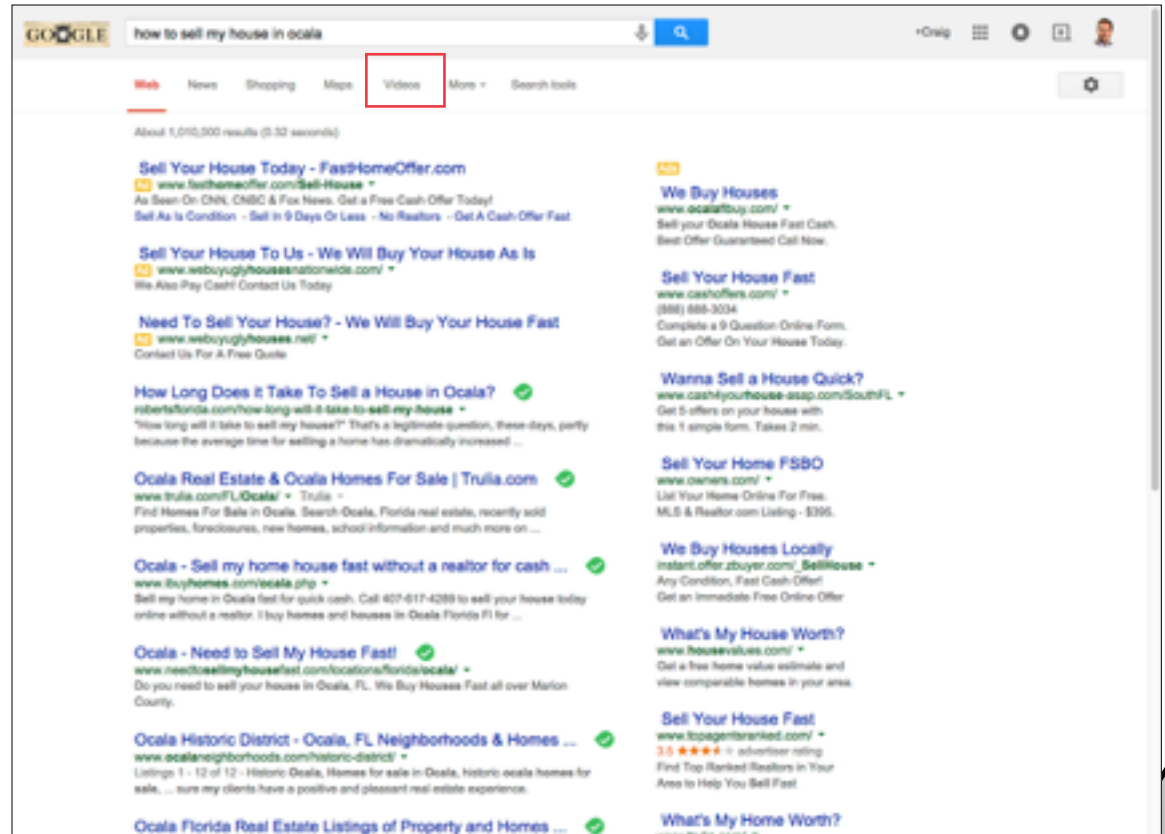# Video & YouTube

Google Predicts
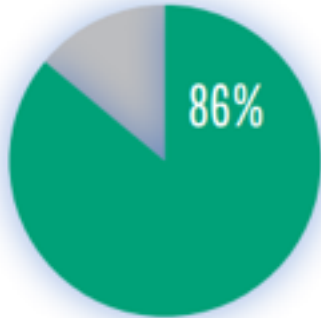
70% Of All Searches

will be for

VIDEO by 2017!!

Video is Huge on Search Engines

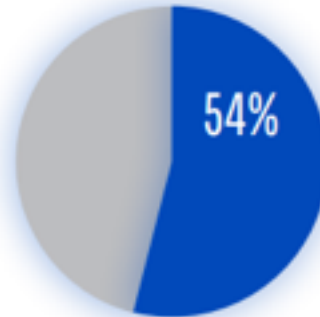Video is 53x More Likely to Get Page 1 Placement on a Search Engine
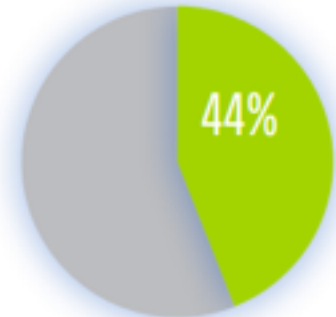
Video Usage Purpose for Home Shoppers

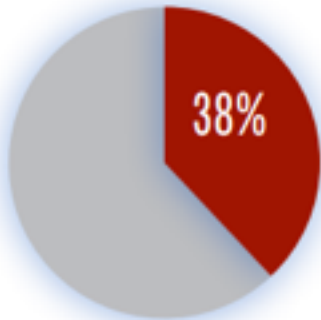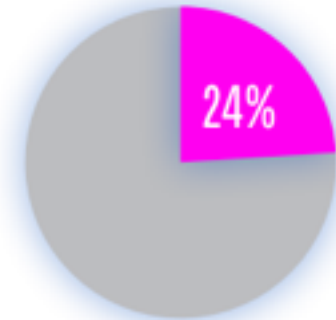|			
86%	70%	54%	44%
Find out more about a specific community	Tour the inside of a home	Obtain general information	Compare features across multiple companies
38%	30%	25%	24%
Understand specific features	Watch customer testimonials	Decide which company to purchase from	Watch instructional videos
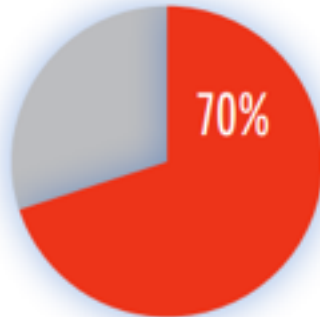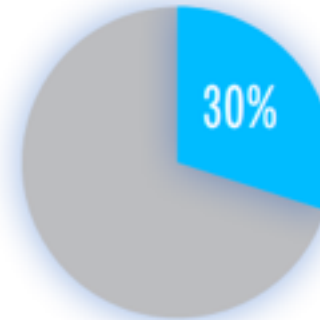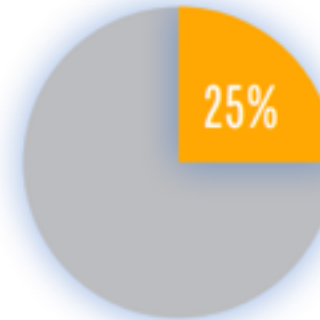
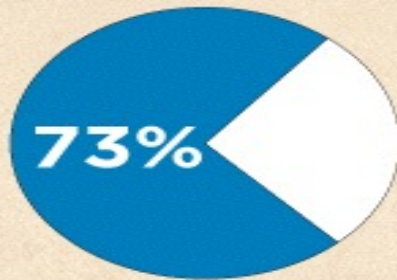Source: Google & Compete Home Shopper Survey, 2011

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What Your Customer's Expect

POSTLING **REAL ESTATE INDUSTRY + SOCIAL MEDIA USE**

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

Video (and YouTube) are More Important Than Ever

73%

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!

12%
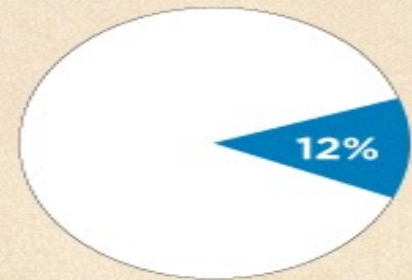
YouTube.com

- #1 video site & #2 search engine
- Amazing resource to learn anything
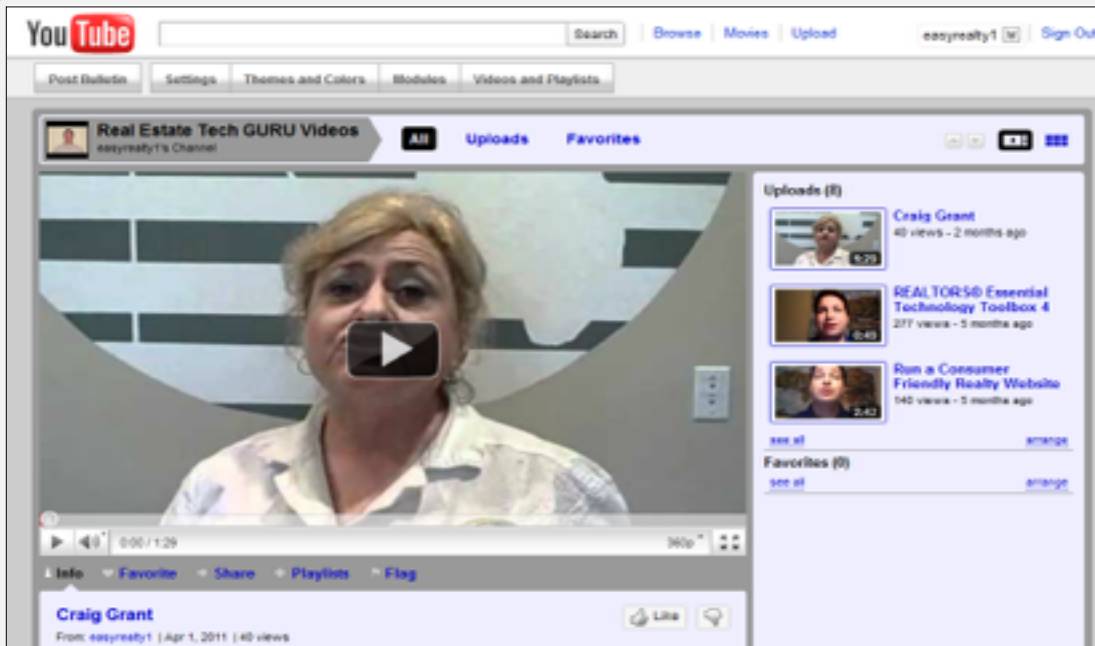
Create Channels provides you a easy, free place to upload, edit and promote videos

- 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