7 STEPS TO SUCCESS:
WHAT A GOOD REAL ESTATE WEBSITE MUST HAVE!

7 features or concepts your website needs to have in place to get noticed on the web and help you succeed
STEP 1: HAVE A PLAN!

- Who are you targeting? How will you present yourself?

TARGETING IDEAS:
- What do you want more of?
- What do people want or need in your area?
- What real estate problems need solving?
- What are the common interests/likes/cultures?
- What will your offers be?
- What makes you different?

- When you are contacted how are you going to stay in touch? With what and how often?
STEP 2: CLEARLY STATE YOUR SPECIALTIES

- Area names near top of page and in page titles
- Area info (specific pages are a plus)

IDEAS FOR LOCAL CONTENT:

- Attractions and highlights
- Demographics
- Market conditions
- Price ranges
- Neighborhoods
- Builders
- Summary of what Wikipedia says
STEP 2 (CONTINUED):
CLEARLY STATE YOUR SPECIALTIES

- “Audience areas” for special needs or demographics
- Pages and sub-pages for each audience
- Fly-out menus are a plus
- Call out to these audiences on the homepage:

**IDEAS FOR YOUR HOMEPAGE:**

- Make a very specific offer (“Home won’t sell?”)
- Link to a page that solves a popular problem
- Link to an audience area (“Renters, click here!”)
STEP 3:
MLS CONTENTS

- More than just one search link where visitors do all the work
- Make it easier on visitors with pages for each niche:

**IDEAS FOR MLS PAGES:**

- Starter homes or luxury (price ranges, features)
- Homes near an attraction
- Specific areas:
  - Communities
  - Neighborhoods

- MLS tools that keep visitors coming back
  - Saving favorite properties
  - Saving favorite searches (with e-mail alerts)
STEP 4: SIMPLE BUT APPROPRIATE CONTENTS

- Not too many pages, but the ones you have are “just right”

PAGES YOUR SITE SHOULD HAVE:
- At least one sub-page for each specialty, niche, target, or local area
- A few different pages for home shopping
- A separate testimonials page
- A separate page about you (or your team) and your credentials
- A dedicated page for your contact information
STEP 4 (CONTINUED):
SIMPLE BUT APPROPRIATE CONTENTS

- Organize it cleanly
  - Menu buttons that are related should be close together (also consider fly-outs)
  - Where possible use a link within a page to “learn more” or “click here” to keep things short
  - Consider having a page as a link instead of a button, or using “landing pages” to have visitors drill down into a topic
  - Treat your site like a news site by using clickable “headlines” to lead people to your additional relevant pages
STEP 4 (CONTINUED):
SIMPLE BUT APPROPRIATE CONTENTS

- Homepage leads a visitor to your highlights
  - Homepage is not a bio or a place to “toot your own horn”
  - Treat it like a “table of contents” or a page to help a visitor find their way quickly, efficiently
  - Call out to specific pages you think they are looking for

- Any pages that don’t fit your niche or strategy should be cut
- Every page you keep should work to get people close to you (or don’t use it)
STEP 5: LEAD CAPTURE

- Each page should end with a “pitch” as a close to the funnel
  - Contact info easy to find at all times
  - Make testimonials and credentials easy to find (link in footer or at bottom of pages near the “pitch”)
  - An appropriate form at the bottom of each page
- Custom forms are best: Come up with a pitch for each page and build a form around it
STEP 5 (CONTINUED): LEAD CAPTURE

- Draw attention to your offers
  - Phrase their problems or needs right back to them
  - Talk to them about solutions, not at them about your services

- Give them a reason to contact you:
  - No obligation consult
  - Referral to other experts
  - Personally compiled list of properties for them
  - Newsletters
  - Handbooks
  - Market analysis
  - Discounts to vendors

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STEP 6:
SOCIAL MEDIA AND BLOGS

- Social media = SEO (the easy way)
- Add easy to find badges leading visitors to your profiles
- Consistent branding between site and profiles
- Blog and update your profiles regularly:
  - Every 1-2 weeks at least
  - Can have same contents across all profiles
  - Don’t have to be long (8 sentences is average)
- Leverage links to your website’s pages to “close the deal”
STEP 6 (CONTINUED):
SOCIAL MEDIA AND BLOGS

- Posts don’t have to be about real estate, just has to be relevant to your readers (and show “passion and involvement”):

<table>
<thead>
<tr>
<th>IDEAS FOR BLOG TOPICS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant reviews</td>
</tr>
<tr>
<td>New businesses</td>
</tr>
<tr>
<td>Upcoming events</td>
</tr>
<tr>
<td>Local news</td>
</tr>
<tr>
<td>School openings/closings</td>
</tr>
<tr>
<td>Local sports</td>
</tr>
<tr>
<td>Shopping</td>
</tr>
<tr>
<td>Local attractions</td>
</tr>
<tr>
<td>Financial help</td>
</tr>
<tr>
<td>Anything else to show you’re involved!</td>
</tr>
</tbody>
</table>
STEP 6 (CONTINUED): SOCIAL MEDIA AND BLOGS

- Follow people back
- Read your “wall” or “followers” page – these are all potential relationships
- Comment when they post something interesting (so they keep hearing from you)
- Find other blogs to follow and comment about them
- Follow your friends’ friends (on grounds of shared interests, not “sales stalking”)
STEP 7: OTHER OFF-SITE PROMOTION

- Nearly ¾ of your Google rank comes from off-site promotion that Google sees
- Social media and your interaction with other websites and blogs plays a big role in this (your “online reputation”)
- Finding other websites for self-promotion is a must

IDEAS FOR MARKETING:
- Answer questions on Trulia, Mahalo, etc.
- Comment on a news article you just read including a link
- Trade links with other local businesses and colleagues
- Join Google Places
- Get listed in directories where other agents are listed
- Syndicate your listings
- Post ads on Craigslist for listings or services
STEP 7 (CONTINUED):
OTHER OFF-SITE PROMOTION

- Re-examine your “offline marketing”
  - Print ads should continue branding, have similar targets and goals as your site
  - Business cards, stationery, and sign in yard has website and/or “QR Code” to your site
  - Leverage flyers, brochures, hand-outs, and listings media to bring traffic
  - Find where people are hanging out and hang out there as well: mingle the “old fashioned way”
CLOSING:
CHECKLIST OF KEY POINTS

- View this class in checklist form or download this PowerPoint at: [http://help.alamode.com/training/agent/StepsToSuccess](http://help.alamode.com/training/agent/StepsToSuccess)
- Need more info on a specific key point? Check out our recorded videos at [www.alamode.com/agenttraining](http://www.alamode.com/agenttraining)
- Also, classes held **every weekday** at 3PM Central for live video help on any topic
- 24/7 Support #: 1-800-211-4514