

Top 10 Ways To A Have Business Exploding Real Estate Websites

Actionable Items for the Busy
Realtor

Prepared by Tom Lyons
Lyons International - Making you FINDABLE

Summary List

1. Have a lead capture form on every page
2. Respond to every lead request in under 5 minutes
3. Understand your website statistics
4. Register your site in Yahoo.com, BOTW.com and DMOZ.com
5. Ensure your Website Title Tags, use your best keywords
6. Write and Submit high quality articles to Digg.com, Mixx.com, Reddit.com, Realestatevoices.com
7. Write and Submit Press Releases to PRWEB.com and your local, regional and national papers when applicable.
8. Purchase Google Adwords, MSN and Yahoo PPC ads for your Name, Brokerage and Targeted Keywords
9. Have multiple methods for visitors to find your listings on your website.
10. Syndicate your listings in Google Base and Craigslist.com.

1. Have a lead capture form on every page

The screenshot shows the website for Tara Lyons, a Real Estate agent. The header includes the Royal LePage logo, the text "ProAlliance Realty, Brokerage INDEPENDENTLY OWNED AND OPERATED", and the agent's name "Tara Lyons" with the tagline "Your Information Source". A search bar and an "RSS FEED" link are also present. The navigation menu includes "Home", "About Tara Lyons", "Listings", "Real Estate Related Links", "Contact Tara", and "Blog".

The main content area is divided into three columns:

- Left Column:** A lead capture form titled "Get notified when new homes hit the market!". The form includes a text box with the message "We're happy to notify you when the homes which interest you hit the market." Below this are several input fields: "Area" (a dropdown menu set to "Belleville"), "Price" (a dropdown menu set to "\$50 - \$149,000"), "Your Name" (a text box with "Your Name" as a placeholder), "Email" (an empty text box), and "Phone" (an empty text box). A "Submit" button is at the bottom of the form. A hand-drawn circle highlights the form, and an arrow points from the text "Get notified when new homes hit the market!" to the form.
- Middle Column:** A "Featured Listing" for "449 Meyers Creek Rd. Presented by Tara Lyons - Belleville Real Estate". It features a video player showing the interior of a house with a dining table and chairs. Below the video is a URL: "http://www.taralyons.ca presents Quinte West Real Estate @ Yahoo! Video".
- Right Column:** A section titled "Current Belleville Real Estate For Sale" listing several properties with their prices and addresses, such as "\$164,900.00 157 Ann St., Belleville" and "\$219,900.00 449 Meyer's Creek Rd., Quinte West Real Estate".

At the bottom of the page, there is a "Testimonials" section with a quote: "She found our dream home and".

Action Item - Put a form on your home page requesting name, email and phone number in trade for something such as listing notification, your newsletter, etc.

2. Respond to every lead request in under 5 minutes

- Understand that if they are visiting your site they will be visiting another Realtor's site as well. Responding before another Realtor will give you the best chance of gaining a new client.
- If you have the phone number call immediately. If you have the email respond immediately. Treat the internet lead with the same respect you would a referral or sign call.
- With every email you send to a lead, ensure that a response is requested. You need to start a relationship, which means two way communication.

Action Item - Have all web leads forwarded to your phone or a buyer agent's phone, as well as the office. Set a 5 minute response rule.

3. Understand your Website Statistics



- Unique Visitors - Only counts them once
- Visitors - Counts a person each time they visit the site
- Page Views - Counts how many pages were viewed
- Bounce Rate - How many people came to your site and left but only looked at the page they came in on.
- Most Popular Pages

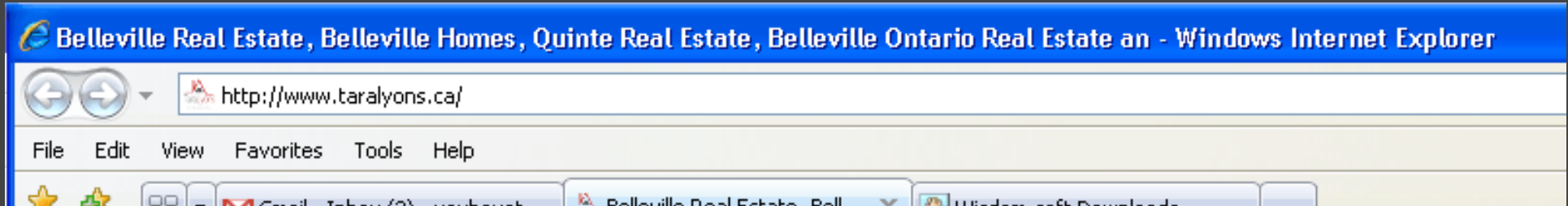
Action Item - Check your website to see if you have the statistics above by year , month, week, day. If not discuss having Google analytics added to your site. Make it part of your routine to review the stats monthly.

4. Register your site in Yahoo.ca, BOTW.org and DMOZ.com

- WWW stands for World Wide Web. The key term being WEB, no site is an island.
- Listing your site in the BIG 3 directories on the internet gives your site authority in Google's eyes. It also ensures that your site will also get indexed by the major search engines. The higher your authority the higher you will rank within Google for the terms that real estate buyers are looking for.
- There are many smaller directories worth submitting to as well. Such as JoeAnt.com
- In the first week of October 2008 Google removed submitting to directories from their Webmaster Guide lines. The comment made by Google is that they felt the suggestion was no longer needed however the links would still be valued. However, this may change in the future.

Action Item - Submit your site to the BIG 3 directories. Yahoo.ca, BOTW.org and DMOZ.com. Include them in your budget every year.
Cost: \$398.00 annually

5. Ensure your Website Title Tags use your best Keywords



- The title tag is a piece of code in your site that creates the text you see at the top of your browser.

`<title>Belleville Real Estate, Belleville Homes, Etc</title>`

- It is perhaps the most important aspect of optimizing your site for the search engines. It lets Google know what your site is suppose to be about. Choose the Phrase that will help people find you in Google. Such as "Belleville Real Estate"

Action Item - Have your developer change the title to the keywords you feel are best for your market.

6. Write and Submit high quality articles to Digg.com, Mixx.com, Reddit.com and Realestatevoices.com

- Articles are perhaps the best way to generate traffic and inbound links to your site.
- Inbound links with the correct anchor text are the main criteria to create high search engine rankings.
- Sites such as realestatevoices.com, digg.com, mixx.com and reddit.com allow you to submit articles to specific categories, creating links and traffic as well as authority for your site.

Action Item - Each month add 4 new articles to your site and submit the pages to the above three sites.

7. Write and Submit Press Releases to PRWEB.com, your local, regional and national papers when applicable.

- Every time you or your team do something newsworthy be sure to create a press release with links to your site. You should also be adding the news to your site as well.
- Press releases submitted to PRWEB.com create lots of backlinks to your site, and often show up in search results on their own, driving targeted traffic to your site. Keep in mind that it must be news, not spam.
- Well written press releases often get picked up by newspapers and news websites, creating even more authority backlinks to your site and publicity.
- Here's an example of an article accepted by the [New York Times](http://www.nytimes.com/2007/12/19/greathomesanddestinations/19gh-what.html?ex=1355720400&en=f010af2dfb900776&ei=5088&partner=rssnyt&emc=rss).
<http://www.nytimes.com/2007/12/19/greathomesanddestinations/19gh-what.html?ex=1355720400&en=f010af2dfb900776&ei=5088&partner=rssnyt&emc=rss>

Action Item - Find 1 newsworthy item to write about each year and submit it to PRWEB.com and send it to your local paper. Do more if possible.

8. Purchase Google Adwords, MSN and Yahoo PPC ads for your Name, Brokerage and targeted Keywords

- Google, Yahoo and MSN all have Pay Per Click (PPC) programs you can advertise with. Pay Per Click advertising is a great way to generate targeted traffic to your site. With good conversion PPC traffic can really pay off.
- Choosing the correct keywords and writing a good ad are the key to making PPC campaigns work. The cost of each click is determined by the amount of competition, the percentage of people who click on your ad compared to other ads and the text you use in your ad compared to the term you purchased will determine the amount you pay per click.
- Test each ad and make small changes over time to improve your Clickthrough rate.

Action Item - Open a Google Adwords account and purchase keyword phrases you need. Start with your name, team name and brokerage. Over time add "your city real estate", "your city homes" and other keywords.

9. Have multiple methods for visitors to find your listings on your website.

Premiere Realty, Brokerage
INDEPENDENTLY OWNED AND OPERATED
Your Information Source

Home About Tara Lyons **Listings** Real Estate Related Links Contact Tara Blog

Get notified when new homes hit the market!
We're happy to notify you when the homes which interest you hit the market.

Area:

Price:

Your Name:

Email:

Phone:

forms contact form by delicious:days

Featured Listing:
449 Meyers Creek Rd.
Presented by Tara Lyons - Belleville Real Estate

Current Belleville Real Estate For Sale

- \$164,900.00 157 Ann St., Belleville
Posted by admin on Thu, 25th September, 2008
- \$219,900.00 449 Meyer's Creek Rd., Quinte West Real Estate
Posted by admin on Fri, 5th September, 2008
- \$239,900.00 257 FARNHAM ROAD , Thurlow
Posted by admin on Tue, 2nd September, 2008
- \$249,900 1602 Old Wooler Road, Murray Ward, Quinte West
Posted by admin on Wed, 28th May, 2008
- \$1,100,000 2020 Old Highway 2 , Sidney Ward, Quinte West
Posted by admin on Wed, 28th May, 2008
- \$449,000 Old Kingston Road, Belleville
Posted by admin on Mon, 26th May, 2008
- \$114,900 1005 George St, Belleville
Posted by admin on Thu, 15th May, 2008
- GREAT ST. JAMES STREET , BELLEVILLE, \$29,900
Posted by admin on Fri, 9th May, 2008
- \$225,000 32 Island Road, Prince Edward County
Posted by admin on Mon, 28th May, 2007

Categories

- **Belleville Homes for Sale** (6)
- **Prince Edward County Real Estate** (1)
- **Properties for Sale** (9)
- **Quinte West Real Estate (Frontenac)** (2)

Testimonials

"She found our dream home and respected our financial limits. She was always mindful of vendors and their situations and was incredibly professional. Ours may not have been the most expensive home she's sold but she made us feel that it was ours."

10. Syndicate your listings in Google Base, Craigslist.com

- Using Google Base and Craigslist.com allows you to spread your exposure.
- When a visitor finds your name or team in multiple places on the internet, it demonstrates that you have a presence both online and offline. Solidifying that you are an active and progressive agent.
- Each of these sites are free to advertise on and are becoming more popular everyday, in fact, these sites are starting to cause an industry wide disruption in the newspaper industry.

Action Item - Add your listings to Google Base and Craigslist.com.

Longterm Success = Longterm Learning

Having a successful site relies on having the correct advice and information consistently and continually.

Information is changing everyday and search engines change the way they rank sites all the time.

What works today may not work a year from now. So education or at least hiring a knowledgeable partner is vital.

If you want more information and want discuss your site drop me an email and we can set up a free review of your site.

Contact me at:

tlyons@lyonsinternational.com

613-848-7289

or visit <http://www.marketing-real-estate.com>

Follow me on Twitter: <http://www.twitter.com/tlyons>

Become a Fan on Facebook: <http://www.youhavetom.com>