



*OnlineRealEstateSuccess.com*

# **Internet Marketing for Real Estate**

**Conquer your fear & generate leads for success on  
the Internet**

**By  
James and Joseph Bridges**

**Edited by Thom Colby**

## Table of Contents

Introduction.....	4
Who are these guys? .....	4
Why did we write this book? .....	5
The Internet and You .....	5
Mythunderstandings.....	6
Mythunderstanding 1: Online Leads Don't Work.....	6
Mythunderstanding 2: I don't need a website .....	6
Mythunderstanding 3: I am not a techie .....	6
Mythunderstanding 4: I can't afford to have a website.....	6
Mythunderstanding 5: There is too much competition already .....	7
Affordable Lead Generation .....	7
Website Basics .....	8
Differentiate yourself .....	9
Search Engine Optimization .....	10
Keywords or Phrases.....	11
What does a high performing page look like .....	11
Submit to Search Engines .....	13
Google Analytics ® .....	14
How do get started with Analytics.....	16
How to write the best possible page title .....	16
Get the Appointment.....	17
Keeping content fresh .....	18
Writing Powerful Ads .....	20
Powerful Ads Start with Powerful words .....	20
Headline .....	21
Second Line .....	21
Web Address.....	21
Instant Traffic to Your Website .....	22
Directories .....	22
Domain Names.....	24
How to select the right domain name .....	24
Marketing Different Domain Names .....	26
What not to do.....	26
What you should do .....	27
Links .....	28
What is a link? .....	28
Why are links important?.....	28
Linking to other areas within your website.....	28
Getting a high quality link .....	29
Testimonials.....	29
What does the Ultimate Website Look Like.....	30
40 Point Checklist That Every Website Must Have .....	30
Overall.....	30
Blogs .....	31



Rules for Blogging..... 32

So why does blogging work?..... 33

So again how does this work with SEO and SEM? ..... 33

Promoting your Blog..... 33

Social Networking ..... 33

    Where to start your social network ..... 34

Definitions..... 34

What is the next step? ..... 35



This guide may be distributed free as long as a link is made to [www.OnlineRealEstateSuccess.com](http://www.OnlineRealEstateSuccess.com). It may not be sold or re-branded without express written consent of JAB & Associates and [OnlineRealEstateSuccess.com](http://OnlineRealEstateSuccess.com)

## Introduction

There are already some great books on the market and also great people writing books about search engine marketing (SEM) and search engine optimization (SEO). Many of those books focus on theory with no application that can be easily implemented by the real estate professional. The goal of this book is to help bridge the gap so you can learn tangible skills for online marketing and start to see some results.

So who are we and why should anyone listen to us about this topic when there are plenty of other sources you can go to?

### *Who are these guys?*

#### **James Bridges**

I graduated Cum Laude from the University of Southern California with a degree in information systems from the Marshall School of Business. I was a consultant to Fortune 500 companies. I am a former MCSD, Microsoft (Certified Solution Developer), as my focus for the consulting group was building large scale custom web solutions. I'm a former instructor in the Internet Technology Program at the School of Engineering, University of Southern California for 6 years where I taught subjects ranging from Introduction to Web Design and Implementation to Introduction to Database Design and Development.

I am the developer of our real estate websites. When I started we got 7 leads a month. Now, we receive over 225 requests each month from people asking for help finding their next home or condo in Long Beach. We receive over 13,000 unique visitors to our 6 websites. I maintain all overture advertising, and SEO work on multiple websites. Additionally, I advise other Realtors® on what should be done to improve their website performance. My advice to others has helped some of them increase the return on their websites by over 1000%. I wanted to write this with my brother so you won't have to spend your nights working on this like I do. Take what we write, apply it, hire it, do it, and increase your commissions significantly!

#### **Joseph Bridges**

I graduated Cum Laude from the University of Southern California with a degree in information systems. I was a consultant to Fortune 500 companies on building and implementing their IT systems. I am a former MCSD, (Microsoft Certified Solution Developer), and was an instructor in the Internet Technology Program at the School of Engineering, University of Southern California for 6 years. For the last 4 years my brother James and I have been real estate brokers helping people accomplish their real estate goals.

I have developed many of our follow-up systems for our Internet leads and maintain our real estate blogs. I'm also the guy who runs all of the Google™ Advertising for our team. I have spent countless hours making sure we get not just any visitor, but the right visitor to our websites.



©Copyright 2008, JAB , Inc. All rights reserved.

*This material may not be reproduced in any manner without the express permission of the authors.*

OnlineRealEstateSuccess.com

Page 4 of 36

Over 80% of our business comes from the Internet. We have closed over \$600,000 in real estate commissions directly from the Internet while spending less than \$40,000!

## **Thom Colby**

Thom is a 30+ year veteran of the IT field in Senior Management at Fortune 100 companies such as American Express, Coca-Cola, and VERITAS (Symantec) Software. He has developed and maintained countless IT systems and managed hundreds of employees to guide the Global IT Infrastructure of these companies prior to beginning his real estate career. In 2006, Thom set the Keller Williams Realty International sales record for individual production in a single month with 52 closed sales. He has served in Leadership at Keller Williams offices in Long Beach California and as an agent in Houston Texas. His contributions to this book go far beyond merely editing. He ensures everything is completed, readable, and understandable so real estate professionals reading this book can easily use the knowledge provided to accomplish their goals on-line. Having him collaborate on this book is a privilege and it would not be the same without him. Thom can be reached at [thom@thomcolby.com](mailto:thom@thomcolby.com).

## ***Why did we write this book?***

We wrote this book to help all real estate professionals understand why they can't just have a basic website anymore, to educate them on the important components of a website and, how it fits into their marketing. We got tired of hearing friends, associates, and yes even competitors, say that the Internet doesn't work or they lost \$10,000 to some company who promised the world with a fancy website and got nothing out of it. Frankly we like to help people, which is why we got into real estate in the first place. We figured that if we let all real estate professionals know what it takes to have a great web presence they can decide what level they want to achieve. This book is not geared for IT professionals but so real estate professionals can understand what it takes to get to the next level on the Internet. We want people to have a base of knowledge about their technology choices before they decide to spend their hard earned commission dollars on fancy websites, massive pay-per-click campaigns, or companies that promise the silver bullet online. You will find if you do 1 or 2 things in this book you will dramatically increase your profitability and the dollars that feed your family. So enjoy this book and also visit [www.OnlineRealEstateSuccess.com](http://www.OnlineRealEstateSuccess.com) for FREE conversion scripts and other web tips that will help you increase your profit online.

## **The Internet and You**

In the late 1990's, the Internet took off. With the sale of Amazon's first book in 1996, the Internet as we know today was born! Although that was more than 10 years ago, the real estate industry has been slow to adopt the Internet as a form of doing business. Many Realtors® utilize their websites as a glorified yellow page ad instead of focusing on the customer. The ego-centric nature of the traditional Realtor® websites has lead many of them to believe people are not searching for real estate online, because they're not getting any business out of their websites. The reality is that people are not searching for a specific Realtor® online, they are searching for properties!



©Copyright 2008, JAB , Inc. All rights reserved.

*This material may not be reproduced in any manner without the express permission of the authors.*

[OnlineRealEstateSuccess.com](http://OnlineRealEstateSuccess.com)

Page 5 of 36

## ***Mythunderstandings***

There are many common misunderstandings, or as we like to point out "Mythunderstandings" that Realtors® have regarding the websites and leads that come from websites. So that you don't fall into some of these pitfalls, we thought we would address some of the most common problems here.

### **Mythunderstanding 1: Online Leads Don't Work**

Truth: These leads are as good as any other lead you would get from an open house or a magazine ad. The reality is most Realtors® never work the leads long enough to find out if they are going to work out. We have been told by an experienced broker that "you know a good lead when you get the commission check". If we approach every lead efficiently and effectively then we can get those good leads where the money is in our hands! Having systems in place to help you follow up with large numbers of leads will help you maximize the results from your website.

### **Mythunderstanding 2: I don't need a website**

Truth: Over 80% of buyers are now starting their search for real estate online. If you want to be where people are starting their search for real estate, you will want to have a website. As more of the generations who have grown up with the Internet become homeowners there will be a paradigm shift where more sellers will be using the Internet to determine things like home value and choosing their listing agent. If you want to be where the prospects are, you will need to be online, period! Since being online is easier than ever you just need to know how to differentiate yourself from the millions of other websites that are available.

### **Mythunderstanding 3: I am not a techie**

Truth: You don't have to be! You are in the business of real estate, not web development. With many companies providing templates and services, you no longer have to be a techie to create and maintain your web presence. The most difficult part is having a plan and knowing what you should be doing do get the results out of your website.

### **Mythunderstanding 4: I can't afford to have a website**

Truth: You can't afford not to have one! The costs of starting a website and getting online can be done for a few hundred dollars. When you compare the costs of starting your web presence to other marketing items in real estate such as magazine ads, open house signs, and direct mail campaigns the cost of a website is one of the least expensive you can invest in. Much of the success of your online presence will not be dictated by how much you spend, but rather by the amount of sweat equity you put into it. Putting your own time into your website communicating about your area only takes your time and reaps some of the biggest rewards!

©Copyright 2008, JAB , Inc. All rights reserved.



*This material may not be reproduced in any manner without the express permission of the authors.*

OnlineRealEstateSuccess.com

## Mythunderstanding 5: There is too much competition already

Truth: There is always going to be competition in any form of advertising that you do. The fact is there are hundreds of thousands of websites that exist on the World Wide Web. Most never get found and there are a few household names that we know like amazon.com, so we just have to market ourselves appropriately.

### *Affordable Lead Generation*

If you are in real estate, you are in the business of lead generation. Most Realtors® look at lead generation as an after thought as many think they are in the real estate business. Many high performing teams and individuals use the rule of thumb that 10% of your overall budget should be dedicated to generating leads. Generating leads online can help you to maximize your dollar within your 10% budget. Generating leads through your website you can have a prospect contact you for an amount that would be about the same as you going to a fast food restaurant and buying your lunch. Yes, for around \$6, you can have people contact you. Compare that rate with the cost of a magazine ad and the number of calls you are able to get from that ad.

You know it is amazing to think with online advertising you literally can find someone who at least has an idea they want information from you and, wants to work with you for \$6. Now that \$6 number doesn't happen overnight but trust us, it can be done. At the end of the day it comes down to whether you want to spend your time and effort in order to drive your costs down as low as you possibly can.

When looking into what your costs are for a prospect you want to look at what your average commission is and what your return on investment (ROI) is. Our cost is \$6.83 per lead we receive through our websites. For us this is a fantastic number. One of the questions we are asked often is "How much do you spend on your websites and your web advertising every month?" While these are fair questions to ask and we do answer it when we are asked, we want to make it very clear that the amount we now spend per month is no where close to the amount we started with. When we started doing web advertising over 4 years ago now we started with \$50 a month we didn't have. In fact that \$50 went to a credit card every month and we didn't pay it off. We thought we were literally going to go bankrupt. Thankfully we didn't and we are here to tell the tale. So whatever you have per month it is the amount of return you get on the dollars you spend, not the dollars that you spend.

To give you an example of how this works out in mathematical terms let's take a look at how it works for Jamey when he is following up on leads:

- 60 leads a month received
- **Total Cost:** \$409.80
- Number of Appointments Booked: Between 10-12 appointments
- **Cost per appointment:** \$40.98
- Number of signed up buyers(Jamey averages 90% agreeing to contracts): 9
- **Cost per buyer under contract:** \$45.53 per buyer
- James averages 2 buyers that close escrow every month so cost per closed buyer: \$204.90
- **Average Commission excluding company split:** \$9,750
- So for cost of \$409.80 a month, his total commission is: \$19,500
- **Return on Investment: 47 times return on your money** - not bad, huh?



Now a couple of things to take note - notice how we have to work a certain number of leads to get the end result. It all starts with the number of leads you have and what you are paying for those leads. Hence you want to pay as little as you can per lead so you can get as many leads as possible. Also note that our average commission is low for our area. The average price of a home in Los Angeles County is \$525,000 but our average sale is closer to \$350,000. We can still make a nice living and generate income while serving a niche that most Realtors® in our area choose not to serve. If you are in an area where the average sale is less you may be able to acquire leads for even less than the \$6.83 per lead that we pay. The farther you drive down that number the better. Now we also want everyone to know that Jamey has a very high skill set and has truly mastered his scripts. As a result he can book more appointments with fewer leads than others on our team have been able to do. When you average the dollars that we spend and the gross commission income we receive we average a 17 times return on money spent on the Internet. Most businesses would love this number and we certainly do as well. Our goal is consistently getting as close as possible to the 47 times number. We have worked with others who average a 23 times return on the money they spent on the Internet. The key is to keep track of things and not just throw money at the Internet thinking it will work.

There are many different chapters in this book that go over different Internet tasks that you can do yourself and save some money. We don't want everyone to become technology experts but writing your own content would be a great idea! Some firms charge as much as \$500 per page to have content written and others maybe even \$250. Even if it took you 1 hour to write one page of content it means you just were paid \$250 an hour to write content. We challenge you to think about that as you decide what to outsource and what to do yourself. We want you to have as high a return as possible on your dollars spent while not trying to start a new career as an IT professional.

One final note; we include all costs associated with the Internet in order to come up with the \$6.83 per lead figure. If you are paying webmasters, content providers, pay-per-click advertisers, or other consultants make sure you factor this into your calculation. We recommend as long as you can get 10 times return on your Internet dollars you are doing well but truly strive to hit 15, 20, or more for every dollar spent. You will find it's a neat game to see how low you can drive down your cost per lead so you can get more leads for the same overall dollars and we believe that brings more real estate success online!

## Website Basics

Many Realtors® never start the process of building their web presence because they feel they have to have everything perfect before they let people know about it. The reality is websites are never perfect; they are an ongoing work-in-progress where we try to improve our results and improve our rate of contact. Now, that you know your website won't be perfect, let's see what the must have features are so you can get those up and running!

The book, *Internet Lead Generation*, written by Bryon Ellington does an excellent job of covering some of the necessary features that you should have on your website. Here are some of the must have aspects that need to be a part of your website so you can compete online:



1. **MLS/IDX Search** - Provide a **FREE** MLS/IDX search on your website. This will create the illusion that you have 100's of listings. People are going online to search for listings so give it to them! With the agreement put forward by the National Association of Realtors®, this is available in almost every market.
2. **Area Content** - Not the canned content that vendors will provide you, but your own view of the neighborhoods in which you practice real estate. This is not a section to talk about you, but a section to discuss the area and what it is like. This is how you can demonstrate you are the expert, without blatantly saying "I am the expert". Putting calls to action in this section back to your MLS or your "Hot List" will help you generate contacts out of your visitors. Remember our "HOT List" is the marketing term we have coined for the custom searches or websites we set up for prospective clients.
3. **Seller Home Value** - Since you want to be able to take advantage of both buyers and sellers you will want a section designed to help seller's determine their home value. This can be a simple form where they submit their home address to you so you can give them information on their homes value.
4. **Contact Information** - Providing valuable content and tools with no way to contact you, makes your website fairly ineffective. Have your contact information viewable in the same location on every page. You should make it easy for people to contact you in different formats both phone and e-mail. Some people may not be ready to pick up the phone, so you may start the relationship via e-mail.
5. **Domain Name** - You will want to choose a domain name that truly communicates what your website is about. Review our section on domain names for tips and advice on how to choose a powerful domain.

## *Differentiate yourself*

When starting in the real estate business Realtors® start off by trying to differentiate themselves from other real estate agents in the area. The odd thing is when online, most real estate agents try to look like everyone else! You will not want to waste prime "real estate" on your website with a large picture of yourself. You will want to focus on a niche of real estate that has interest to consumers looking for real estate. Just as you differentiate yourself to your customers in traditional means, you will also want to differentiate yourself on your website.

Define your niche of expertise and communicate it online. For example, if there are a good number of condo developments in your area you may want to dedicate yourself to providing information on the many different condo complexes that are available. This is a wonderful way to get content easily as you can merely write up content on each building that you have visited. By documenting your expertise and communicating it on your website people will believe that you are an expert at condos! Be careful not to be an "expert" at everything. We have seen many websites where Realtors® are experts at "condos, homes, loans, multi-units, and commercial". It will be tough for someone to believe that you can be an expert at all of those subjects. As you get more successful with online marketing you can have websites dedicated to different areas of expertise if you want to cover more than one niche.

What do I do first?



While teaching courses to real estate agents we have found that many get confused on just what to do first. Here are some of the very first steps you can take to start your web presence.

1. **Commitment** - By reading this document you have started the learning process of what you need to do to be successful online. Now you have to make the commitment that you will take time to make sure your web presence will be successful. You can't immediately jump to the number 1 spot in Google™, but if you give yourself time, you can get there. Commit to sticking with your web presence for 1 year, the easiest way to do that is by paying for your web server fees for an entire year in advance.
2. **Define your niche** - What are you best at? What area do you really like to work? Deciding this will help give you focus when creating your website.
3. **Choose a Domain Name** - Since you have decided on your niche this should be a smooth transition. Go to [www.TopAgentDomains.com](http://www.TopAgentDomains.com) and choose a domain name that reflects what your niche, then pay for that server fee for a year!
4. **Choose a web vendor** - Review our resources section for web vendors. Choose the one that best meets your needs so you can get going. You want to be comfortable with the services that are provided to you. We recommend not selecting too many bells and whistles as those extras can add up quickly. Start with the basics first and make it work for you before you add on the latest thing the salesman is telling you.
5. **Write Content** - Keep it simple. Write just 5 pages of content about the areas you serve. Upload those pages to your website. This one we can't recommend enough. Really, if every real estate professional just wrote a few pages about the area they serve they would notice amazing results. For tips on how to write your pages see the chapter on Writing Content.
6. **Submit to the Search Engines** - The search engines will not know who you are if you don't let them know. Use our primer on SEO or see the Search Engine Section of the SEO chapter on how to submit to the most common search engines and directories so they can have time to learn about your website. Please remember, never use one of those automated services to submit your site. Just do it yourself!
7. **Start Online Advertising** - Sign up for your Google™ or Yahoo® account and start running ads online to get instant traffic to your website. We recommend that you start small with advertising on a pay-per-click basis so you can learn without bankrupting yourself. If you have \$25 a month available, start with that. If you have \$50 or \$100 start with that as well. If you have \$1,000 a month we recommend starting with a smaller amount so you can figure out what works best, and then increase it later.

## Search Engine Optimization

Search Engine Optimization or SEO has been the new buzz word throughout the real estate community. Many books and forums are dedicated to SEO, but here we want you to have an understanding of what it is and some of the action items that you can do to ensure your website is competitive.

SEO is the practice of making a website accessible and noticeable to the search engines. With billions of pages online, we want our websites to show up in the top 10 of the searches so someone actually finds our site! SEO is not just a science, or everyone would be able to get themselves to the top ranking. It is part art as well, and with each search engine, you will find your art and science are interpreted differently. The different algorithms written by MSN®, Google™, and Yahoo!® all interpret differently which sites should show up in the top 10. Don't get frustrated when you work on your website if your results are not immediately noticed online. Doing SEO work is a practice that is often a practice of patience so you can see how different changes and updates to



your site are viewed by the different search engines.

There are many different small tasks that we can complete to ensure that we are practicing SEO when developing our websites. To make our websites noticeable to search engines (and of course our customers) we will have to concentrate on tasks, like writing effective page titles, understanding keywords, quality and quantity of content, and how many people deem our site important enough to link to. Don't get scared because if you can master just a couple of aspects of SEO then you will have many customers coming to your website and wanting you to help them purchase or sell real estate.

## ***Keywords or Phrases***

Understanding what people are using to search is the first step into optimizing your website. One of the easiest ways to find out what people are using is to simply ask your friends, "if you didn't know me, how would you find a realtor online?". That will give you your first set of keywords that people search on. After that you will want to look at some tools to get a broad range of phrases that people are searching on. Tools like [www.nichebot.com](http://www.nichebot.com), [www.wordtracker.com](http://www.wordtracker.com), and [www.keyworddiscovery.com](http://www.keyworddiscovery.com) can help you to dig deeper to find out 100's of words that people may be searching for real estate in your area. An additional tool that works well is [www.keywordsanalyzer.com](http://www.keywordsanalyzer.com). This is a great product that allows you to see the cost for different words and what people are paying. Now Google™ has some excellent free tools that allow you to see similar information but "keywordanalyzer" really is great and, in future additions to this book, we will have more information about this tool. We have used Word Tracker for quite some time now and have been very pleased with its results.

Spend some time to find the best possible phrases. If you stop at just "San Diego real estate" and "San Diego realtor" you are missing many words and phrases that everyone else is missing. Knowing your area in detail can help you to find additional niche phrases, like within San Diego, you may specialize within an area such as Spring Valley and within Spring Valley, you may also work in the area of Casa De Oro. So do some homework to see if people are searching on the areas that are your specialty! Studies have shown when you find phrases 3-5 words in length, the consumer is more likely to interact with your website. If you only find phrases 2 words in length, i.e. "real estate", the phrase is too broad and too difficult to compete with. Spending time to find the longer phrases can help maximize your ROI on the content you write and ads you are running.

Once you have a list of words people are searching for, you have a couple of great easy options to implement those words. You can write content with the words in your copy and write [online ads] that will appear when people search. These are the two most powerful ways to maximize your new understanding of keywords. Look at the sections on keeping content fresh and how to write powerful ads to find out how you can integrate keywords and phrases.

## ***What does a high performing page look like***

As you are writing your content and putting up new pages on your website you will want each and every page to perform at its highest level. The goal is to convert as many visitors to your website as possible into contacts. If your website is high performing then you will be converting 3-6% of your visitors. Although content may vary from page to page, there are some common aspects that you will want each and every page to have in order



to ensure you are getting the desired results. What aspects of a page make it high performing? Let's see our top 5 items to make a web page a high performing page.

1. **Powerful Title** - Make sure that your title is captivating and relates to the content on the page. There is no quicker way to ensure someone leaves your page quickly than if your page title is drastically different from what is actually on the page. Each page should have a different title, so take time to write a title that is compelling. The title should incorporate the keywords focused on for the page.
2. **Heading** - The heading of your page should be large (**using an H1 tag**) and should provide immediate value to the visitor. This is what makes them want to read more. It should also incorporate the keywords you are focusing on for the page. For example your heading might be simple like the following:

1. **High Rise Condos in Downtown Long Beach and More!**

1. This simple title is emphatic and encourages a visitor to read more on the page. Especially since viewable "**above the fold**" are pictures of high rise buildings.

3. **Call to Action** - If you have 4,000+ visitors a month to your website, but you never asked them to do anything, chances are they won't do anything! You need to have a call to action that is immediately viewable on a page. The call to action should be short and provide immediate value to the visitor to your website. An example of some powerful calls to action would be the following:

1. **Search Downtown using our FREE Long Beach MLS!**
      2. **Get the Hot-List of Available Downtown Condos!**

4. **Contact Information Viewable** - On each and every page of your website your contact information should be easily viewable. Place your phone number and e-mail in a place so as a visitor is going through your website they don't have to go back to another page just to find out how to call you! Your contact information should not be the focal point of a page, but it should be conspicuous enough so that if someone has the desire to call or e-mail they can. We have had countless phone calls from clients who said they called us because we were one of the few websites they visited where they didn't have to search for a phone number to call. If at all possible the contact information should be the same on every



page. This will allow customers to always be able to pick up that phone and give you a call to book an appointment or have you answer questions.

5. **Quality Content** - Many real estate agents try to take short cuts on their websites by borrowing "canned" content that has been used on many different websites. Although this is a way to get some content on your website, it will not differentiate you from the thousands and thousands of websites that are available. Take time to write up unique content on the areas in which you serve. Along with your content take some simple digital pictures that you can post with your compelling content. Remember, no

one knows your area like you do, so take time to document the unique features of the area and show them how wonderful the area is with good pictures.

©Copyright 2008, JAB , Inc. All rights reserved.



*This material may not be reproduced in any manner without the express permission of the authors.*

We are always trying to improve the results of each and every one of the 600+ pages that we have on our websites. The web page you see here is viewed from Google™ Analytics so you can see the different links that users chose to click on. As you can see below, there is a strong heading and then an immediate call to action. An image of a luxury building in Downtown is viewable above the fold to keep the visitors attention. In just a 1 month period this page delivered 326 visitors to our buyer inquiry form resulting in a near 10% conversion rate! Trying to improve each of your pages so they can deliver visitors to your conversion areas is essential so that you can continue to get contacts each and every day.

## ***Submit to Search Engines***

No matter how well designed your site is, no matter how many pages it is, it's hard for people to visit if they can't find it. If you want to get found organically, then you will want to be in the major search engines. Here are the major places that you will need to submit your website so you can start to get some of the benefits of being found organically.

1. **Google™** - They control over 50% of the search engine market and are a must. It can take upwards of six weeks to get into their index but it is worth the wait.
  1. [www.google.com/addurl](http://www.google.com/addurl)
2. **Dmoz** - This is the largest human edited directory in the world. You will need to find the section where your website belongs and fill out some information to submit your website. Be patient as it can take a long time to get into this directory, but it is FREE, and Google™ puts a great deal of importance to websites listed here.
  1. [www.Dmoz.org](http://www.Dmoz.org)
3. **MSN®** - MSN's search is known as MSN Live. They control about 7% of the market share of searches on a daily basis so you will want to be in this search engine. Their MSN Bot is constantly searching for websites to add to the index, like the GoogleBot, but you will still want to submit your site for review so you can speed up the process.
  1. <http://search.msn.com/docs/submit.aspx>
4. **Yahoo®** - Yahoo® is the number 2 search engine and controls about 25% of the market share of daily searches. Yahoo® is organized into a directory, so in order to submit your website to them, you will want to find the most appropriate section for your website and then click the "Suggest a Site" link located by the search box. Yahoo® also offers a product, named Search Submit Express, that does not improve your ranking, but does make sure that you are indexed regularly. As you are making changes to your website this can help you to see the effects much quicker than if you were waiting for the spider to come and visit your site.
  1. <http://help.yahoo.com/help/us/dir/suggest/index.html>

As you can see each of the search engines has you submit to their index differently. It is a manual process, so don't pay for any of the services stating they will "submit you to 1000's of websites for \$29". These services generally do more harm than good.

Don't expect your website to be in each of these indexes the week after you submit. For example, to get into Google's index it can take months (or sooner) so be patient when submitting your sites. There is no need to submit your **website** multiple times just to make sure that they know about your website. The crawlers and bots



that each search engine has crawling the web will find your website eventually and if you let enough other websites know about your website.

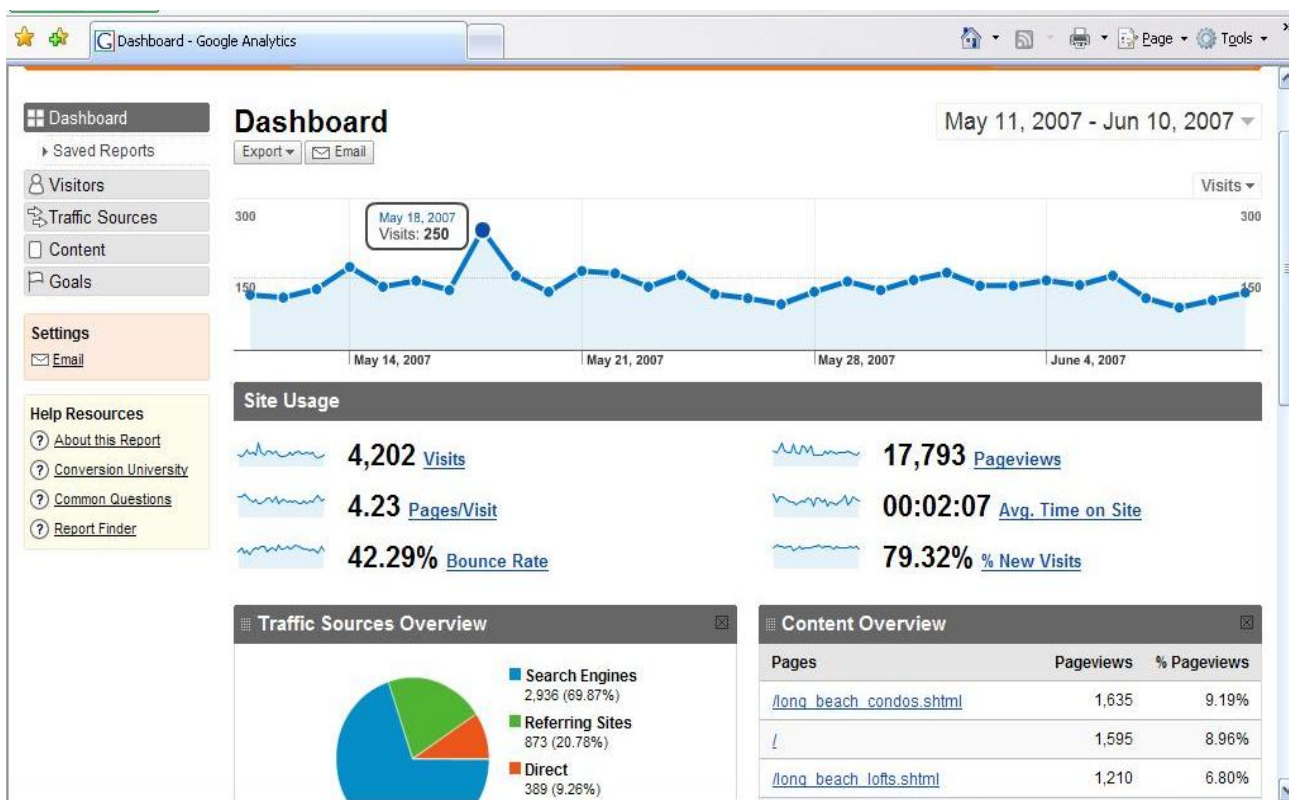
The crawlers and bots will periodically visit your website to view the changes that you have made. The more websites that point to your website, the more likely that a bot will visit your site regularly. Furthermore, both Yahoo® and Google™ provide tools that allow you to tell them the content and pages on your website. They call this a "site map" and you can submit it for FREE using the Google™ webmaster tools. This powerful, little known, tool will help the search engines be aware of the many different pages on your site.

## Google Analytics ®

Now Google™ is the biggest search engine on the planet. They also happen to give away some of the best tools for the agent who wants to succeed online. One of the most powerful tools that is offered is their Analytics tool. It's hard to know how your website is doing if you don't have a way to track all of the activity. This tool, by Google™, provides some of the most detailed reporting that I have ever seen and it is totally free!

The screen shot you see here is your "Dashboard" which you can think of as your central command of what is happening on your website. It can be customized so you can keep track of the items that you feel are most important to the success of your website. Here are the recommendations of what we would keep track of so you

can see the success of your website.



**Site Usage** - This snapshot located close to the top of the Dashboard will help you to track some key numbers. One of the big numbers to look at is the Average Time on Site. The longer you can get people to stay on your website, the more likely they are to interact with you (send and e-mail, call, etc.). As you concentrate on quality content and other useful tools you better see this number increase. Also, look at % New Visits because that will show you how many people are new and how many are returning. We have constantly made it a point to make our websites valuable enough for people to return.

**Visits** - This is a measure of the unique visitors that are visiting your website. This may start off as a very small number, but it is a much better number to track than "hits". As you send out e-mails to your database or run different ads, check to see if see spikes in your daily visitors so you can track what marketing is working. To identify how many unique people viewed your website, look at the "absolute unique visitors" count.

**Traffic Sources Overview** - This chart will show you where the people are coming from to visit your website. If you are putting a lot of time into SEO activities then you will want to see a large portion of your traffic coming from Search Engines. Our websites typically are receiving over 70% of their traffic from search engines. As you pay for directories you will want to know the directories you are paying for deliver traffic to you.

**Content Overview** - The common understanding is that everyone visits your main page and then visits the rest of your site. This is very frequently not the case! Viewing this portion of the report will help you to see what area of your site people are entering from. Keep track of this one, because it is often a page you didn't expect. If you see people are entering a page and then not going anywhere else, you might want to make some changes on that page to encourage people to stay a bit longer!

**Keywords** - As you build your site with a certain set of keywords in mind, you may find that your site gets to be popular on terms you did not anticipate. Looking at this report can help you to see what the most common keywords you are being found on. If you are targeting a particular keyword and don't see it in this report, you better do some more work.

**Goal Conversions** - In order to view goal conversions, you will need to set up [Goals](#). A goal is your definition of a user accomplishing your business objective. In the case of a real estate website, this might include the following: filling out a form for listings, downloading a report, or entering the home address for a CMA. Tracking goals will be essential so you can see the success of your website.

Understanding the many different reports built within Google™ Analytics will help you to determine what actions you need to take on your website. Google™ recommends waiting for at least 3 months of tracking data before you make any changes to your website. This way you can have a good understanding of what is going on your website over a larger number of users. They have a detailed section, Conversion University, that provides tips on how you can improve your website and get more conversions. Spend time going through different sections of the reports so you can see how prospects are interacting with your website. It will often surprise you and if you pay attention you may be able to help direct people to the key areas of your website, like your Free MLS or your HOT List.



## *How do get started with Analytics*

In order to get started with Analytics you will need a Google™ account. Once you have a Google™ account, just go to [www.Google.com/analytics](http://www.Google.com/analytics). It may take a bit to get accepted, but once you are approved to use the tool, it will be very exciting. You will want to set up a "Website Profile" for each website that you maintain. This will enable you to track the data for each website. Once you fill out the URL of your website you will be provided with some HTML code to put into your website. The code will look like the following:

```
<script src="http://www.Google™-analytics.com/urchin.js" type="text/javascript">
</script>
<script type="text/javascript">
_uacct = "UA-689133-1";
urchinTracker();
</script>
```

(the code above is merely a sample, please don't copy it directly as you will not see any results into your analytics account)

You will want to put this code at the bottom of each page that you want to track data for. Optimally you will have a footer on your web page that mentions your address or phone number and you can include this bit of code in that section. It does not show up to users of your website, but it will enable you to start collecting data in your reports. You will know that Analytics is starting to collect data on your website when you see the green check mark next to the words "Receiving Data" ( ✓ Receiving Data).

## **How to write the best possible page title**

The page title is the portion of the web page that shows up in the top bar of your web browser. This is often the most underutilized portion of a page and yet it is one of the most powerful for getting great results in the SERPs! The most common page title is actually "Untitled". At the writing of this e-book, if you typed "Untitled" into the Google™ search you would get over 102,000,000 results! Taking time to name each and every page can help you to stand out in the crowd.

Aaron Wall, the author of *SEO Book*, covers the writing of page titles and page optimization in his e-book. It is an important issue that most people don't put enough time into when creating their pages. We are going to make sure that you never leave out the most important part of the page. After all how many people would read a book called "Untitled". So what goes into writing a title? Well it certainly is more than Untitled so let's get into some factors that you will want to consider when writing your page title.

When you first start thinking about writing a page title, you will want to concentrate on what your page is about. Take some time to match up the content that is on your page with a powerful page title so that when visitors click on your page they get what they expect. Optimally you will want to use the keywords that you

©Copyright 2008, JAB , Inc. All rights reserved.



*This material may not be reproduced in any manner without the express permission of the authors.*

defined in your page title, but you will also want to focus on making a compelling offer in your page title. After all, on the SERP your page title will be the largest text on the screen so you will want it to stand out in the crowd. Here are some examples of page titles:

- Find a San Diego condo using the Free San Diego MLS
- Free San Diego MLS to find your San Diego real estate

These page titles are short and to the point. Many real estate agents may comment that it doesn't mention their name anywhere in that page title or their web address and they would be correct! If you would like to put the brand of your website or your name in your page title, then you can put it at the end of the title. Putting your most powerful offering and your keywords into the beginning characters of your page title will help you to maximize your results when your site comes up in the SERPs.

## Get the Appointment

Now this is truly where the rubber meets the road. You can get hundreds of visitors to request information from you or request that you call them back but if you can't get an appointment out of them you become nothing more than a great source of FREE information and you help someone else make lots of money while you just have a great website.

In fact what we want you to believe right now and we mean right now is that Internet buyers and sellers do need help and need help right now! Not all of them mind you but there is enough out there for you to eat right now. So before someone brings up some study by people that Internet buyers are looking 9 months ahead of time and you won't get business today let us tell you there is business today and we have countless situations where we go from contact on website to escrow within 7 days. So throw out the notion that people only want to research and let's get to the point that they want accurate information. There is still 1 single best way to accomplish that and it is through a face-to-face appointment.

We thought it would be good if we covered some of the most common mistakes real estate professionals make in regard to requests from the Internet. We also have put in the items that we recommend you perform as well;

1. **Don't take too long to get back to the lead** - This may seem obvious but it is truly one of the greatest crimes in real estate and especially in regards to the Internet. We've found it best to respond to leads within 7 minutes. We know what you are thinking, how the heck can you possibly do this? We have someone on our team in front of a computer or handheld phone most of the day. We also don't want people to think that 7 minutes is strange. If you read most of the advice given by companies that provide call tracking such as [www.proquest.com](http://www.proquest.com) or [www.archtelecom.com](http://www.archtelecom.com) they recommend responding to their calls within minutes as well. Their max in their studies is 15 minutes. So a lead wants to be responded to quickly, and quite frankly the quicker the better.
2. **Ask questions** - Most people never ask enough questions. In fact many real estate professionals are also way too helpful before someone is their client. This might sound rude but it really isn't. You need to ask them questions in order to find out if you can help them or not. Now be careful not to judge the lead that comes across. We have many examples of clients who requested a condo of 200-300K and bought a duplex over \$500K. The point is making sure you ask about them and their goals. In general Jamey only



©Copyright 2008, JAB , Inc. All rights reserved.

*This material may not be reproduced in any manner without the express permission of the authors.*

OnlineRealEstateSuccess.com

has to ask three questions before he gets an appointment. He has put these questions in script form up on [www.onlinerealestatesuccess.com](http://www.onlinerealestatesuccess.com) . By the way if you didn't get their phone number when they requested information send them an e-mail with questions you like to ask buyers. Ask them the kind of things important to them. Try asking questions that are not answered with a simple yes or no. Probing questions are best.

3. **Mention the Web Address they submitted on** - Please remember that clients in general, if you followed our advice, are visiting websites with names like [www.BeautifulLakewoodHomes.com](http://www.BeautifulLakewoodHomes.com) or [www.LovelyLongBeachHomes.com](http://www.LovelyLongBeachHomes.com) so you can't be mad at them if they don't know you are John Henry from Keller Williams Realty. We always recommend that you mention the website name that they came from in your return call or e-mail. It can be as simple as "Hi, CLIENT NAME, this is John Henry from Terrific Tallahassee Homes.com. I just wanted to...". You have to get that website name out in the first 15 seconds or they may have already turned you off.
4. **Ask for the appointment** - We know we just mentioned about asking questions, but one of the other big items that we find holds agents back is they never ask to meet with the client. Seriously, how are you ever going to help someone if you don't sit down and make sure they are qualified to purchase. Don't meet them at a property or do other things. Ask for them to come in for 20 to 30 minutes so you can better understand their goals. We have audio scripts on this as well up on our website of [www.OnlineRealEstateSuccess.com](http://www.OnlineRealEstateSuccess.com).

Getting appointments from Internet leads is as easy or as hard as you want to make it. We will be expanding this section in future versions of our e-book so you can see what we recommend in order to convert appointments. We will also have plenty of free audio recordings so you can hear the intonation we recommend using as well.

## Keeping content fresh

Often we hear that people say they are happy that they finally finished their website. They are done and now they can just sit back and wait for all the money to come on in. We only wish things were that simple. In fact things are not that simple. Keeping content fresh is one of the most important parts of the Internet and in fact in keeping your website highly optimized.

It might sound crazy to some but you need to update your website constantly. In fact you need to up date your website with fresh new pages every single month. At a minimum we would recommend 1 new page of content every month. Now what we sometimes hear is people say, "I don't have anything new to write about", "Nothing happens in my town", "There is too much to write about". Well obviously let's throw out all of the excuses write now and let's just understand that you need to write content every single month and optimally every single week.

Blogs are a great way to keep content up to date. We have a chapter dedicated to them and what they are so we won't go into it here only to say that Blogs are a cheap (sometimes free) way to keep your website fresh.

For now we wanted to talk about content in the form of new pages that get added directly to your website. So what are some topics that you can write about every month? We have a few suggestions:

### 1. Monthly Sales Statistics

1. This is probably one of the easiest things to do. Now don't just throw the numbers up but write



about it. Write about what this means. If you don't have many properties selling in your area write about how any seller can still sell. Report the numbers and make an analysis. It won't hurt you to link to your section on how you help sellers either! For more on link check out the chapter on what and why to link

## **2. New developments**

1. Many real estate professionals are blessed with new construction coming into their area. People love new and this is a great thing to write about. Don't assume people know that Pulte™, Lennar®, DR Horton®, or builder XYZ is putting in new homes 3 miles outside of town. Write about it and e-mail your friends and people in your database.

## **3. Area information**

1. This is our number 1 favorite topic to write about that most other people never do. Buyers are looking for your knowledge and the topic you know best about is the area you work, so write about it. It could take years to get everything on your website and that is ok, just write!

## **4. City Website**

1. So why would we mention a city website? Cities post some of the greatest information that no one actually knows about. The best thing you can do is write about it on your website and make a page so people can find it. There's nothing like being the source of information. Trust us, if you give people a reason to come to your website they will. An example of a city website can be found at <http://www.ci.long-beach.ca.us/>. That is the website for the city of Long Beach. Remember you want to reference the city website in any of your information but you can write about new programs, new jobs, anything the city has to offer just make sure you let people know where it came from.

## **5. History**

1. This is another favorite topic we like to encourage people to write about. People love history and that's because it's very interesting! If you write about the history of an area and link it to current information already posted elsewhere you have twice the information! This is a great way to build the content on your website. An added bonus can be networking with historical organizations that will reference your website. You may even create a niche in selling historical homes. This one is really a great tool and the information is generally located at a FREE place such as the library.

## **6. Local Papers**

1. These great papers often are filled with content that people don't have time to read. You can pick articles out and comment about them on your website. If a great local street fair happened write about it and create a link to that section of your website with homes in that area. You want to give people a reason to live somewhere so give it to them!

## **7. School information**

1. Parents love to know what is going on at the schools their children attend. How about writing about each school, for example; what the school does, how many students, the rating of the school, etc. Most of this information can be found from the school itself or a helpful title rep might be able to assist as well. Either way, there is lots of content on this one subject alone to keep writing about.

## **8. Visitors Bureau**

1. Cities love visitors. This is a win for the city and the local businesses such as hotels, restaurants, and yes, real estate. They often have visitor information packets.



These are not the only subjects you can write about. In fact there are literally limitless topics you can write include on your website. We will be updating this list and providing examples of our recommendations for content in each area and how to create links so you have a framework from which to work.

## Writing Powerful Ads

So you might be thinking that SEO & SEM has nothing to do with writing high quality or high performing ads but we challenge you to think again. Writing ads is a great way to get traffic to your website instantly and if you do it correctly you will get buyers and sellers who are actively looking for help in real estate. Now entire books have been published on writing effective ads so we can't possibly cover all there is on this topic but we can tell you about the things to shoot for and how to judge the effectiveness of your ads. If you want to read more on this great subject we recommend "*The Ultimate Guide to Google™ Adwords by Perry Marshall and Todd*". This is a great book and you can get a link to it in our resources section to purchase from Amazon.com.

### Powerful Ads Start with Powerful words

This may sound like one of those clichés that everyone says and no one likes to hear. So let's do a little more explaining so we don't hate this phrase so much. You want to advertise with words or phrases that people are using to look for properties in your area. The first place to start with this is Google Adwords. This will require you to have a Google Adwords account. Please see our chapter on Google Adwords in order to get instructions on how to get started.

So let's start with a phrase that we believe will have buyers looking for condos. A phrase like "long beach condo" is a great place to start. We want to make it very clear that on the Internet people are looking for ads that get to the point. Using inaccurate information or offering something you can't deliver is not a good idea anywhere but especially not online. So here we go!

Long Beach Condos

See all Condos in Long Beach

Free Report, No Cost, No Obligation

[www.LovelyLongBeachCondos.com](http://www.LovelyLongBeachCondos.com)

So this ad is not going to win an award for the best ad, the most ingenious ad, but it will work. You want to explain to buyers and sellers exactly what you are offering. Do not say "No Sign Up Required" if you require a sign up. You will only cost yourself money, deteriorate your integrity, and make people angry. Trust us on this one it doesn't work. Worse, buyers and seller won't return to your site.



©Copyright 2008, JAB , Inc. All rights reserved.  
*This material may not be reproduced in any manner without the express permission of the authors.*

OnlineRealEstateSuccess.com

A couple of things to look for in this ad or any ad that you are going to run on Google™ is that we use the phrase or key word we are targeting in the ad. Response rate or Click-Through Rate on Google™ Ads increases when advertisers use the keyword in the headline. The very top line of the ad is the headline. We were targeting Long Beach Condo for this word. Users of search engines want to see the word they typed in the search engine appear from advertisers who target them. This is key. This is also not how we are trained in real estate. We are trained to put our name, our company name and a price, but certainly not a jumble of words at the top. So if you get nothing else out of this just know that you must have the key word you want to target in the top line. This is not always possible but try as hard as you can to get it in there. So what are you allowed in these magical 4 lines of text. Here we go!

## **Headline**

The first line in each Google™ Ad is your headline. You have 25 characters (maximum) including spaces to lure your potential customer to look at the rest of your ad. As we mentioned above the real key is to get the keyword or phrase in this line. You shouldn't have too many keywords that get beyond the 25 character limit until you get more advanced therefore it should be fairly simple to keep it in the first line.

## **Second Line**

This is where you are allowed 35 characters. Most marketing coaches and guru's will tell you if you give someone a feature of your service make sure you give them the benefit. Remember people care about themselves so you have to let them know how your feature will help them. In our example above we give them the feature that they can see all of the condos in Long Beach.

## **Third Line**

This is the benefit line. Customers have to know that it is in their best benefit to click on your link. You also want to make sure that you have the right customer as you are paying for them instantly! In our case the benefit is no cost, no obligation, and a free report. Of course the page they “land” on better promise that benefit to them right? You bet it does!

## **Web Address**

So now the potential customer has come to the end of the road. They see a web address that hopefully clearly explains what they are about to visit. We recommend, if at all possible, that the domain name you have also has the keyword or phrase in it. For more information on this please see the chapter on marketing domain names. In our example above, if we had used [www.GlobalTrustTeam.com](http://www.GlobalTrustTeam.com) instead of [www.LovelyLongBeachCondos.com](http://www.LovelyLongBeachCondos.com) we would have seen a decrease in the number of people visiting. After all people don't know who the Global Trust Team is in Florida but if they are moving out here and looking for a condo, a lovely condo, sounds like a great idea!



Now those are the basics of a Google Adword. This section will grow as there are far more things that you can do with a Google Adword. This is also only one type of Adword. There are video, sound, and image ads as well. For now stick with the text ads and get those potential customers coming to your website so they can get property information!

## Instant Traffic to Your Website

Now that you have your website ready you probably would like to get some people to visit so that you can have some customers, right? There are several options available to every person who wants to advertise. The three primary options are Google's Adwords, Yahoo's Overture, and Microsoft has their product as well. Now we won't get into a debate over which service is better. We will say that we will get all of the options documented and you can choose which one you would like. We recommend starting with Google Adwords as Google™ currently has 50% of the Internet search engine market. Now don't get us wrong we recommend eventually running ads on all three networks but you have to start somewhere. So let's get into this.

You want to start by visiting Google and in particular their ads section. You can do this a by going to <http://www.Google.com/ads>. This will present you with two options. You will select the option on the left hand side of the screen that says Google Adwords. Now if you don't have a Google g-mail account you will be asked to sign up for one to get started. It's free so go ahead and sign up for it and don't worry.

Google has two different options that you can sign up with. There is the standard edition and the starter edition. We recommend that you go through the tutorial on the starter edition. This is a nice way to get started and Google is going to ask you to only write 1 text ad which we have given you an example of an ad you might run in the Powerful ads section.

When Google asks you to select key words to advertise, type in words you feel a home buyer would use to search. For example if the home buyer was in San Diego they might type in "San Diego Homes for Sale". If you type this phrase in Google when prompted they will give you other examples of what you can select. Another great tool, also in our resource section, is from overture at <http://inventory.overture.com/d/searchinventory/suggestion/>. This tool will also give you some great examples. To start, only select 10 to 15 words. This will allow you to get started.

Google will now have you up and running. We will be adding more to this section so you can get up and running quickly.

## Directories

Directories are the hidden gem of getting links to point to your website without spending a lot of money. As discussed in earlier sections, optimally you will want as many real estate websites as possible pointing to your website without having to link back to them. These inbound links to your website will raise the level of importance of your website to the search engines and allows you increase your results organically.



There are many real estate directories available, but not all are created equal! You probably get e-mails every week to join this or that directory and you aren't sure which one is worth your money. Here are a few tips on how to decide which directory is right for you.

- Is the directory real estate related?
  - Sounds crazy, but you will want to concentrate on directories that are focused on real estate as that will help your website out the most. Having a directory focused on car dealerships will not help your websites rankings.
- Is the directory human edited or dynamically generated?
  - If the directory is human edited, then it will be easier for a search engine to spider and to find your website. These are the websites that you will want to focus on. If you don't know the difference, ask a question on an SEO forum or check at [www.OnlineRealEstateSuccess.com](http://www.OnlineRealEstateSuccess.com) for our approved list of directories.
- Does the page my website will be listed on have a page rank?
- This is essential if the page is not in Google's index you will not obtain any tangible results from being listed in the directory. If it is a new directory and the price is cheap then you may want to try it, but watch your budget carefully.
- How do I get to display the link to my website?
  - Optimally you will want the link to your website to be the keyword you are focusing on. For example, if your website focuses on Downtown condos in San Diego, then you might want your link to look like the following:
    - "[Downtown San Diego Condos](#) - Get your Free San Diego MLS to find the condo for you"
    - With the hyperlink being the keyword of "Downtown San Diego Condos" it would help your website to increase it's visibility on that phrase.

Now that we've outlined some of the items to look for in a directory, what are some of the top directories that are out there? There are many good directories so this is a sampling of just a few of them. Some directories are free if you exchange links with them and others only have pay options. We will be updating our website with additional directories but here are some of our favorites.

- [www.realestateabc.com](http://www.realestateabc.com) - Top website with a top level domain PR of 6. This site gets a good number of visitors and to be an official member is only \$25 per year.
- [www.linkre.com](http://www.linkre.com) - Another large directory with a PR of 6. They offer a number of traffic packages ranking from as affordable as \$19.95 per year for 1 directory to \$995 per year for listings in 150 of their directories.
- [www.relibrary.com](http://www.relibrary.com) - This is a wonderful resource that is content rich. It is a strong resource with a PR of 5. A link here will cost you \$59 a year for a basic listing and \$119 a year for the enhanced text link. Every month we get visitors from this directory so we actually have the enhanced text link.
- [www.totalrealestatesolutions.com](http://www.totalrealestatesolutions.com) - A smaller directory in terms of page rank as they are a PR 3, but it is free with a reciprocal link.
- [www.us-realestatedirectory.com](http://www.us-realestatedirectory.com) - An affordable directory at \$19.99 per year and a PR of 4.
- [www.area-realty.com](http://www.area-realty.com) - This is a smaller directory with a PR of 2, but many of the pages are indexed by Google™. We have been on this website for years and it shows up in Google™ as linking to us so we are happy with that.
- [www.yahoo.com](http://www.yahoo.com) - This is probably the most well known directory. It does not come cheap as it is a

©Copyright 2008, JAB , Inc. All rights reserved.

*This material may not be reproduced in any manner without the express permission of the authors.*



\$299 annual fee but it is recognized as one of the stronger directories to be placed in.

Joining a few directories every quarter or year can help to increase your visibility to the search engines. Stay focused on real estate related directories so you can get the benefits of other real estate related website pointing to your website.

## Domain Names

You know the phrase what's in a name? Well on the Internet it is a fact that you need a domain name that people can relate to and remember easily. So before we get into how to select a domain name, what not to select in a domain name, and why you may want to own more than one domain name let's define what this whole domain name thing is.

A domain name is a word, words, or phrases that point to a specific location on the Internet. It is also known as a web address or URL. We define these words in our chapter on definitions. Just like a house has a number and a street that defines its exact location your domain name will do the same for your website. Some samples that we all know and hopefully love are [www.Google.com](http://www.Google.com), [www.amazon.com](http://www.amazon.com), and [www.yahoo.com](http://www.yahoo.com) where everything between the www and the .com are the domain names. These are very important and worth millions of dollars to these companies. We're not sure if the domain name that you select will ever be worth millions of dollars but you never can know so make sure you choose wisely!

Before we go over how to pick the right domain name let's clear up one thing we hear quite a bit. We here "All the good domain names are gone". Really? Does someone actually believe this. If this were true companies like [www.GoDaddy.com](http://www.GoDaddy.com) that make their money from selling domain names would shut down and call themselves NoGoDaddy.com and close their doors. The fact is there are still plenty of great domain names available. In fact we own about 80 domain names ourselves and continue buying more when we have an idea we think might need its own.. So forget that realtor.com is taken or realestate.com is already gone as well and let's look at what it takes to select a domain name that works for you. There are plenty still available. If you have some other ideas that you think we should include here just let us know.

### How to select the right domain name

First let's rule out what we don't recommend you use. We never recommend using your name. Now you might say "Hey I am in real estate and everyone knows me by my name". We would say really, because we don't know you, and John who is 5 states away, doesn't know you either, so let's just get that out of the way. Now on the other side we didn't say you couldn't buy your name as a domain name and also point it over to your website. For more on this see the chapter on using multiple domain names for marketing.

So if you can't use your name or shouldn't use your name what should you use? We have a whole list of ideas so let's dive into them and see.



The name of your City with homes, houses, condos, real estate on the end is a great place to start. For instance; if you live in San Diego, CA you might want to try SanDiegoHomes.com. For most of us this type of domain name is already taken and for those of you wondering, yes [www.SanDiegoHomes.com](http://www.SanDiegoHomes.com) is already taken, and no, we do not own that domain name. However in some cities and states you may still be able to accomplish this. So let's go a step farther. Let's add something in front of say the word "Fantastic" so now you have [www.FantasticSanDiegoHomes.com](http://www.FantasticSanDiegoHomes.com). At the time of this publication, the domain name was available. We can't guarantee it still is. And, by the way you can check out if a domain name is available at [www.TopAgentDomains.com](http://www.TopAgentDomains.com). This site will allow you to search for availability and if you want, purchase it as well. We thought we would list out some words we like to use in front of the city name if that's the direction you want to go. We will go over some other options shortly but to start let's stick with city name and the word Homes, Houses, or Condos after it. You can always add some of the words below to create a variation.

1. **Lovely** - We like to use this word whenever we get a chance. We own [www.LovelyLongBeachHomes.com](http://www.LovelyLongBeachHomes.com) and [www.LovelyLongBeachCondos.com](http://www.LovelyLongBeachCondos.com)
2. **Fantastic** - [www.FantasticFloridaHomes.com](http://www.FantasticFloridaHomes.com) - Maybe you want a website for your state where you can send referral business to different sections of your
3. **Beautiful** - [www.BeautifulParkCityHomes.com](http://www.BeautifulParkCityHomes.com) - People need to be assured that the city is a great place to be so we like this one.
4. **Wonderful** - [www.WonderfulWitchitaHomes.com](http://www.WonderfulWitchitaHomes.com) - It is nice if your domain name is easy to say and rolls of the tongue.
5. **Great** - [www.GreatDetroitHomes.com](http://www.GreatDetroitHomes.com) - You want to people to know the quality of the home that that are getting and this would do it

Selecting the right domain is important and the above examples will help you select a domain name that works for the city you live in. Some may be saying "I don't work in the entire city", "My city is too big", or "I only work in a small section". That's perfect because we have suggestions for that situation as well. In fact the better you can narrow your focus the more concentrated your leads are going to be. Keep in mind in San Diego for instance if you had a San Diego website and someone wanted a home in La Jolla but you only worked in Spring Valley (about 30 miles south of La Jolla) you can always refer another agent that client and pick up a nice referral check for yourself without too much work. So getting back to the part that you only want to work in a small area and how you work within that focus. Work in somewhat the same way except you might be surprised because you may not need an adjective in front of the area. If you work in Long Beach, CA like we do there is an area called Bixby Knolls you may want to try [www.BixbyKnollsHomes.com](http://www.BixbyKnollsHomes.com). In smaller areas this is often available. So why do we always recommend adding words like homes, condos, ranches, lofts, etc. at the end of all of these domain names? It's because we want your customers to understand what your website is about. Most of us don't have the budget like Coca-Cola, IBM, or Amazon.com to take out crazy ads just to let people know that you exist. If you work a small area, take the area name and apply the same format as the city example from above. Trust us it works great and you will be surprised how many of these domain names are available.

So what if you don't work a small area but you serve a niche market? This one comes up often all across the country. Some people say to us "I only work with multi-million dollar homes", or "I only sell high-end condos", or "I only work with first-time buyers". That is why we like getting really specific. What are some great ways to get domains for these type of niches? It's pretty much the same way but we thought we would list out some ideas for you so you can try them in your area.



1. LuxurySanDiegoHomes.com
2. HighEndHawaiiCondos.com
3. FloridaOceanViewHomes.com
4. FirstTimeFresnoHomes.com
5. LouisianaLakeViewEstates.com
6. TexasRanchHomes.com

Notice how each of the above domain names clearly illustrates what the website is going to cover. It will be up to you to generate the right content but having the right domain name in place is the best place to start. Again, you can check all of them at [www.TopAgentDomains.com](http://www.TopAgentDomains.com).

Buying domain names for properties you list or condo buildings you farm is a great idea. In fact we do this quite a bit. Let's go over a couple of examples of what these would look like. How we market will come in the section of marketing your domain name. Now remember, not to violate anyone's copyright to a certain name so here we go.

1. [www.360wOcean.com](http://www.360wOcean.com) - This is the address to a condo building that we farm. We bought the domain name so we could do some guerilla marketing.
2. [www.3571LocustAve.com](http://www.3571LocustAve.com) - Buying the domain for the homes you have listed. This is a great tool and we go over it in the next chapter; how to use your domain names in marketing.

Some other rules to consider when selecting a domain name

1. **Try to keep your total domain name to no more than 25 characters** - why would we recommend this. Google™ allows up to 25 characters in your Display URL when writing a Google Adwords ad. For more on Google Adwords please see the chapter dedicated to it.
2. **3 words total is best** - Now since most of us can't fit the name of our city and the words homes, condos, ranches, or lofts in two words we recommend using 3 like our examples above.
3. **4 words is still ok** - If you really must, you can use 4 words. It is ok and you can see some of those examples above. When you go beyond 4 words, it becomes hard for your customers to remember the domain name.

## Marketing Different Domain Names

So now that you have selected a few domain names to buy you are ready to get going. The first thing to decide is which domain name will be primary. Then make sure you read the chapter on what to do to get started. Let's get into how to use multiple domain names in your marketing as well as some rules of what not to do.

### What not to do

For this section we wanted to start with what not to do so that you don't commit any Internet “felonies”! Ok they aren't really felonies and you won't go to jail but you can hurt your website.



1. **Do not register all of our domains with Google™, Yahoo®, MSN® and point them over to the same website!** - This is crime number one and if there was an Internet jail you would be in the “pokie”. You really want to register only ONE domain per website.. Please see our definitions section for help on any of these terms.
2. **Immediately start more than 1 website** - Just because you own several great domain names does not mean that you should just go out and launch 5 different websites. Start with one and just add pages to start with. We wrote a whole section on when you know you are ready for another website.

## What you should do

1. **Point Domains to Different sections of your website** - The great part of the Internet is you can test marketing very quickly and for very little money. This is described as domain forwarding. You can forward a domain name such as [www.BixbyKnollsHomes.com](http://www.BixbyKnollsHomes.com) to an area of your website that talks about homes in Bixby Knolls. The great part about this is you don't have to build a new website, pay for all new hosting space, and go through all of the registrations you just point it to one page you may already have up! This is like having a website within a website. You can do this for condo buildings, home associations, areas with your town or city, or even for your church! It is a nice way to create a custom look without the cost.
2. **Use the different domains on sign riders** - if you work in different areas of your town use the different domains on your sign riders. This will allow you to see what area you are getting the best results in from the Internet. Your web reports will tell you how many people are visiting so this is a very inexpensive way to test out marketing as well.
3. **Use these different names in your Google™ Adwords** - This is a great place to test advertising. Internet buyers like to see the domain name match the words they are searching on. We cover this in more detail in our section on Google™ Adwords.
4. **Use one for every listing** - There are many products out there that you can buy for \$25 or \$50 that allow you to put up a single web page for each listing. We hope that you will buy the domain yourself and put a page up on your own website instead and save yourself the money. Sellers will be thrilled with you and when the next person wants to sell they only have to type in their address to find the realtor to contact!
5. **Try different domains when on vacation or at conferences** - Remember you don't have to have a separate website to make this work for you. the options are limitless.

There are many great ways to use multiple domain names. We thought we would put a few links to some of the things we have done so you can see what we are talking about. We put a brief description on how we are using each.

1. [www.453AlmondAve.com](http://www.453AlmondAve.com) - This is for a development of condos that we took over. The developer already had their own website but we wanted to be able to control the marketing so we bought this name for \$8 and created a page. With a couple of e-mails to our database we had over 140 people visit and 2 in contract within 14 days.
2. [www.360WOcean.com](http://www.360WOcean.com) - This is the address of a condo building that we farm. We decided to buy the name and put the current listings up. It is a great way for people to find an easy place to get to.
3. [www.LovelyLongBeachHouses.com](http://www.LovelyLongBeachHouses.com) - We bought this name because we found out that people were

©Copyright 2008, JAB , Inc. All rights reserved.



*This material may not be reproduced in any manner without the express permission of the authors.*

searching on the term long beach house and long beach houses. We use this domain name in our Google™ Adwords advertising and point people to a page about houses in Long Beach. We already had the page up so the cost was \$8 for a year!

4. [www.645TempleAve.com](http://www.645TempleAve.com) - Now this is one of our favorite things to do. This is not our development just a great project that we wanted to promote to the buyers in our database. So we bought the address and created a page for it and marketed it to our database. Remember to either use your own pictures or get permission from the developer to use theirs. We found it best to ask the developer if you can market their project to your buyers. They are more often than not very accommodating and helpful if you ask up front. This is a great way to make yourself look like an expert right away!

Try these different ideas out. We recommend starting small with a few domains so you can get your testing down. You can buy them at [www.TopAgentDomains.com](http://www.TopAgentDomains.com). We have also put directions on how to forward in the instruction section so it is step by step and hopefully easy to follow.

## Links

Since the Internet began people have been linking to sites, pages, documents, and just about anything else that you can possibly imagine. So what does this have to do with real estate, SEO, or SEM? Well it has quite a bit to do with all of that. We thought we would break this chapter up into different sections so we can make sure that everyone is on the same page. If you are already familiar with what a link is just move on down to why you should have more links and there is no such thing as too many high quality links.

### What is a link?

A link is a reference to another website or another portion of your own site. A link is commonly shown as a word or words that has blue lettering and is underlined when you rest your mouse over the phrase that has been linked. For those who have been on the Internet awhile you may wonder why we are explaining this. We always believe it is important to define what we are talking about so everyone is on the same page. The link can take a user to another page within the same website, another website entirely, it can link to a document to download, it can launch a new window. There is virtually limitless things that can be done with linking.

### *Why are links important?*

Links are important because the search engines, such as Google™, Yahoo®, MSN®, all use them to reference portions of your website and others websites. These text links are the easiest thing for search engines to locate when they are looking for the most relevant information on a particular subject. Since you want to convince the search engines that you are the most relevant thing in real estate in your area it is a good idea to work with them and not against them.

### *Linking to other areas within your website*

Sometimes agents forget that they have so much information on their website that they have more than a consumer can absorb. Agents must put links in their site to other areas that have great information. For instance; if on a page you were talking about the current market for condos in San Diego. You might want to link the word condo to an area of your website where you define what a condo is. You also might mention the name of a



condo building on your website and you could link that to a page dedicated to that building. This is a great way to create a nice user experience for your consumer. Make it easy to get to different areas of your website.

Whether you are linking to an area within your website or outside, choose the words that are linked carefully. For example if I were to say "[Click here](#) to get more information on San Diego Condos" and "Click here" is the hyperlink that may be ok for a user to determine what to do, but a search engine spider will not put any value into that hyperlink. If you were to have the same sentence, but this time "[San Diego Condos](#)" was the hyperlink then the search engine spider would attribute that the page that it is directed to, must be about San Diego Condos. Small changes like this can have a dramatic effect in the number of pages that get indexed in your website as well as what terms they are found on.

### ***Getting a high quality link***

Now this is one of the most important things you can do for your website but also not an easy task. Search engines, and Google™ in particular, rank websites with a page rank. The scale is on from 0 to 10. 10 being the best you can get and 0 being the search engine doesn't even know you exist. Now page like the front page of [www.MSN.com](http://www.MSN.com) is ranked a 9. This means that Google™ views this site and page as very important for information. It would be great if you could get MSN® to link to you from their front page. Now of course this is not realistic for all of us to get a link from MSN®. So what we can do is go after others who are important. There are some great directories out there such as [www.realestateabc.com](http://www.realestateabc.com) that allow you, for a fee, to have a link from them to you. This increases your importance in the search engines. We have a whole chapter on important directories and why you should use them so please reference that chapter for more on directories. One of the easiest things that you can do, which also has a great chance of generating great referral business, is contacting agents outside of the area you work and asking them to link to you. Ask them to link to your website and in return link to them. Now we recommend this to many agents and most never do it which is why the ones who do increase the importance of their website which increases visitors which increases leads and commissions. See it is a great stepping stone to more business. We recommend keeping it small. Just try and contact one new realtor a week from a different area and by the end of the year you will have 52 new Realtors® to refer business to as well as to receive referrals from.

### **Testimonials**

So this is an SEO guide and we are talking about putting testimonials up on your website? It might sound strange but this is the truth. Remember we are not trying to tell every realtor to be an SEO genius who can build a great website. We want to help you create a customer experience that allows more clients to contact you and because of that gets you more business. I mean after all isn't that what it is all about.

So getting your visitors to read, and better yet hear, what your past clients had to say about you is key. We always recommend getting as many testimonials as you can from your clients. People like to know, or think they know you, before they call you or fill out your form. One of the best ways is to create a page where you have testimonials. This is a great way to keep people on your website for longer. Remember the longer that you can keep a visitor on your website the more likely they will be to do business with you. In fact the time goal you want to shoot for is to have people on your website for 5 minutes or more. If you don't know how to determine how long people are on your website have no fear as we cover that in the Google™ Analytics chapter so read that and you will know exactly what to look for.



Some rules for your testimonials:

1. **Make sure they are real!** - Nothing says "I don't want to contact them" like fake content. If you don't think people can tell trust us they can.
2. **Get them recorded if at all possible** - A great product for this is [www.instantaudio.com](http://www.instantaudio.com). You can have your clients record testimonials and you can do other things with it as well. We go over uses for instant audio in the resources section. There is a small monthly fee for their service but well worth it so check it out.
3. **Get as many as you can!** - Even if you have to go back an call past clients do it. This will launch your website and validity very quickly with the Internet consumer. Remember there are lots of real estate websites out there so yours has to be different.

In all testimonials are one of the easiest and certainly one of the least expensive forms of content around. In addition nothing will sell your services better than third party verification. Even if you can't get clients to record them at least get them to write one for you. Nothing reassures potential customers as much as third party verification which is just a fancy way to say testimonial! Good luck and go get 'em!

## What does the Ultimate Website Look Like

Ok so now you are cranking along on your website. You have pages being added every other day and you are getting web requests like no business or have you? We find that just when you think you have gotten to the top of the mountain you have really only turned the corner. So what does the ultimate website look like? Well we are going to describe what we think the ultimate website looks like. We will be very direct in saying that we don't believe we have achieved the ultimate real estate website yet. We are continually on our quest to achieve this.

## 40 Point Checklist That Every Website Must Have

So you think you have the ultimate website? Hopefully you got some useful information out of the last chapter. We thought most people find checklists easy to do and if you slowly take different portions of the list you can get your website to the level you want to in no time at all. By the way this isn't one of those lists that will stay the same forever so check back for updates and make sure every time you add another page all the items are checked off before you give your final approval. These 25 items will hands down make sure your website is performing at the highest level so you can have more leads than you know what to do with.

### Overall

1. Your domain is not longer than 4 words
2. You have registered your website with Google™ manually
3. You have registered your website with Yahoo®
4. You have registered your website with Dmoz
5. You have registered your website with MSN®
6. You have not registered multiple domain names pointing to the same website
7. You have calls to action at multiple points to your website
8. You have listed your website with at least 5 different unique real estate directories



©Copyright 2008, JAB , Inc. All rights reserved.  
*This material may not be reproduced in any manner without the express permission of the authors.*

OnlineRealEstateSuccess.com

9. There is not a single page in your entire website with the Title of "Untitled"
10. All of your Meta Tags have been filled in on every single page
11. All of your Headings have been filled in correctly and I mean correctly
12. You have a Blog and you update it at least once a week
13. You have registered your Blog with the 4 major search engines
14. You have no more than 10 links on your side navigation
15. All of your major navigation links are 100% text
16. All of your pages load in under 30 seconds if someone was still on a modem
17. Your phone number appears on every page and as close to the top as possible
18. Your address appears on every page, is a real address & is correct!
19. Your e-mail appears on every page
20. There is a form for a buyer, seller, or any agent to get in touch with you without having to e-mail you
21. You have a toll free number for relocation people to call you
22. You have sound on your website
23. You have video on your website
24. You have phone numbers on your website where people can call and hear a recorded message about an item of value and it tracks their number
25. You have at least 10 text links on your home page that aren't your side navigation to other areas of your website
26. You give away the MLS (IDX) or listings in your area for FREE without requiring someone to sign up
27. You have a way for sellers to request the value of their home
28. You bold at least one key word(s) that people search for each page of content you have
29. When you write a new page of content the keyword you are targeting is no more than 3% of the content on the new page
30. You have a sitemap
31. You link to a new real estate professional in another state every month
32. The pictures in your website are original
33. You accurately document at least 70% of the areas of your city that you work in
34. You have Google Adwords running ads to drive traffic to your website
35. You have Overture running ads to drive traffic to your website
36. You have inserted Google Analytics code on every page of your website
37. You review the Google Analytics reports at least 1 a week
38. You review your Google™ and Overture Ads at least once a week
39. Your page rank of your home page is at least a "1" within 6 months
40. You have put real testimonials from your clients - not made up ones

Now these are just the major points that you want to focus on. Obviously we believe there is far more detail that you should focus on. It is a good idea to take these in pieces so you don't become overwhelmed with the whole process. We will be adding more checklists like those for Blogs, ads, pages, and contact rules. For now make sure your website contains the above 40 items. We guarantee that if you make sure you complete the 40 you will be light years ahead of your competition so you get to choose if you want to follow-up with that lead.

## Blogs

By now I am sure that everyone has heard of blogs or blogging. How many people are making money from



blogging? The real answer is not that many yet. Blogging is defined by dictionary.com as "To write entries in, add material to, or maintain a weblog". To most I would think this still doesn't begin to explain blogging. Blogging is a conversation that you can have online. It is not a conversation that you would have with one person but really with thousands of people. Imagine you could have a conversation all at the same time with these people, similar to a conference call. What do you think would happen if you could communicate with thousands all at the same time? Do you think you might be able to generate some business that way? You are now starting down the right path. So why does a chapter on blogging belong in a book about search engine optimization? Blogging is one the easiest and fastest ways to get content onto the web. In fact there are many free tools out there that allow you to start a blog. Most of these tools have relatively simple interfaces that allow you to add content as long as you can type and you are familiar with an interface like Microsoft Word™. By now we hope you are interested. Let's look into the details of blogging and some rules. By now you should know we always have rules or at least call them strong suggestions so you don't get "slammed" on the Internet speedway.

### ***Rules for Blogging***

1. **If you can get it for free, take it !** - This is one of the truly great things about the Internet. You literally can get things for free. Our favorite tool for free blogging is [www.blogger.com](http://www.blogger.com). All you have to do is have a free Google g-mail account. You can be up and running in literally minutes.
2. **Have your own domain for your blog** - Today there is no reason you shouldn't own your own domain, URL, and web address for your blog. It costs less than \$10 for the entire year. Remember you can always buy at [www.topagentdomains.com](http://www.topagentdomains.com) and it's cheaper than GoDaddy.com so go to [www.topagentdomains.com](http://www.topagentdomains.com) and buy something for your blog. What kind of domain name should you buy? Go to the chapter on rules for domain names and follow those rules. They are a great guide to follow.
3. **It's not about you!** - This is a very important rule for blogging. If you just spend time talking about yourself, how great you are, and how awesome your service is, you will have two people reading your blog and that would be your mom and grandma. You've probably already sold them homes so let's get a broader audience. You want to write about what is going on in your market, what is going on at the national level, what it takes to sell a home, etc. The topics that you can write about are limitless. All that knowledge in your head needs to be shared.
4. **Take a stance** - You know nothing is worse than a blog that is just boring reporting. If you really want to attract people then take a stance. If you believe that your market is having problems say it! You better be able to backup what you say with MLS statistics or some other valid source. You want to stir up conversations so people know that you are telling them the truth. Trust us, people know when you are not quite truthful, they don't like it and they will make your inaccuracies known. Tell them the truth and they will love you for it and they will be your best supporters. It is much easier to be direct with people and that's what a blog is about.
5. **Keep it updated** - You can't just put up a blog and not contribute to it. There is nothing worse than a blog with no updates. Just keep writing what you know. Even if you only start with MLS statistics it gets things going. If there is nothing selling, say so with the stats. People like it. Encourage friends and family to visit your blog and make comments. This is great.
6. **Link to your blog** - Hopefully you have read the Linking chapter and understand why it is so important. You need to get others to link to your blog and you to theirs. Also be the first one to link.



## ***So why does blogging work?***

Well you become the expert without having to say it. You know all those folks who have PhD's that are always publishing papers in journals and the like? Well that helps define them as experts in their field. We all want to be experts in our field of real estate and a great way to do it is through blogging. People who read your blog will come to the conclusion that you are the expert and people like to work with experts. The great part about blogging is that it is FREE!

## ***So again how does this work with SEO and SEM?***

We define all abbreviations in the definition chapter. Well it works because you are generating content which is the single best place to start for success online. If you combine content with using the right words in your blogs you will have great success. We don't want you to worry about the words that you use. It is far more important to just write content but what you can do is use keywords over time. The best words to use are ones that you are already using in your Google Adwords, Overture, or the ones people using to find you. If you don't know what these words are read the Google Analytics chapter and you will have words in a hurry.

## ***Promoting your Blog***

Now just because you started writing on your blog doesn't mean that people will automatically start finding it. We thought we would go over some affordable options to promote your blog. So, how do you get your blog promoted? It is much the same way as you do with your website. The fact that you already have a website is a great place to start. You also have a great source of people who probably want to know what's happening in your area. Who could these people be? They might be your past clients, family who live in the area, prospects, friends, co-workers, and well.... you get the idea. The best place to start is very grass roots. They tend to take on a life of their own. In addition to this grass roots campaign, it sure doesn't hurt to list your blog in a few directories.

1. [www.technorati.com](http://www.technorati.com) - this website has one of those funky names that were big in 1999. This one is big in 2007 so we recommend heading to it right away.
2. [www.blogcatalog.com](http://www.blogcatalog.com) - it's free and they have a real estate section - what more can you ask for !
3. [www.bloghub.com](http://www.bloghub.com) - another free website and you can't beat that.

What's better than submitting to all of these directories? The first place to start is blogging on other real estate professionals' blogs. Just so no one is worrying here blogging is really just commenting and having a conversation. Go and visit blogs from other areas. Contribute first and after a few posts mention that you have a blog in another area that they might want to take a look at. Make sure you are contributing and not just advertising your blog or you will be removed. Patience is key !!

## **Social Networking**

What is social networking? Well first it's not just about myspace and posting pictures of everything that you do in your personal life. It is about using social networking websites to expand your network beyond your local area.



Social networking is like creating a large referral network that is working for your 24 hours a day 7 days a week on the Internet. If you enjoy receiving referrals from past clients and enjoy getting referrals social networking will be for you.

To get started on social networking you need to decide where start. Optimally you start your social network where friends, coworkers, and your past clients already have accounts. If they don't have accounts at any of the sites we are about to cover that's ok because you can get them started and help your group start their very own social network thanks to your help.

### ***Where to start your social network***

You want to choose a place that is going to be around well into the future and we have put together a list of great sites that are well established and are easy to use for you, your clients, and your friends.

The best websites to create social networks are as follows:

- [LinkedIn](#) – Primarily a social networking site for business professionals. This site is less about pictures and more about resume's and work history. It is fantastic if you have many corporate relocation clients or serve primarily a business crowd.
- [Facebook](#) – not just for college kids anymore. This may be one of the largest social networking sites around and has many easy to use tools. You can even integrate your blog posts with this site.
- [Plaxo](#) – A site that allows you to easily connect with clients, past friends, and others by looking at their pictures. You can easily integrate your calendar with this website so everyone can see what you are up to if you want them to.
- [Myspace](#) – this site is far more social than some of the other sites above. It does have a large user base and many different tools you can use.

Keep in mind that you have to work with social networking. You can't just open up an account(free) you have to start to meet people by finding things in common. You can start with the schools you graduated from, the past jobs you had, and other social groups that you belong to.

Avoid self promotion and directly asking for business. Social networking is about being social and helping others. People will want to help you if you help them by answering questions they might have in regards to real estate or other areas that you can help them out with.

Keep growing your social network and you will be pleasantly surprised at the number of referrals that you receive from your work.

### **Definitions**

Often real estate professionals don't like learning technology because there are words that seem so foreign. You know our buyers and sellers probably feel the same way when all of us speak to them as well. So just like all of us helping our buyers and sellers with an understanding of real estate lingo, we thought we should have a chapter dedicated to technology definitions. If there is something you think we should define, please let us



know. This e-book will be updated regularly to keep up with technology. Let us know what you think is missing and we'll add it!

1. **SEO** - Search Engine Optimization - This is a big buzzword these days. This is about building your website, pages, and blog information so search engines can find it easily. This is partially art and partially science. You don't need to become an SEO expert in order to make money from your website in real estate although it helps to know how it all happens.
2. **SEM** - Search Engine Marketing. Search Engine Marketing is a total concept of online marketing that includes skills and practices like SEO.
3. **SERP** - The search engine results page.
4. **URL** - Universal Resource Locator - This is what is commonly referred to as a web address. Everyone on the Internet has one. If you don't buy a domain name your URL is just a bunch of numbers like 208.15.5.128. We have domain names because these numbers are confusing .
5. **Domain Names** - This is what all of us buy at places like [www.topagentdomains.com](http://www.topagentdomains.com) or [www.GoDaddy.com](http://www.GoDaddy.com). We buy names like [www.LovelyLongBeachHomes.com](http://www.LovelyLongBeachHomes.com). It makes it easier for consumers to find us and refer their friends and family. Another name for a domain name is a web address.
6. **Algorithms** - Computer programs written to determine the importance and relevancy of websites in the index of the search engines.
7. **Hosting Company** - This is where you will physically put all of your HTML pages that you have created for your website. This company will allow them to be seen by anyone and everyone. You can think of them as the land, and the pages as the walls and roof of a home. You can't have walls and a roof without a piece of land to put them on! Typically a Hosting Company has hundreds of computers shared by thousands of customer websites like yourself.
8. **Organic Results** - The results returned in the SERP. These are websites the search engines have deemed most relevant to the search you have typed. These are coveted locations everyone creating a website is vying for.

## What is the next step?

So what is the next step for you? Start taking action on what you have learned in this book and making changes to your real estate website or blog. We offer a free 20 minute no pitch evaluation of your website that you can get by visiting [www.OnlineRealEstateSuccess.com/WebsiteTuneup](http://www.OnlineRealEstateSuccess.com/WebsiteTuneup).

If you want more of the guides and are looking for more step-by-step help we have products and coaching designed to help you achieve the level of success you are looking for. Read below to find out more information on links to helpful reports and guides for you.





This guide has been brought to you by [www.OnlineRealEstateSuccess.com](http://www.OnlineRealEstateSuccess.com). If you would like more free guides to succeeding online please visit our website at [www.OnlineRealEstateSuccess.com](http://www.OnlineRealEstateSuccess.com). We have created guides for:

- [Complete Beginners Guide to Google® Adwords](#)
- [Master the art of Keywords for Ads & Content](#)
- [Complete Guide to Creating Internet Content](#)
- [Buyer Objection Handling Scripts & Role Play CD's](#)
- [Complete Guide to Blogs for Real Estate Professionals](#)

If you want expert help and guidance to implement the ideas and concepts in this guide we have set-up a program to help you. The [Online Real Estate Coaching Program](#) is designed to help real estate professionals turn any website into a successful lead generation system. If you don't have a website we will help make sure the first one you do is the right one!

**[You can find out more about this program at:  
www.OnlineRealEstateSuccess.com/Members](http://www.OnlineRealEstateSuccess.com/Members)**

Members get group calls, forum support, 24/7 access to the coaching program and the gain the confidence and ability to have an Internet Lead Generation machine.

## Complete Step by Step Systems for Success

**[Real Estate Lead & Conversion System](#)** – Start generating leads from your website in an afternoon with this system. We also supply you with a complete series of e-mails to get Internet prospects to contact you and ask for yourself. To get the complete details of this system go directly to [www.OnlineRealEstateSuccess.com/Leads](http://www.OnlineRealEstateSuccess.com/Leads)

**[Web Traffic System](#)** – Are you getting leads but want more? If you are getting leads but want more our web traffic system will teach you how to generate as much traffic to your website as possible. To get the complete details on this system and purchase go directly to [www.OnlineRealEstateSuccess.com/Traffic](http://www.OnlineRealEstateSuccess.com/Traffic)



©Copyright 2008, JAB , Inc. All rights reserved.

*This material may not be reproduced in any manner without the express permission of the authors.*

[OnlineRealEstateSuccess.com](http://www.OnlineRealEstateSuccess.com)