6.9 MINUTES

A CHALLENGE FOR REAL ESTATE COMPANY WEBSITE OWNERS.

IS YOUR WEBSITE

SMART?

TIP

1. Watch entire presentation.
2. Save presentation to your computer.
3. Re-watch & Test Your Website.
4. Share with Colleagues.

TOP 4 TRAITS OF A SMART REAL ESTATE WEBSITE

SEO FRIENDLY

YOU CONTROL

IMPRESSIVE DESIGN

LEAD GENERATOR

REALWITS

IS YOUR REAL ESTATE WEBSITE SEO FRIENDLY?

IS IT ACCESSIBLE?

Find Out in 3 Steps

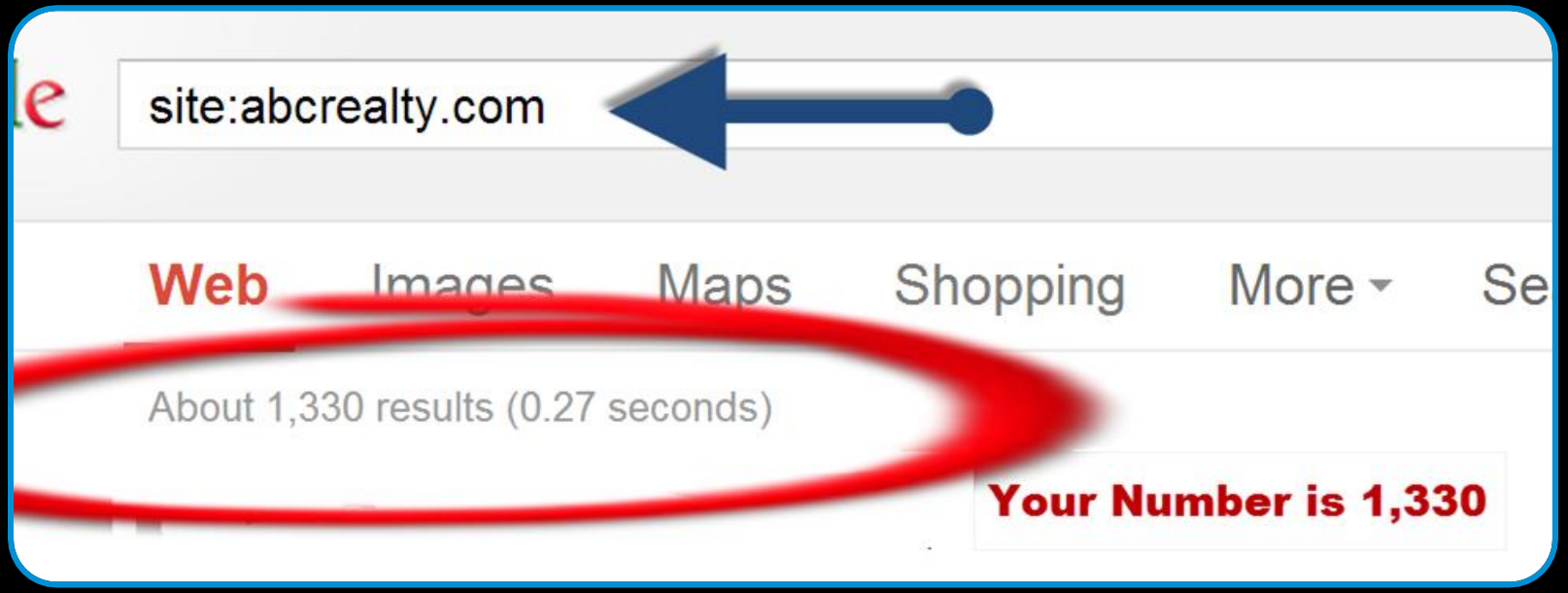
STEP 1... GO TO

STEP 2: SEARCH YOUR SITE ON GOOGLE

Type this into Google's search box...
site:YourWebsite.com

STEP 3: VIEW GOOGLE'S RESULTS

Your results number will appear where the red circle is. Write it down.



MEASURE INDEXATION RESULTS

COMPARE Google's result number

WITH the total number of...

pages on your website (including property pages!)

ARE GOOGLE'S & YOUR NUMBERS...

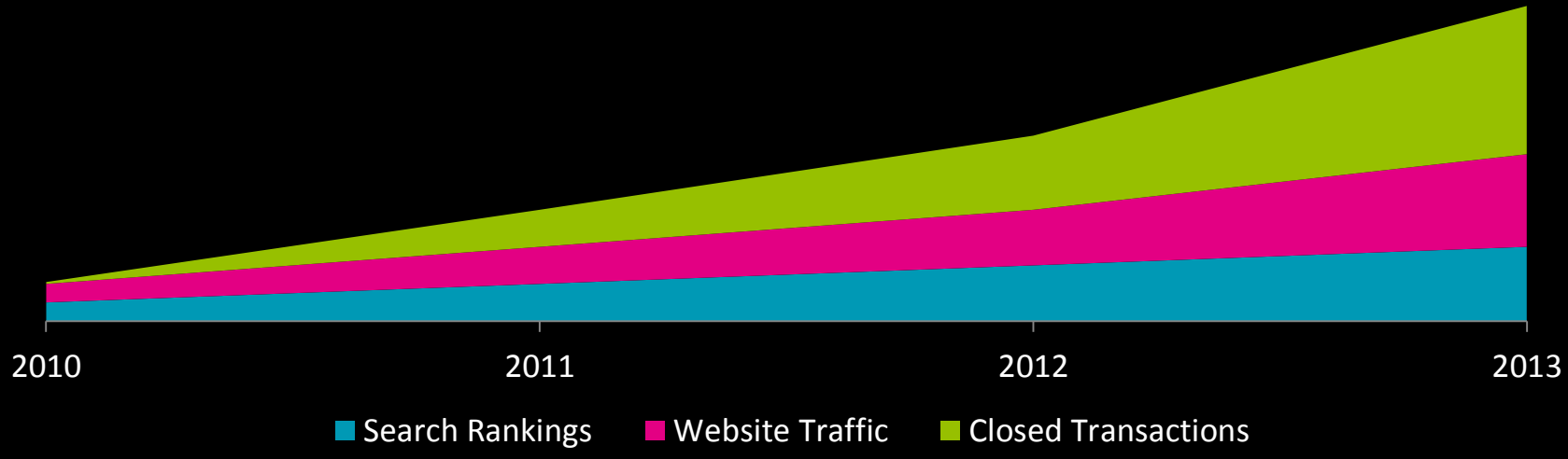
CLOSE?

Your pages **are** accessible to Google!

NOT CLOSE?

Your pages **may not** be accessible to Google.

DO YOU HAVE
STEADY ONLINE GROWTH?



REALWITS

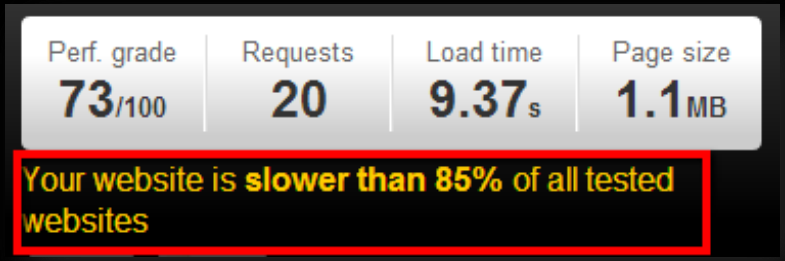
IS YOUR WEBSITE LOAD SPEED...

Fast or Slow? Let's Find Out.

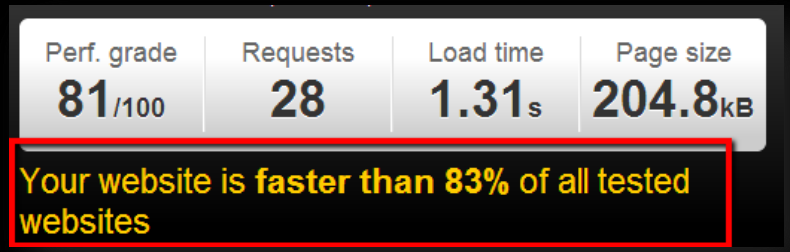
1. Go to http://tools.pingdom.com/fpt
2. Enter your website
3. Hit Test Now

How Does Your Website Measure Up?

View Your Results.



A Website that is SLOWER than 85% of others is not good.



A Website that is FASTER than 83% of others is good.

WHO LIKES A SLOW WEBSITE?

Google doesn't.

Search Rankings

Google and other search engines take website load speed into consideration for search rankings.

Your web visitors don't.

Online Visitors are Impatient

You can have the best real estate company website, but if it loads slowly, visitors will leave.

SEO TAKEAWAYS

- Are your pages accessible and listed on Google?
- Does your website experience steady...
  - ✓ keyword ranking growth?
  - ✓ website traffic growth?
  - ✓ closed sales growth?
- Is your website load speed fast?

DO YOU CONTROL YOUR WEBSITE?

DO YOU CONTROL YOUR CONTENT?

DO YOU CONTROL YOUR WEB DESIGN?

NO

YES

IS IT *EASY* TO...
TWEAK,
CHANGE OR
UPDATE
YOUR WEB DESIGN?

DOES YOUR WEBSITE USE THE LATEST TECHNOLOGIES?

IS YOUR WEBSITE

TECHNOLOGY

UPDATED...

✓ at least 2 X every year?

NO

YES!

DO YOU HAVE ACCESS TO THE BEST WEB TOOLS?

Can you *EASILY* add or change...

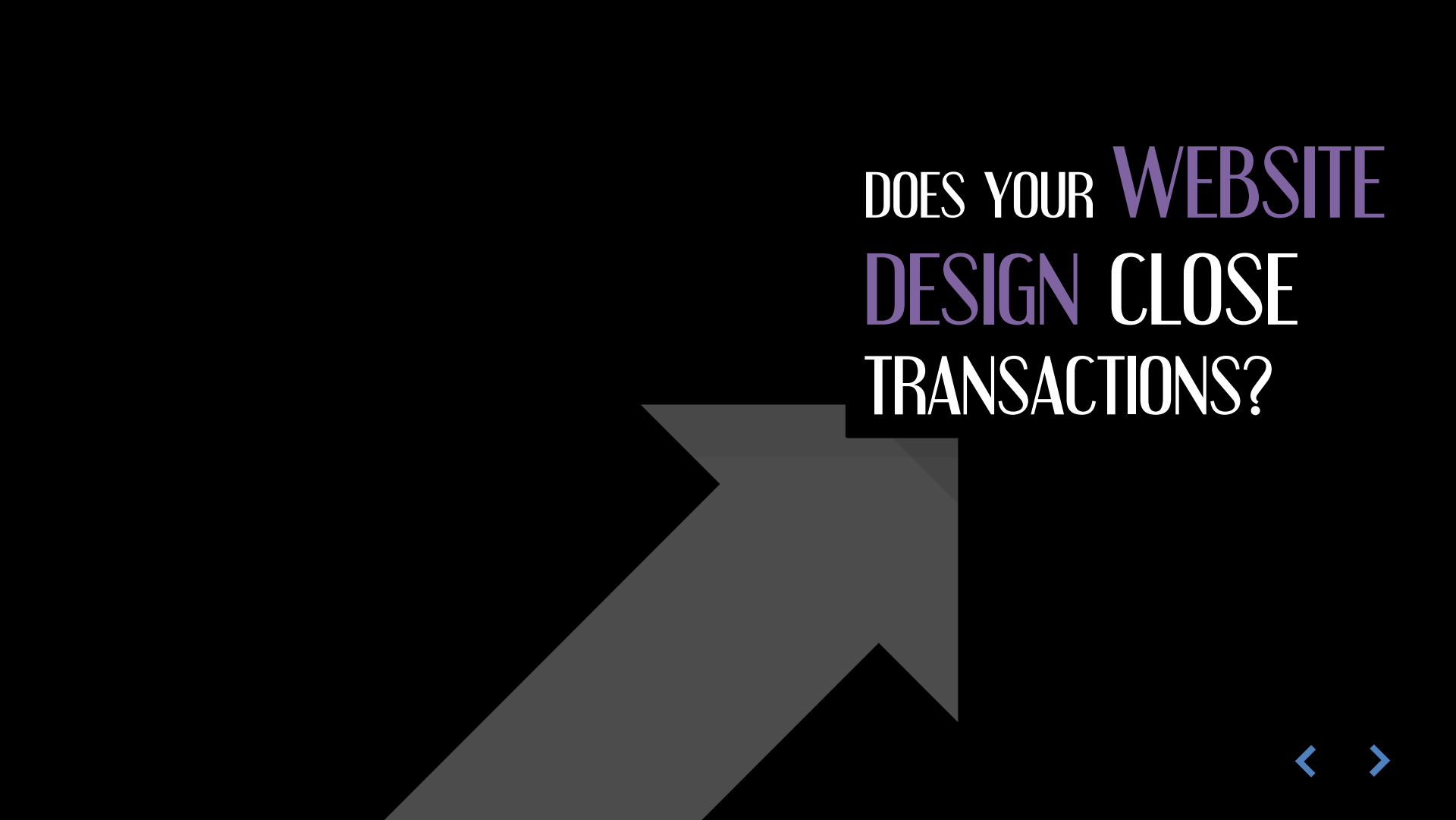
- ✓ call to actions?
- ✓ featured photo galleries?
- ✓ new neighborhoods?

NO

YES!

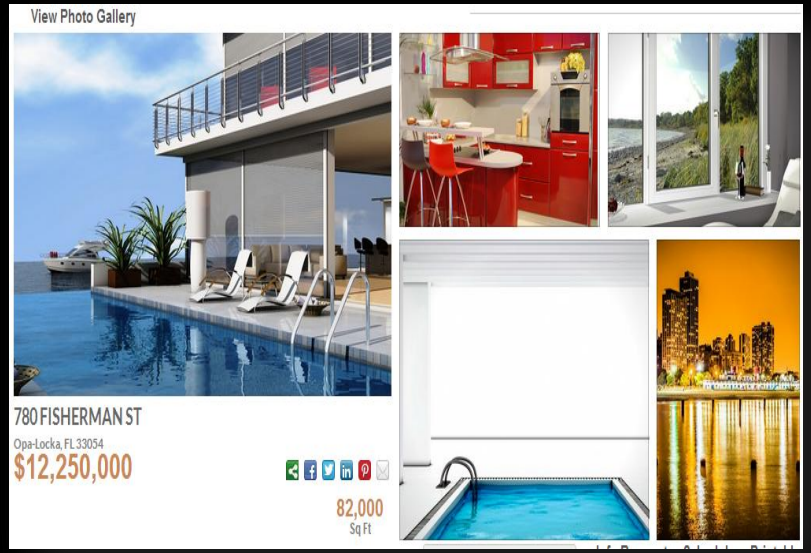
WEBSITE CONTROL TAKEAWAYS

- Is it easy to make content changes or updates?
- Is it easy to make tweaks to your website design?
- Does your website utilize the latest technologies?
- Can you add web tools that engage & retain visitors?


DOES YOUR WEBSITE
DESIGN CLOSE
TRANSACTIONS?

PICTURES SELL REAL ESTATE

Is your website photo centric to sell more real estate?

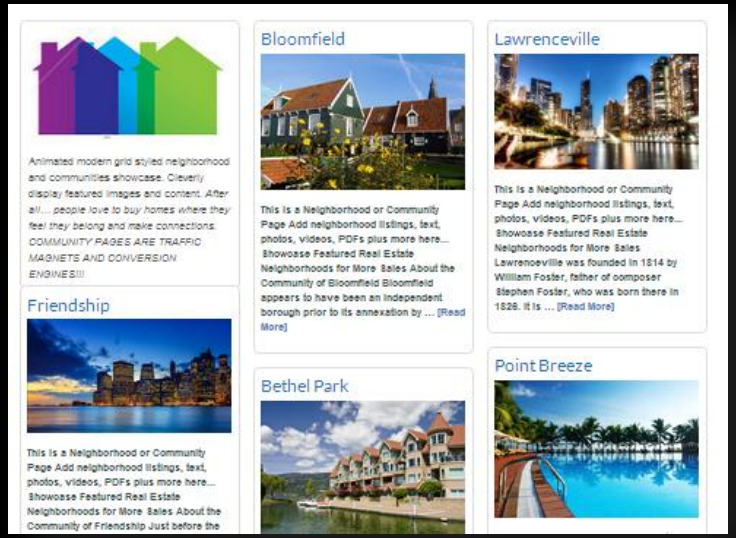


PINTEREST & INSTAGRAM PROVE PHOTOS WORK

- ✓ No matter how well written a property description is, it will never grab the attention of a buyer better than a picture will.
- ✓ The main emphasis of any real estate website should be imagery that tells a story in photos that convey "I want to see more" from buyers.

NEIGHBORHOOD DATA

Does your website offer community information?

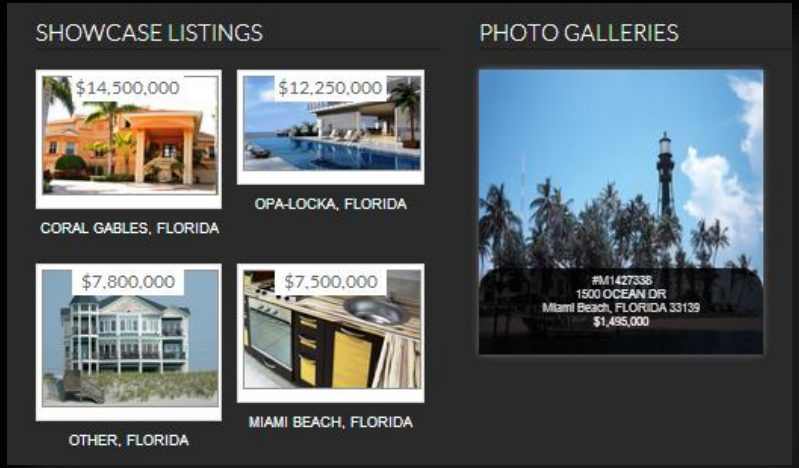


People buy homes where they feel a connection.

- ✓ Community or neighborhood pages offer lifestyle buying decisions for both relocation and local buyers.
- ✓ This type of content demonstrates local expertise, and can dramatically increase online visibility with Google love!

PROFESSIONALLY DESIGNED

Does your website make a great first impression?



ARE YOU CREDIBLE?

- ✓ First and foremost buyers and sellers want to work with professional Realtors. Is your website polished and does it scream professionalism?
- ✓ To stand out and differentiate your company, your website should not look like every other real estate website on the World Wide Web.

MAP SEARCHES

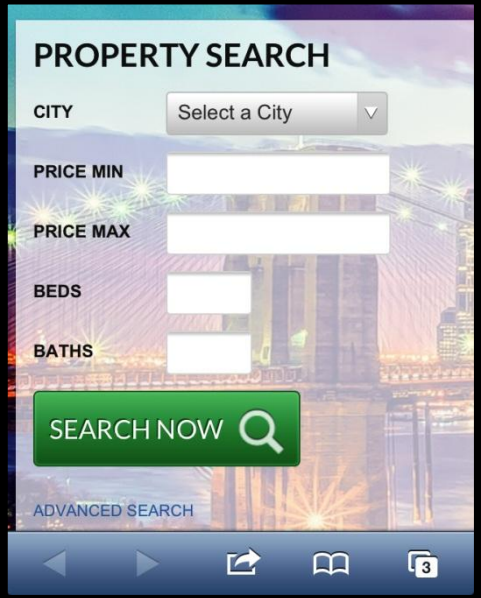
Does Your Website Provide Search Tools Buyers Want?

- ✓ **Buyers love to view homes on maps.**
- ✓ **Sellers love it when buyers <u>can</u> view their listings via maps.**

- Buyers who explore neighborhoods and visualize property locations, make faster purchasing decisions.
- Property search maps keep people engaged and turn them into a returning website visitor.

VIEWABLE ON MOBILE DEVICES

Is your website accessible from mobile devices?



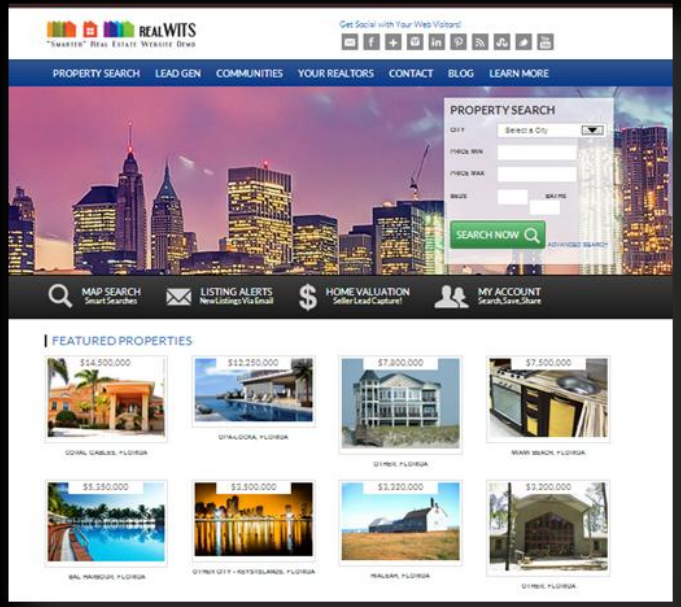
The Usage of Mobile Devices is Rapidly Growing

"More than two-thirds of prospective buyers who use a mobile device in their home search reported contacting a real estate professional for a showing as a result of their mobile search"

...according to a survey from The Real Estate Book

EASY TO NAVIGATE

Does Your Website Frustrate Your Visitors?



Can Visitors Quickly Find What They Want?

- ✓ Does your website eliminate confusion?
- ✓ Is your content buried or is it strategically designed for easy navigation?

WEBSITE DESIGN TAKEAWAYS

- Is your website photo-centric?
- Does your website make a great first impression?
- Can your online visitors quickly find what they want?
- Do you offer informative neighborhood information?
- Do you have web tools that engage & retain visitors?
- Is your website viewable on mobile devices?

DOES YOUR WEBSITE

PRODUCE QUALITY LEADS?

ONLINE REAL ESTATE LEAD GENERATION

Top 4 traits associated with effective lead generation outcomes.

DESIGN

Strategic website design enhances lead collection.

AUTO-PILOT

Set it & forget it, increases success.

ROUTING

Speedy follow-up challenges competitors.

TRACK

Monitoring & tracking improves accountability.

LEAD GENERATION BY DESIGN

Is your website designed to **capture & nurture** buyer & sellers leads?

YES!

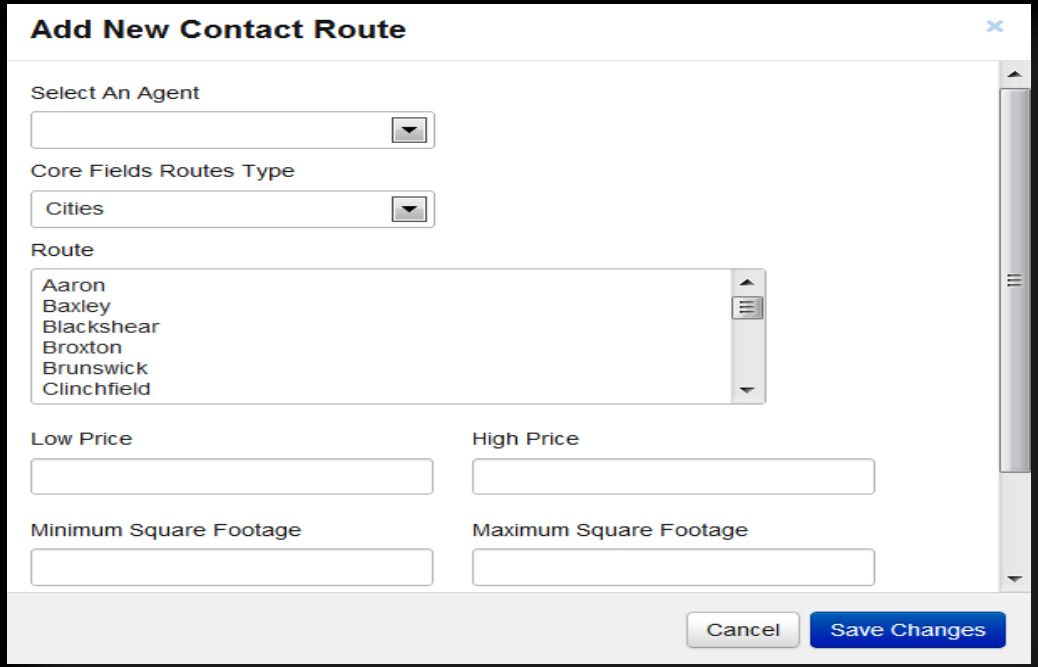
NO

AUTO-PILOT LEAD CAMPAIGN

Does your website incorporate... **set it & forget it** lead follow-up?

YES

NO



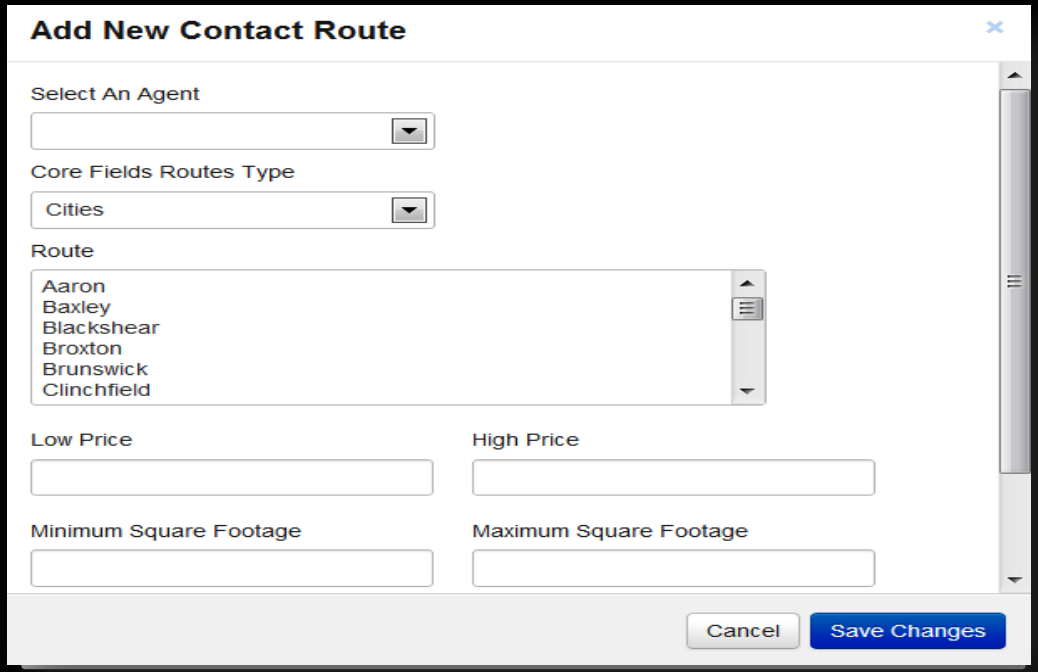
REALWITS

LEAD ROUTING

Do your leads **selectively** get forwarded to the **best resource?** (the one most apt to close that lead?)

YES

NO

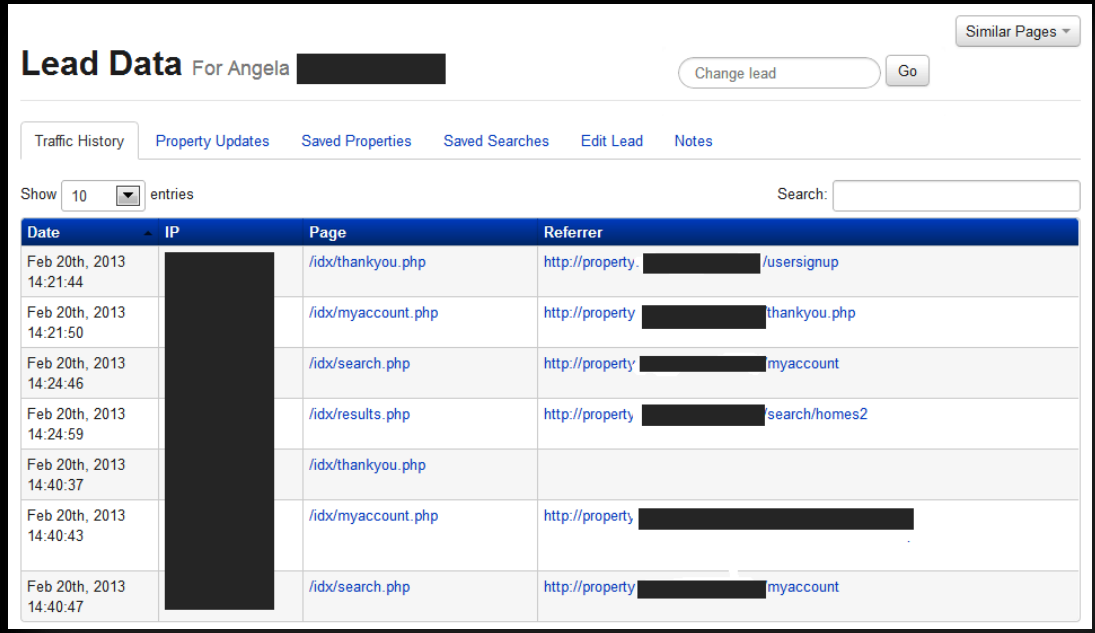


MONITORING & TRACKING LEADS

Can You
MONITOR & TRACK LEADS
for accountability
& opportunities?

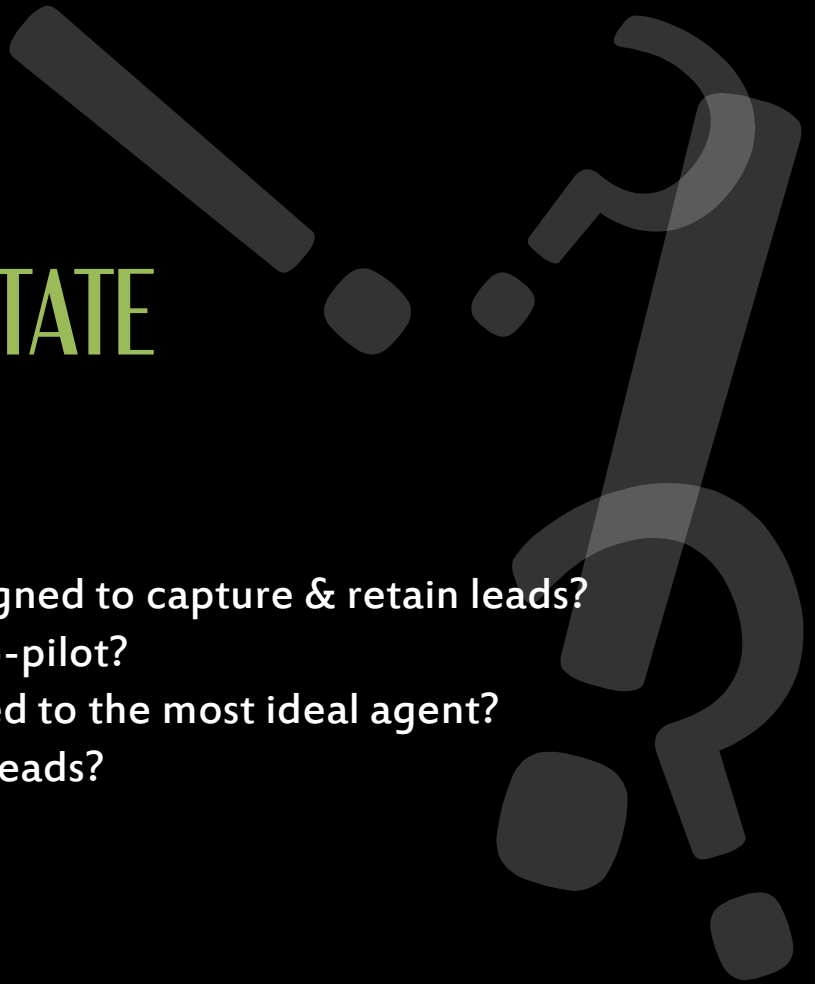
YES

NO



REALWITS

WEBSITE REAL ESTATE LEAD TAKEAWAYS



- Is your website strategically designed to capture & retain leads?
- Is your lead follow up set on auto-pilot?
- Are your leads instantly forwarded to the most ideal agent?
- Can you monitor and track your leads?

IS YOUR WEBSITE SMART?

Is It SEO FRIENDLY	Are You IN CONTROL	Is Your DESIGN IMPRESSIVE	Does It GENERATE LEADS

Yes or No?

SEO Friendly
+ Website Control
+ Impressive Design
+ Lead Generating
A Smart Real Estate
Company Website

It's no
secret!

IS YOUR WEBSITE SMART?

REALWITS!
smarter real estate websites

Learn More: realWITS.com

- This challenge was designed for real estate companies and brokers to provide valuable website insider takeaways.
- Because real estate companies that don't always know if their website has built in intelligence.

To learn more...

- ✓ visit realWITS.com
- ✓ or homeGOaround.com for a "live" smart real estate company website demo

Thanks for watching! The smart real estate company website people at realWITS.com