

Turn a Click into a Client



Five Key Steps to Mastering the Internet for Realtors



Why the Internet?



- Because more than 80% of home buyers start their search on the Internet
- Because the Internet gives consumers access to MLS like data
- Because your competitors are there
- Because your clients are there
- Because your clients expect **YOU** there



The Internet is NOT Local



- Realtor.com is the most visited real estate web site
- Zillow, Trulia and other Internet brokerages are gathering media attention
- Most “searches” start at Google, Yahoo, MSN, and AOL
- National real estate Internet companies are targeting your clients and prospects



The Internet demands dialogue



- 58% of Internet consumers who transact choose the first company who responds
- The average Internet consumer visits 5 Web sites, and completes 3 different Web forms
- 90% of consumers are very satisfied when they are personally contacted on the same day they completed an Internet form
- Business Week reports that 80% of Internet leads are lost, discarded or never responded to. Of those that are, 75% of responses take more than 24 hours
- The National Association of REALTORS® cites lead **response** as a critical industry issue



Five Key Steps to Mastering the Internet



- Generate Traffic
- Call for Action not Provide Entertainment
- Know Your Goal and Cater to It
- Entice Return Visits
- Provide an Insight into the Experience of Working with You

Create Dialogue



Generate Traffic



- Build it and they will come was fine for the Field of Dreams but will not work
- Merely having a web site will do almost nothing (except give you an email address)
- You need visitors to the web site
 - ***BUT NOT JUST ANY VISITOR***
 - ***A PROSPECTIVE BUYER***
 - ***A PROSPECTIVE SELLER***



Generate Traffic



- Traffic can be “natural” (sometimes called organic) -- visitors who know of your site and go directly there
- Traffic can be “searched” – visitors who type a search query such as “Chicago Condominiums” and find your site
- Traffic can be “referred” – visitors who start at one site and are redirected to your site



Generate Traffic



- Natural Traffic is hard to generate other than from your clients and sphere of influence
 - Search Traffic can be purchased (through pay per click ads) or be “organic” (you come up in search results)
 - Organic search traffic will only work if you are found on the first page of search results
- Referred Traffic is usually purchased traffic



Generate Traffic



- Organic search and referral traffic is very hard to generate and requires a lot of work or a large expenditure (for the work of others)
- Purchased traffic (from ads and redirects) is the way to ensure that visitors will actually come to your site
- Be very wary of those who offer to generate organic traffic – most such offers will fail



Call for Action not Provide Entertainment



- **You are not in the web traffic business** you are in the real estate business
- Once you have visitors what are you offering them?
- Lots of Pictures and lots of text is nice but is not a “**Call to Action**”
- Design your site so that YOU are getting the reaction you want from your visitors



Know Your Goal and Cater to It



- If you are a listing agent you have two goals:
 - ***Generate interest in your existing listings***
 - ***Generate interest in prospects using you as their future listing agent***
- If you show too much information about other agent's offerings what do you get out of it?
If you encourage your visitors to go elsewhere for needed information how will they see your information?



Know Your Goal and Cater to It



- If you are a buyer's agent you have one goal:
 - ***Identify buyer prospects for further dialogue***
- If you do not capture a visitor's contact information how will you generate further dialogue?
- If you encourage your visitors to go elsewhere for needed information how will they see your information?



Know Your Goal and Cater to It



- If you have a “branding site” you have one goal:
 - ***Allow visitors to decide that they want to work with you.***
- If you do not give them a sense of who you are and what you are like to work with why would they want further dialogue?
- If you confuse your visitors with unneeded information how will they make a judgment about you?



Know Your Goal and Cater to It



- Think through what actions you want your website visitors to take.
- Make it easy to take those actions
- Make it difficult to avoid taking those actions
- DO NOT worry about losing “lookie lou’s”
- ***Visitors who will not focus on your listings or provide you with their contact information are highly unlikely to use your services***



Entice Return Visits



- Real Estate Web Visitors Want:
 - Pictures (and more pictures and more pictures)
 - Search that is easy to use
 - Information that helps them make a decision
 - Information that helps them make a comparison
- ***Give them what they want*** and they are far more likely to return



Entice Return Visits



- Real Estate Web Visitors Do Not Want:
 - Text (and more text and more text)
 - Search that is hard to use and makes them jump through hoops
 - Information that belongs elsewhere (“tonight's great party locations”)
 - Information that treats them as stupid or is irrelevant (“Chicago was the 2nd largest city in the US in 1980”)

Give them what they do not want and they are far more likely to ***never return***



The Experience of Working with You



- Is most easily conveyed by having the actual experience.
- Referrals are a one step removed substitute
- A website can offer video, audio, your own writings and testimonials as a means of creating a close substitute for the real thing
- Your visitors will usually draw such an impression from whatever you present –
So Better Make it a Good One



The Experience of Working with You



- Be ***Enthusiastic*** and Show It
- Give the Website visitor the opportunity to experience you -- not merely a set of facts and figures
- Pictures help sell you just as they help sell a house
- If you can, ***use video and audio***



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Dialogue is Key



Market2Buyers can help create that
dialogue

<http://market2buyers.com>

