

**6.9 minutes**

IS YOUR WEBSITE  
**SMART?**

A CHALLENGE FOR REAL ESTATE  
COMPANY WEBSITE OWNERS

# 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

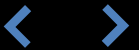
**SEO  
FRIENDLY**

**YOU  
CONTROL**

**IMPRESSIVE  
DESIGN**

**LEAD  
GENERATOR**

IS YOUR REAL  
ESTATE WEBSITE  
**SEO**  
**FRIENDLY?**

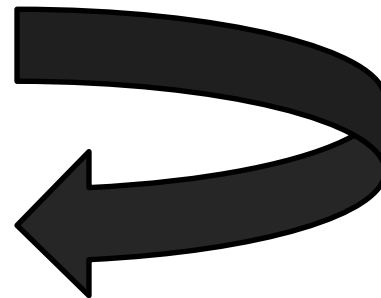


# IS IT **ACCESSIBLE?**

Find Out in 3 Steps

**STEP 1... GO TO**

Google



Google Search

I'm Feeling Lucky

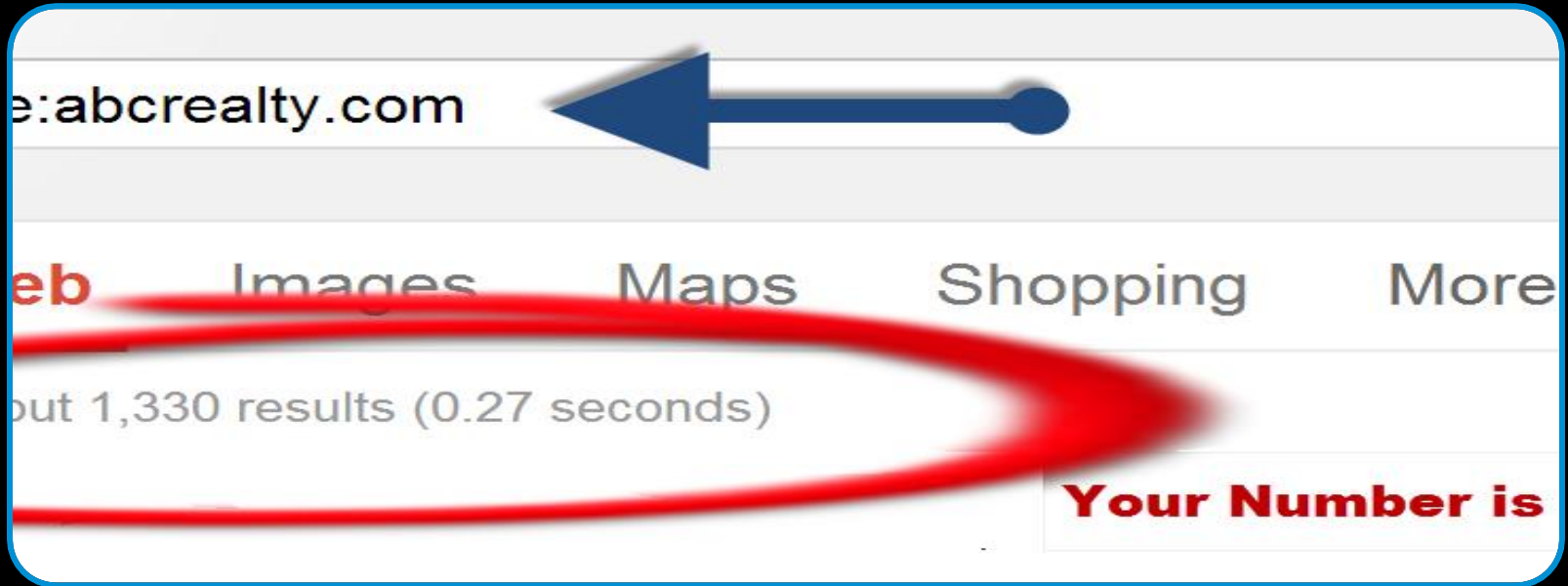
## **STEP 2: SEARCH YOUR SITE ON GOOGLE**

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?

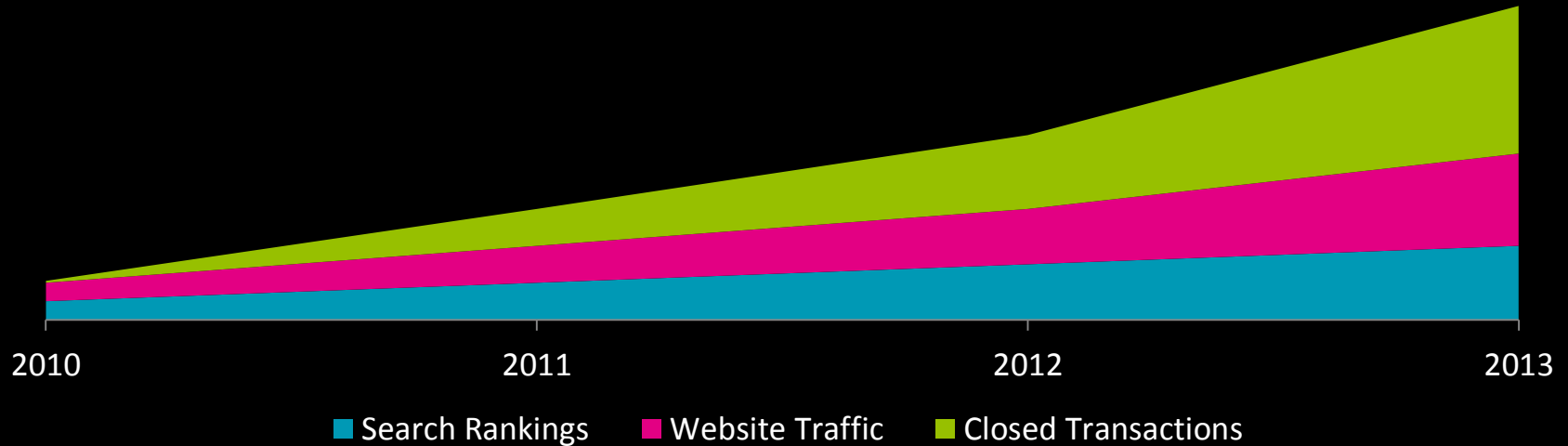
Your pages **are** accessible to Google!



## NOT CLOSE?

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

# DO YOU HAVE STEADY ONLINE GROWTH?



# 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"

## Test the Load Time of a Web Page

Enter a URL to test the load time of that page, analyze it and find bottlenecks

Test Now

Settings

# How Does Your Website Measure Up?

View Your Results.

Perf. grade	Requests	Load time	Page size
<b>73</b> /100	<b>20</b>	<b>9.37<sub>s</sub></b>	<b>1.1MB</b>

Your website is **slower than 85%** of all tested websites

Perf. grade	Requests	Load time	Page size
<b>81</b> /100	<b>28</b>	<b>1.31<sub>s</sub></b>	<b>204.8kB</b>

Your website is **faster than 83%** of all tested websites

**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.



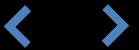
## Online Visitors are Impatient

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 fast loading?

DO YOU  
**CONTROL**  
YOUR  
WEBSITE?



# DO YOU CONTROL YOUR **CONTENT**?



NO



YES

IS IT **EASY**  
TO... *ADD*,  
**CHANGE OR**  
**UPDATE** WEB  
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

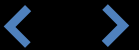


YES!

# 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 SALES?



# PICTURES SELL REAL ESTATE

Is your website photo centric to sell more real estate?

View Photo Gallery



780 FISHERMAN ST  
Opa-Locka, FL 33054  
**\$12,250,000**

82,000  
Sq Ft

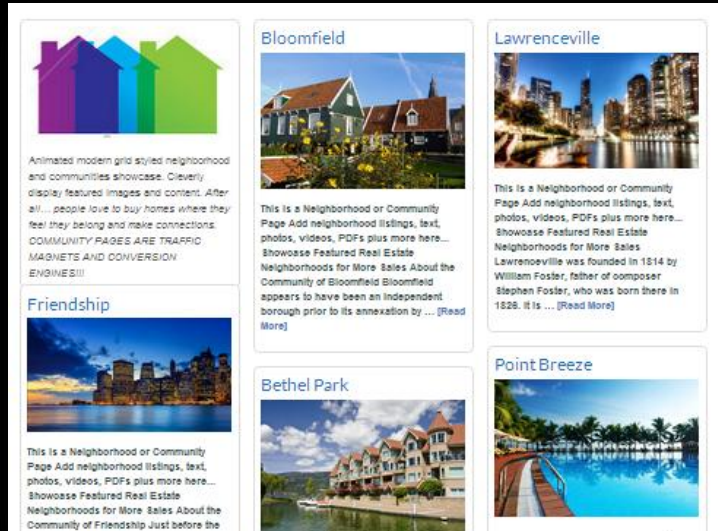
Facebook Twitter LinkedIn Pinterest Email

## 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?

SHOWCASE LISTINGS




\$14,500,000

CORAL GABLES, FLORIDA




\$12,250,000

OPA-LOCKA, FLORIDA



\$7,800,000


OTHER, FLORIDA



\$7,500,000

MIAMI BEACH, FLORIDA

PHOTO GALLERIES



#M1427336  
1500 OCEAN DR  
Miami Beach, FLORIDA 33139  
\$1,495,000

## 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

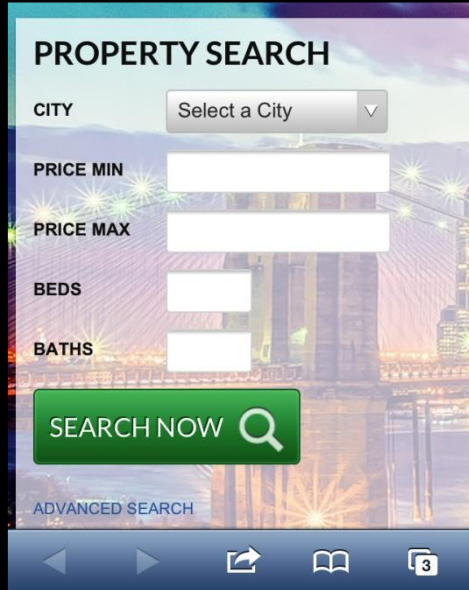
## Does Your Website Provide Search Tools Buyers Want?



- ✓ **Buyers love to view homes on maps.**
- ✓ **Sellers love it when buyers can 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?



A screenshot of a mobile property search interface. The background is a cityscape at night. The form is titled "PROPERTY SEARCH" and includes the following fields: "CITY" with a dropdown menu labeled "Select a City", "PRICE MIN" with a text input field, "PRICE MAX" with a text input field, "BEDS" with a text input field, and "BATHS" with a text input field. Below these fields is a green "SEARCH NOW" button with a magnifying glass icon. At the bottom left of the form is a link for "ADVANCED SEARCH". The bottom of the screen shows a mobile navigation bar with icons for back, forward, share, bookmarks, and notifications.

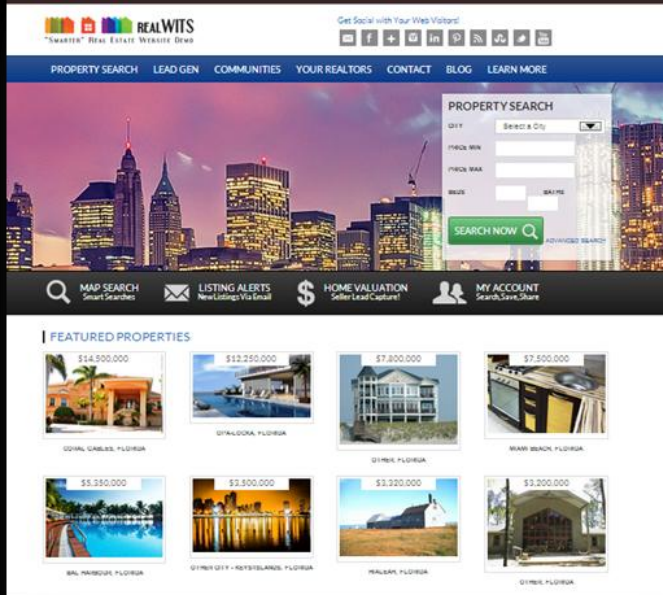
## The Usage of Mobile Devices is Rapidly Growing

*“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?



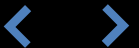
## Can Visitors Quickly Find What They Want?

- ✓ 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**



### Add New Contact Route

Select An Agent

Core Fields Routes Type

Route

- Aaron
- Baxley
- Blackshear
- Broxton
- Brunswick
- Clinchfield

Low Price

High Price

Minimum Square Footage

Maximum Square Footage



# LEAD ROUTING

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

YES



NO



### Add New Contact Route

Select An Agent

Core Fields Routes Type

Route

- Aaron
- Baxley
- Blackshear
- Broxton
- Brunswick
- Clinchfield

Low Price

High Price

Minimum Square Footage

Maximum Square Footage

Cancel Save Changes

# MONITORING & TRACKING LEADS

Can You  
**MONITOR &  
TRACK LEADS**  
for  
accountability &  
opportunities?



**YES**



**NO**

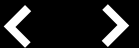
real**WITS**

Lead Data For Angela [REDACTED] Change lead Go Similar Pages ▾

Traffic History Property Updates Saved Properties Saved Searches Edit Lead Notes

Show  entries Search:

Date	IP	Page	Referrer
Feb 20th, 2013 14:21:44	[REDACTED]	/idx/thankyou.php	http://property.[REDACTED]/usersignup
Feb 20th, 2013 14:21:50	[REDACTED]	/idx/myaccount.php	http://property.[REDACTED]thankyou.php
Feb 20th, 2013 14:24:46	[REDACTED]	/idx/search.php	http://property.[REDACTED]myaccount
Feb 20th, 2013 14:24:59	[REDACTED]	/idx/results.php	http://property.[REDACTED]search/homes2
Feb 20th, 2013 14:40:37	[REDACTED]	/idx/thankyou.php	
Feb 20th, 2013 14:40:43	[REDACTED]	/idx/myaccount.php	http://property.[REDACTED]
Feb 20th, 2013 14:40:47	[REDACTED]	/idx/search.php	http://property.[REDACTED]myaccount



# WEBSITE LEAD GENERATION 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**

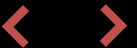
**Yes or No?**

**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



How many  
times did  
you  
answer  
**YES?**

Learn More: [realWITS.com](http://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](https://realWITS.com)
- ✓ or [homeGOaround.com](https://homeGOaround.com) for a “live” smart real estate company website demo

**Thanks for watching! The educational real estate company website people at [realWITS.com](https://realWITS.com)**

