

# Weichert<sup>®</sup>

## Agent Pages

### 10 Important Steps to Internet Marketing Success

#### Step 1: Buy 2 domain addresses to start:

(1<sup>st</sup> for your primary marketing URL- For ex- [www.BillSellsRealEstate.com](http://www.BillSellsRealEstate.com) )  
(2<sup>nd</sup> domain used primarily for SEO. For ex: [www.FlemingtonNJRealEstate.com](http://www.FlemingtonNJRealEstate.com) )

a. Domain vendors:

[www.stadiumdomains.com](http://www.stadiumdomains.com) (\$10/yr) [www.godaddy.com](http://www.godaddy.com) (\$12/yr) [www.registry.com](http://www.registry.com) (\$19.99/yr)

b. Then email [bill.hang@lpsvcs.com](mailto:bill.hang@lpsvcs.com) your login # & password to your domain acct

#### Step 2: Begin incorporating your website address [www.BillSellsRealEstate.com](http://www.BillSellsRealEstate.com) on **EVERYTHING** you do. Here are a few samples:

- a. **All** marketing materials, business cards, open house brochures, leave behinds, etc.
- b. On all outgoing emails, MLS & Real Estate profile(s), etc
- c. Include in your DOORS portfolio
- d. Local newspaper/magazines
- e. Verbally share at Open Houses and Opportunity Time
- f. All Social Media Networking environments
- g. Change voice mail messages to include your website address
- h. Personally invite past clients to visit your website address

#### Step 3: Start creating **Real Estate Profiles** on the following high-traffic websites

Promote your website address on these **free related** websites—goal is to link back to your personal website. *Very Important!* Doing this will help your website be more “indexed” and “optimized” and of course, an opportunity to capture leads and be more exposed.

- a. [www.postlets.com](http://www.postlets.com)
- b. [www.postyourlistings.com](http://www.postyourlistings.com)
- c. [www.backpage.com](http://www.backpage.com)
- d. [www.activerain.com](http://www.activerain.com)
- e. [www.realestatenetworkgroup.com](http://www.realestatenetworkgroup.com)
- f. [www.brokeragentsocial.com](http://www.brokeragentsocial.com)
- g. [www.homethinking.com](http://www.homethinking.com)
- h. [www.wannanetwork.com](http://www.wannanetwork.com)
- i. [www.greenpearl.com](http://www.greenpearl.com)
- j. [www.biggerpockets.com](http://www.biggerpockets.com)
- k. [www.trulia.com/mytrulia](http://www.trulia.com/mytrulia)
- l. [www.zillow.com](http://www.zillow.com)
- m. [www.enormo.com](http://www.enormo.com)
- n. [www.postess.com](http://www.postess.com)
- o. [www.konnects.com](http://www.konnects.com)
- p. [www.plaxo.com](http://www.plaxo.com)
- q. [www.squidoo.com](http://www.squidoo.com)
- r. [www.realtown.com](http://www.realtown.com)
- s. [www.americantown.com](http://www.americantown.com)
- t. [www.inman.com/community](http://www.inman.com/community)
- u. [www.agentmachine.com](http://www.agentmachine.com)
- v. [www.irealestatedirectory.com](http://www.irealestatedirectory.com)

#### Step 4: Take advantage of classified sites and social media outlets

- [www.craigslist.com](http://www.craigslist.com) allows you to post your listings for free for 45 days.
- [www.usfreeads.com](http://www.usfreeads.com) post your listings & link to your business website for free
- [www.wordpress.com](http://www.wordpress.com) allows you to advertise your listings for free.
- [www.google.com/local/add](http://www.google.com/local/add) allows you to advertise your business/listings
- [www.facebook.com](http://www.facebook.com) allows you to create a business page within your personal page
- [www.linkedin.com](http://www.linkedin.com) professional business networking site
- [www.twitter.com](http://www.twitter.com) allows you to connect quickly via text message to your network

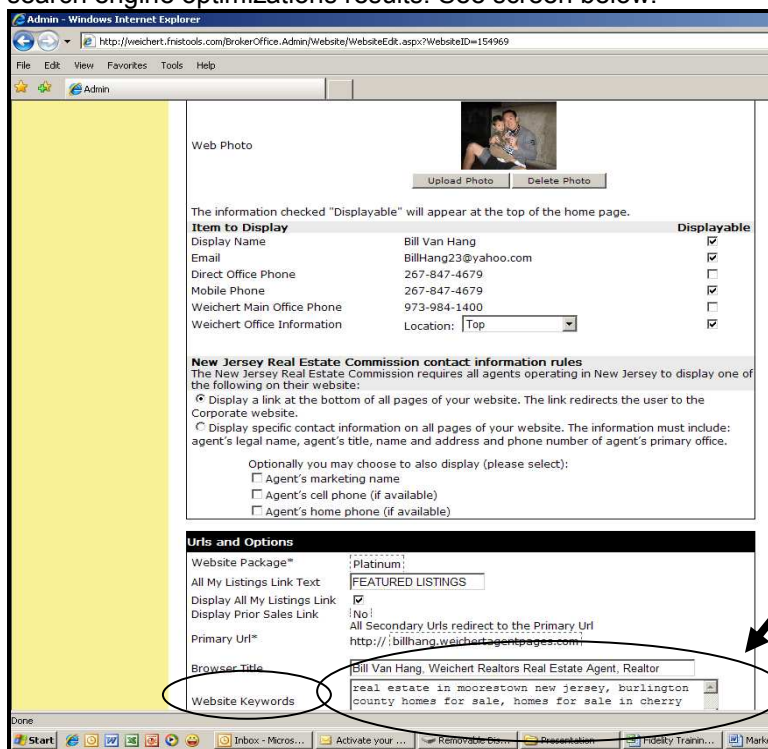
#### Step 5: Local Marketing and Promoting

- Reach out to local businesses in your neighborhood. Inquire about **“link exchanging”** to help promote each other’s business. Link exchange with contractors, lawyers, etc
- Inquire about local inexpensive advertising. (For ex: ClipperCouponbooks, Local Community newspapers, etc)
- Implement a local community-quarterly newsletter via email or brochure

#### Step 6: Leverage your website w/ Sellers-Your Website is a Listing Tool!

- Simply mentioning you have a professional business website gives you tremendous credibility!
- Use your website as additional dialogue to capture new listings/FSBO.
- Get a listing domain address for their property. For ex: [www.120OldShortHillsRoad.com](http://www.120OldShortHillsRoad.com)

**Step 7: Establish a local browser title and begin entering local town key words in your personal admin.** The goal here is to describe your website with strong search words for “organic” search engine optimizations results: See screen below:



Enter in the browser title a phrase that describes the local town areas you service. For ex: Flemington New Jersey Real Estate and homes for sale

**Step 7 Continue. (Do it on your homepage screen) See screen below:**

### **Step 8: Need Help in Search Engine Optimizations (SEO) and Management**

- Read the SEO Top Tips handout included in this packet
- Visit [www.FidelityAssets.com](http://www.FidelityAssets.com) for additional help
- Search google.com or yahoo.com for SEM (Search Engine Management) and see available companies

### **Step 9: Start participate in local blogs. Link from these blogs provide “currentness”**

- Go to google.com. Search for local blogs: **For ex:** New Jersey Real Estate Blogs
- The more you participate and have a link back to your personal website the more your website gets “indexed” and “crawled” for website placements.
- Go to [www.fidelityassets.com](http://www.fidelityassets.com) and click on “My Client Builder”. They offer and provide you with a personalized blog for free!
- Another site providing free blogs is [www.realtychat.com](http://www.realtychat.com)

### **Step 10: Our Support Channels, Free Website Training Classes, Online Webinars, & Videos**

- Go to [www.weichertagentpages.com](http://www.weichertagentpages.com) to see ALL our Support Channels. See training dates & locations
- You must RSVP for online webinars & website classes.

Save our Support Call Center toll-free number 1-888-265-9175 to your mobile phone. Email us at [help@weichertagentpages.com](mailto:help@weichertagentpages.com) . Forget your login: Email [loginhelp@weichertagentpages.com](mailto:loginhelp@weichertagentpages.com)