

Weichert® Agent Pages

The path to possibilities. The path to your success.

**Weichert,
Realtors®**

Agent Pages™



Powered by:

The **most complete** internet marketing program for Weichert Real Estate Agents.

WELCOME PACKET

"Live" Support Channels	Email Support Channels
<ul style="list-style-type: none"> ▪ Support Call Center 1-888-265-9175 (Mon-Fri 9am to 8pm EST) ▪ Sign-up for "hands-on" website training classes ▪ Must RSVP on www.weichertagentpages.com 	<ul style="list-style-type: none"> ▪ Help@weichertagentpages.com ▪ LoginHelp@weichertagentpages.com ▪ Billing@weichertagentpages.com ▪ onlinewebinars@weichertagentpages.com ▪ Missingphotos@weichertagentpages.com
Online Support Channels	Online Training Webinar Dates
<ul style="list-style-type: none"> ▪ Sign-up for online website training webinars ▪ Watch online training videos ▪ Printable Step-by-Step Quick Start Guides ▪ Printable Marketing Tips ▪ 24/7 access to resource center website www.weichertagentpages.com 	<p>Online Training Start Time: 2pm -3pm EST</p> <ul style="list-style-type: none"> ▪ See page 6 of this packet for complete website webinar training dates. ▪ To RSVP: email to onlinewebinars@weichertagentpages.com ▪ You can also visit www.weichertagentpages.com

Congratulations and Welcome to Weichert AgentPages™

A “turn-key” Internet marketing solution for your growing business

**Please take the time to read this important
Welcome Packet**



Table of Contents

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Top 10 Values of a Business Website

1. Credibility, Credibility, Credibility

- With buyers
- With sellers
- With past/present clients

2. Enhances your current marketing efforts

- Your open Houses
- Your farming/Local Ads
- Your emails

3. Ensures referrals RETURN

- Past clients will likely look you up online to locate you

4. Becomes a *Powerful* marketing tool

- Used to turn prospects into clients
- Use to increase your sales relationships.

5. Serves as a community resource center making YOU the trusted local Realtor

- Have local town information, photos, & local events
- Provide local school information
- Provide local train/bus schedules, local restaurants, etc
- Have community info and organizations that you are involved in
- Post yard sales, golf courses, recreational activities

6. Becomes a *Listing Tool* to capture listings

- Provides you with extra dialogue and ammunition to secure the listing
- I'll feature your home—dedicate a page for your home
- I'll purchase a domain address for your property. For ex: www.123HarvardLane.com

7. Acts as your personal online office 24/7

- Helps secure Face-to-Face appointments
- Adds value and credibility to your business

8. Promotes your active and sold listings!

- Post home you've sold—increases credibility
- We automatically post your active client's listing(s)

9. 8 out of 10 Consumers Begin Their Search Online

- This # is only going to increase
- Makes sense to involve some part of your marketing efforts with the Internet

10. Your Competition Has One

- The top realtors in your area will likely have a website
- Studies show 7 out of 10 Realtors will allocate part of their marketing budget to Internet
- STAY COMPETITIVE!
-

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10 Important Steps to Internet Marketing Success

Step 1: Buy 2 domain addresses to start:

(1st for your primary marketing URL- For ex- www.BillSellsRealEstate.com)

(2nd domain used primarily for SEO. For ex: www.FlemingtonNJRealEstate.com)

a. Domain vendors:

www.stadiumdomains.com (\$10/yr) www.godaddy.com (\$12/yr) www.registry.com (\$19.99/yr)

b. Then email bill.hang@lpsvcs.com your login # & password to your domain acct

Step 2: Begin incorporating your website address 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
- b. www.postyourlistings.com
- c. www.backpage.com
- d. www.activerain.com
- e. www.realestatenetworkgroup.com
- f. www.brokeragentsocial.com
- g. www.homethinking.com
- h. www.wannanetwork.com
- i. www.greenpearl.com
- j. www.biggerpockets.com
- k. www.trulia.com/mytrulia
- l. www.zillow.com
- m. www.enormo.com
- n. www.postess.com
- o. www.konnects.com
- p. www.plaxo.com
- q. www.squidoo.com
- r. www.realtown.com
- s. www.americantown.com
- t. www.inman.com/community
- u. www.agentmachine.com
- v. www.irealestatedirectory.com

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

- www.craigslist.com allows you to post your listings for free for 45 days.
- www.usfreereads.com post your listings & link to your business website for free
- www.wordpress.com allows you to advertise your listings for free.
- www.google.com/local/add allows you to advertise your business/listings
- www.facebook.com allows you to create a business page within your personal page
- www.linkedin.com professional business networking site
- 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

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:

Admin - Windows Internet Explorer
http://weichert.frstools.com/BrokerOffice.Admin/Website/WebsiteEdit.aspx?WebstaID=154969

File Edit View Favorites Tools Help

Admin

Web Photo

Upload Photo Delete Photo

The information checked "Displayable" will appear at the top of the home page.

Item to Display		Displayable
Display Name	Bill Van Hang	<input checked="" type="checkbox"/>
Email	BillHang23@yahoo.com	<input checked="" type="checkbox"/>
Direct Office Phone	267-847-4679	<input type="checkbox"/>
Mobile Phone	267-847-4679	<input type="checkbox"/>
Weichert Main Office Phone	973-984-1400	<input checked="" type="checkbox"/>
Weichert Office Information	Location: Top	<input checked="" type="checkbox"/>

New Jersey Real Estate Commission contact information rules
The New Jersey Real Estate Commission requires all agents operating in New Jersey to display one of the following on their website:

Display a link at the bottom of all pages of your website. The link redirects the user to the Corporate website.

Display specific contact information on all pages of your website. The information must include: agent's legal name, agent's title, name and address and phone number of agent's primary office.

Optionally you may choose to also display (please select):

Agent's marketing name
 Agent's cell phone (if available)
 Agent's home phone (if available)

Urls and Options

Website Package* Platinum

All My Listings Link Text FEATURED LISTINGS

Display All My Listings Link

Display Prior Sales Link No

All Secondary Urls redirect to the Primary Uri

Primary Uri* http://billhang.weichertagentpages.com

Browser Title Bill Van Hang, Weichert Realtors Real Estate Agent, Realtor

Website Keywords real estate in moorestown new jersey, burlington county homes for sale, homes for sale in cherry

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

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

Weichert Realtors

Homepage Edit

Status: *Published*

Browser Title: Kennett Square Homes, Real Estate Listings, Resales, F

Search Engine Keywords: Kennett Square homes, real estate in Kennett Square, houses for sale in Kennett Square, foreclosures in Kennett Square, Kennett Square

Search Engine Description: Find all homes for sale in Kennett Square, Chadds Ford, Unionville here at www.JaneWellbrock.com where searching all real estate is as simple as a

Select a Content Type: Enter Content Content Designer *new!*

Enter Content

Content Templates
Click on any one of the Content Templates below to set a predefined HTML structure when you create a new article. Clicking on an

- [Single Column No Photo](#)
- [Single Column One Photo](#)
- [Single Column Multiple Photos](#)
- [Double Column Left Photo](#)
- [Double Column Right Photo](#)
- [Three Column Version 1](#)
- [Three Column Version 2](#)
- [Tab Copy One Photo](#)
- [Tab Copy Multiple Photos](#)
- [Table](#)

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 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 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

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

- Go to 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 . Forget your login: Email loginhelp@weichertagentpages.com

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2011 Online Website Training Webinars

We are proud to announce the following available online website training webinars to help you learn the basic & some advanced steps to get started. To participate simply sign-up by sending us an email to onlinewebinars@weichertagentpages.com



Time of Webinar: 2:00pm to 3:00pm EST.

**Please be logged in 5 minutes prior to the scheduled time.*

2011 Dates for Online Website Webinar Trainings

Friday, Jan 14 th & Jan 28 th	Friday, July 8 th & 22 nd
Friday, Feb 11 th & 25 th	Friday, Aug 12 th & 26 th
Friday, March 11 th & 25 th	Friday, Sept 9 th & 23 rd
Friday, April 8 th & 22 nd	Friday, Oct 14 th & 28 th
Friday, May 13 th & 27 th	Friday, Nov 11 th & 18 th
Friday, June 10 th & 22 nd	Friday, Dec 2 nd & Dec 16 th

Look for **advanced** webinar session on www.weichertagentpages.com

**Save these dates on your calendar.*

Did you get a website domain?

If not, go to one of the following domain sites to purchase your domain. Then email

bill.hang@lpsvcs.com

Domain vendors:

1. www.stadiumdomains.com (\$10/yr)
2. www.godaddy.com (\$12/yr)
3. www.register.com (\$19/yr)

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Step-by-Step Quick Start Guide

*This Quick Start Guide addresses the website portion of Weichert AgentPages and is designed to help YOU quickly understand some of the basic web site functionalities of your website admin. It is recommended that you take the time to download the rest of the Quick Start Guide found on www.weichertagentpages.com under Help Guides. This Quick Start Guide will walk you step-by-step on how to do the following:

1. How to Log into your Administration Page
2. Change your password
3. Verify your email address
4. Select the phone numbers you want displayed
5. Upload a personal photo
6. Change the design of your site
7. Edit the default text on your home page
8. Add new content pages
9. Add links using the My Favorite Links page
10. Get to know your site
11. Continue to build your site over time
12. rDesk for Gold and Platinum only – Assigning campaigns/adding campaigns/importing additional names
13. Take advantage of the free regional training classes

Remember, Weichert AgentPages™ marketing program is not only a unique agent marketing and productivity tool but it becomes your internet marketing presence. Weichert AgentPages™ is an extremely powerful multi-faceted web solution that is specifically designed to enable agents to use the Internet to both acquire leads and to manage customer interactions.

Important Note: Since the Quick Start Guide has many pages it is too large to send the entire guide via email. Please Download the complete guide by going to www.weichertagentpages.com and clicking on Help Guides tab.

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Weichert Agent Websites: FAQ

1. Do my listings feed directly from the MLS? How often?

Yes, your listings will be automatically fed to your site. The frequency is dependent on your MLS platform. Some feed every few hours while others every 2 days.

2. When a customer is on my personal website & selects the contact me or inquires about a listing where does this information go?

On all three packages, this information will go directly to you via email. *Agents who have the Gold and Platinum packages will also have this customer information automatically stamped in their Contact Lead Management system called The rDesk.

3. Will the Weichert Lead Network 800# or Call Center Contact Buttons ever be displayed any where on my personal website?

NO. Once a consumer clicks into YOUR website the consumer is 100% yours and only your contact information is branded.

4. Will my website be linked from Weichert.com?

Yes, your website will be linked through:

- The agent search on Weichert.com
- The office page on Weichert.com
- Your listing detail page on Weichert.com (only with the Platinum)

5. So how will customers end up on my personal web site from Weichert.com again?

If a customer begins their search on Weichert.com and clicks on the Associate/Office link button (shown below) and finds your agent profile page & clicks on your Visit My Website link. (All Packages)

The screenshot shows the Weichert.com website interface. At the top, there is a navigation menu with links: CALL 1-800-872-7653, BUYING, SELLING, OPEN HOUSES, FINANCING, ASSOCIATES / OFFICES, WEICHERT VALET, and ABOUT US. The 'ASSOCIATES / OFFICES' link is circled in red, and an arrow points to it from the text above. Below the navigation bar is a search section with a 'Search for Properties' form. The form includes fields for 'City & State, or Zip (e.g. "New York, NY", "99148")', 'Min Price', 'Max Price', 'Beds', and 'Baths'. There is also a 'Search by Map?' section with a map of the United States and a 'Click Here' button. Below the search section is a 'QUICKCONNECT: 1-800-872-7653' banner. At the bottom, there are several service categories: FINANCING, LIVING, MYTH, and REALITY. The footer contains a list of states where Weichert has offices, including Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, DC, West Virginia, and Wisconsin.

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6. Are my listings on Weichert.com branded with my name? Does it link to my website?

Your listing on Weichert.com will always have your name; however, your name will only be a direct link to your personal website if you have the **Platinum level** site.

7. So what benefits does the Platinum package give me on Weichert.com?

With Platinum, you immediately increase your chances of a consumer bypassing your Company Call Center. Your **photo is added w/your name which acts as a hyperlink to your personal website**. A **Contact Agent button** replaces the More Info-800-USA-Sold button. Your **Cell Phone #** is added. The center 1-800-USA-Sold and Quick Connect buttons underneath the main photos are removed including the bottom quick web form.

*Silver and Gold packages do not have these additional benefits FROM your listing detail page ON WEICHERT.COM

The screenshot displays a real estate listing on Weichert.com. The main listing is for 12 CARMEN LN, Raritan Township NJ 08822, priced at \$795,000. The listing agent is Robert Beatty, whose name and photo are circled in red, indicating they are hyperlinks to his personal website. A 'Contact Agent' button is located below the agent's photo. The page also features a map, property details, and a 'Tools' section with options like 'Calculate Monthly Payment', 'View Printable Brochure', 'E-mail this listing to a friend', and 'Save this listing to your Weichert Valet'.

8. I primarily work with buyers and do not carry many listings. Do I purchase the Platinum package?

The decision to purchase Platinum is ultimately your decision but we recommend that you carry any average of 3 or more listings at any given time.

9. Where do you get your neighborhood profile? What's included in the profile?

Our data is gathered from multiple sources and our school reports are from the National Center for Educational for Statistics, Greatschools.net, Tax records, etc. This information is easily accessible by clicking on the Neighborhood tab within a listing detail page. It includes graphs and charts for that property listing.

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10. Can I link to my virtual tours from my website? How?

The Gold and Platinum levels allow you to link your listing to a virtual tour. This is done by login into the admin page and clicking on the MLS # from the My Listing tab.

11. Can I link to my other website? If yes, then how?

Yes, you can do this on the custom links page on Gold and Platinum levels or simply add it on your home page (using edit live). However, we do not recommend that you link your other site for the following marketing reasons:

- d. Bouncing visitors from one site to another may confuse the visitor
- e. It will be harder to measure specific advertising efforts

12. Where are all my contacts being saved (GOLD and Platinum)?

The contacts are saved with your account on a LPS owned server. It is secured and accessible only by you.

13. What is the nature of the relationship between Weichert & LPS Real Estate Group?

LPS Real Estate Group is a Weichert's preferred website vendor. The relationship is such that the two companies co-operate to serve you (the agent) best. It is another marketing tool you can use to fuel your real estate business.

14. What is an IDX?

This is the ability to display virtually all listings in your MLS on your website. It is short for Internet Data Exchange (IDX) or also known as Broker Reciprocity.

15. I am on a team, but can I have my own website?

You can choose to have your own website OR create a team website at a higher cost. Visit www.weichertagentpages.com for team order forms.

16. Who gets the leads from my site?

All of the leads generated from your website are yours and are sent to your e-mail.

17. What happens if I leave Weichert, Realtors?

You can keep your domain and continue to use us as your website vendor. If so, we would simply transfer your website & your domain to a different operating platform. Your website will then have a different design and logo.

18. Why can't I buy my own IDX-enabled website? Prudential lets their agents do this why not Weichert?

All agent sites must comply with local MLS rules. If a site does not comply, the MLS can strip Weichert Corporate of all IDX privileges. Therefore the guidelines are in place to ensure compliance.

19. Why do I have to pay for a website? Long & Foster agents get a free site!

Long & Foster offers free profile pages that defaults back to the longandforster.com leaving the agent profile. A LPS Real Estate offers a fully integrated and agent branded IDX. And it is a stand alone website available for you to advertise and market.

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20. What is a Domain and why do I have to purchase one.

A domain is a website address. **For ex:** homedepot.com or susansellshouses.com are domains. We recommend you purchase your own domain to ensure consistency in your brand. Your domain can be pointed to any website you may use in the future, which allows you to tie your personal brand to your web address in all of your marketing going forward. Regardless of which website you use, your customers will be able to find you online!" Some available domain companies:

1. www.godaddy.com
2. www.1on1.com
3. www.networksolutions.com

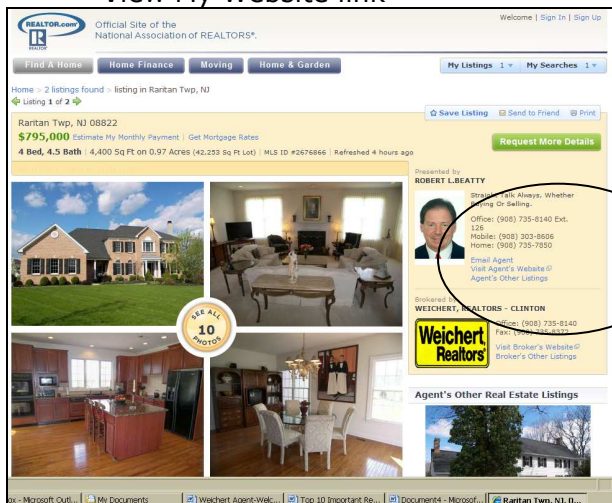
The average price is about **\$10/year** for a domain name. We will help you point your domain to your LPS Real Estate website.

21. Where are the samples LPS websites I can view?

Visit www.weichertagentpages.com and click on available packages tab

22. Can I link from Realtor.com®?

- Yes— All of the below features can link to your Weichert AgentPages website. Simply enter your domain in the website URL field on the Account Info tab of your REALTOR.com® Control Panel.
 - Your photo
 - Your Name
 - View My Website link



23. I'd like to have someone customize my website for me.

- Visit www.weichertagentpages.com and click on Resources and Links
- There you have 3 Companies that can meet all your budget needs
 - LimeyBoy, Inc Nick Lovegrove focuses on personal web customizations
 - VAPProfessionals –Virtual Assistance focuses on website content and customizations
 - FidelityAssets—focuses on Search Engine Optimizations and key words.

24. I have general questions and/or technical help.

- Visit www.weichertagentpages.com for Customer Service number
- Call our Support Call Center toll-free number 1-888-265-9175
- Email us at help@weichertagentpages.com

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Top SEO Tips

What is SEO?

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "Non-Paid") search results. Usually, the earlier a site is presented in the search results, or the higher it "ranks," the more searchers will visit that site.

Top SEO Tips:

Here are some general guidelines:

1. **Linking is THE single MOST important thing you can do**
 - a. Increase the number of QUALITY links pointing to your web site (Sites with a high Google Page rank. The Google tool bar will give you this information)
 - b. Makes sure the links from these sites are Keyword rich
 - c. Get links on important real estate web sites
 - d. Quality content can attract links from other sites
2. **Content is key**
 - a. Focus on the right Keywords, target keywords for your area "Morris Plains real estate, Morris Plains homes for sale"
 - b. Keyword density – 1%-2% of a web page's words should be the targeted keywords.
 - c. Title tags – should have keywords in them
 - d. Use Headings (H1 tags) - should have keywords in them and appear at the top of the page
 - e. Optimize Meta Tags – make sure the description and keywords Meta tags contain the keywords you are targeting
 - f. Use the ALT Attribute for images – put keywords in it
 - g. Use bold, italics and underlining on keywords
 - h. Be consistency with your format/capitalizations.
3. **Clean user-friendly URL structure - <http://www.FlemingtonRealEstatebyBill.com>**
4. **Avoid frames like the plague**
5. **Age of the Domain Name is important – the older the better. So submit your website to Search Engines.**
6. **Google click-through rate is used** - the Description Meta Tag is important because that's what Google displays. A good description can get you a higher click-through rate.

Action Steps with your website:

- In your admin, complete the key words section for all pages. (See Step 7 in the 10 Important Steps to Internet Marketing) This will enable search engines identify and index you.
- Make sure you write a few personal pages as opposed to standard text and copy. For example, make sure you have a custom welcome page. Other examples are, resume page, real estate news page and contests.
- Links exchange mentioned above will also help your placement tremendously. (See Steps 3 and 4 in the 10 Important Steps to Internet Marketing) The best kinds of links are "deep links" which are links from other websites to a specific page on your website. An example would be a link from the local chamber of commerce website to a page on your website that reports the current real estate conditions in your county!
- Search Engine Marketing is buying key word ads on search engines. Most search engines will allow you to set up a monthly budget and charge you per click. To learn more about buying ads, go to the search engine you prefer and click on their Advertising Campaigns

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Important Marketing Tips

I. Marketing “Must-Do’s”

A. Incorporate your website address in EVERYTHING you do on a daily basis.

- Marketing: Insert your website address on every piece of marketing material you use
- Open House: Include your website address on brochures, etc.
- Listing Presentation: Elevate your professional acumen by explaining how you will market your website to potential buyers in the community and within your office.
- Tell all your family and friends about your website—TODAY!
- Tell your local businesses
- Always verbally give it out with it is over the phone or in person contact
- Make sure to change all your voicemail messages to include your website address.

B. Make sure your website address is on EVERY piece of real estate material you use. This includes the following:

- Business Card
- Farm cards--Just listed cards or Just Sold Cards.
- Local newspaper advertising
- Include it in your email signature
- Open House brochures
- On your MLS profile
- All Follow-up emails/mailers/marketing material
- All Leave Behinds
- Add to any returning mailing labels

C. Web-based advertising:

- a. **Links Exchange:** Work on your links page or create a custom page to place as many interesting and relevant links as you can. Ask businesses to reciprocate the favor and link to your website. This activity will increase local traffic and improve your page rank on search engines
- b. **Advertise on local websites:**
 - Newspapers: most local newspapers have websites that offer you the opportunity to advertise at a relative low cost. This can prove to be very effective branding with local residents, but also nationally. The national exposure is due to news syndication sites that pick up news from all sorts of websites. A clear example of this is Google news!
 - Non-profit organization websites: Lions Club and many other volunteer organizations would love to earn your advertising dollars on their websites. Additionally, these organizations are *local* – with those connections to local residents in your target market that are so important for your business growth

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- School Sports team websites and little league websites: the players on these teams are the children of homeowners in your target market; therefore, advertising on these websites will brand you and connect you with local residents!
- Link from social media channels and local blogs.

C. Important Suggestions

- Get a domain. For ex: www.dreamhomesbybill.com or www.housestodaybybill.com
Get one from www.godaddy.com for \$10/year.
- Create a tag line to go along with all your marketing materials. For ex: Farm/Just Listed Cards. Don't just put your website address start with a tag line: "See all the houses for sale in your neighborhood" @ www.dreamhomesbybill.com .
Make it "catchie"
- Establish marketing skills by demonstrating what you can do for a potential seller-To Really Feature a Home—by getting a specific listing domain with the seller's home address www.15ManorDrive.com
- Always explore "outside the box" marketing opportunities and design. Look to add relevant content once every 4-6 months.

D. Improving your exposure/traffic

- You control your success
- Establish link exchange from popular sites. **For ex:** Realtor.com®, Cars.com, Little League Websites, Your School Website,
- Enter Key Words in your LPS Admin
- See Yahoo and Google AdWord advertising handout
- Create a link from Craig's List
- Join Networking events and social gatherings
- Web Banners on heavily trafficked websites (*Don't look at these as a cost but rather a new opportunity to increase your local online presence.*)
- Local Cinemas
- Area/Local Attraction websites
- Local Newspaper websites
- Local Professional Sports Team
- "Outside the box" thinking. Link from some of these community level organizations:
 - High school clubs
 - Youth athletic teams
 - Scout Troops
 - Community Centers
 - Local Car Dealerships

Most Important Step: Be Consistent in Marketing Your Website Address EVERYDAY!!

Develop the P and C attitude. You must be Persistent and Consistent at your profession. Set tangible goals and be *consistent* at trying to achieve them. When you hit challenges, be *persistent* and you will overcome them.

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Website Design Consultants

As part of our commitment to provide you with the best technology in website online marketing, we now have additional services to enhance the look and design of your website.

Disclaimer: The following lists of companies/consultants are independent and not affiliated with LPS Real Estate Group. They are merely website design companies whose info we are offering to you as they provide the types of products and services that may meet your needs.

1. MyAgentPages – www.myagentpages.com

Nick Lovegrove is an independent consultant who specializes in servicing real estate agents. He offers a broad range of in person and remote solutions. Best of all, he is familiar and already works with AgentPages™ **His Contact Info:** 908-832-2518
Email: Nick@Limeyboy.com

2. VAPProfessionals (Virtual Assistance Professionals) VAPProfessionals can help you to maximize the look and function of your new website by offering several welcome home page design templates at a reasonable cost. This will help bring credibility to your visitors and clients. They offer additional services that included more personalized web content and email marketing campaigns. To learn more about their services and rates go to:

- Visit their website at www.VA4Weichert.com to see sample welcome home page customizations. Toll free: 1-877-771-2837 / Direct: 707-928-9816
Email: Info@vapprofessionals.net
Hours of operation: 9am-5pm PST

2. Search Engine Management (SEM)

Fidelity Assets www.fidelityassets.com

A company that specializes in Search Engine Optimization and Search Engine Marketing. Most notable is their FREE real estate blog! **Contact Info:** Toll-Free 1-866-909-5323