

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 (\$12/yr) www.godaddy.com (\$14/yr) www.registry.com (\$20/yr)

b. Then email domainhelp@weichertagentpages.com your login # & password to your domain acct & the domains you want to connect.

Step 2: Begin incorporating your website address www. on EVERYTHING you do.

Here are a few samples:

1. **All** marketing materials, business cards, open house brochures, leave behinds, etc.
2. On all outgoing emails, MLS & Real Estate profile(s), etc
3. Include in your Listing Portfolio
4. Add it to all local newspaper/magazines ads
5. Verbally share during Open Houses and Opportunity Time
6. All Social Media Networking environments
7. Change voice mail messages to include your website address
8. Personally invite past clients to visit your website address for feedback

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!*

1. www.trulia.com/mytrulia
2. www.zillow.com
3. www.realtor.com
4. www.activerain.com
5. www.Homes.com
6. www.agentmachine.com
7. www.homethinking.com
8. www.backpage.com
9. www.ezinearticles.com
10. www.hubpages.com
11. www.manta.com
12. www.xing.com
13. www.neighborcity.com
14. www.realtown.com
15. www.biggerpockets.com
16. www.enormo.com
17. www.postess.com
18. www.konnects.com
19. www.plaxo.com
20. www.squidoo.com
21. www.realtown.com
22. www.americantown.com
23. www.inman.com/community
24. www.kudzu.com
25. www.postlets.com
26. www.postyourlistings.com
27. www.wannanetwork.com
28. www.merchantcircle.com

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

- a. www.craigslist.com allows you to post your listings for free for 45 days.
- b. www.usfreeads.com post your listings & link to your business website for free
- c. www.wordpress.com allows you to advertise your listings for free.
- d. www.blogspot.com create individual listing blogs
- e. www.google.com/local/add allows you to advertise your business/listings
- f. www.facebook.com allows you to create a business page within your personal page
- g. www.linkedin.com professional business networking site
- h. www.twitter.com allows you to connect quickly via text message to your network

“The Path to Possibilities...Your Path to Success!” All @ www.WeichertAgentPages.com

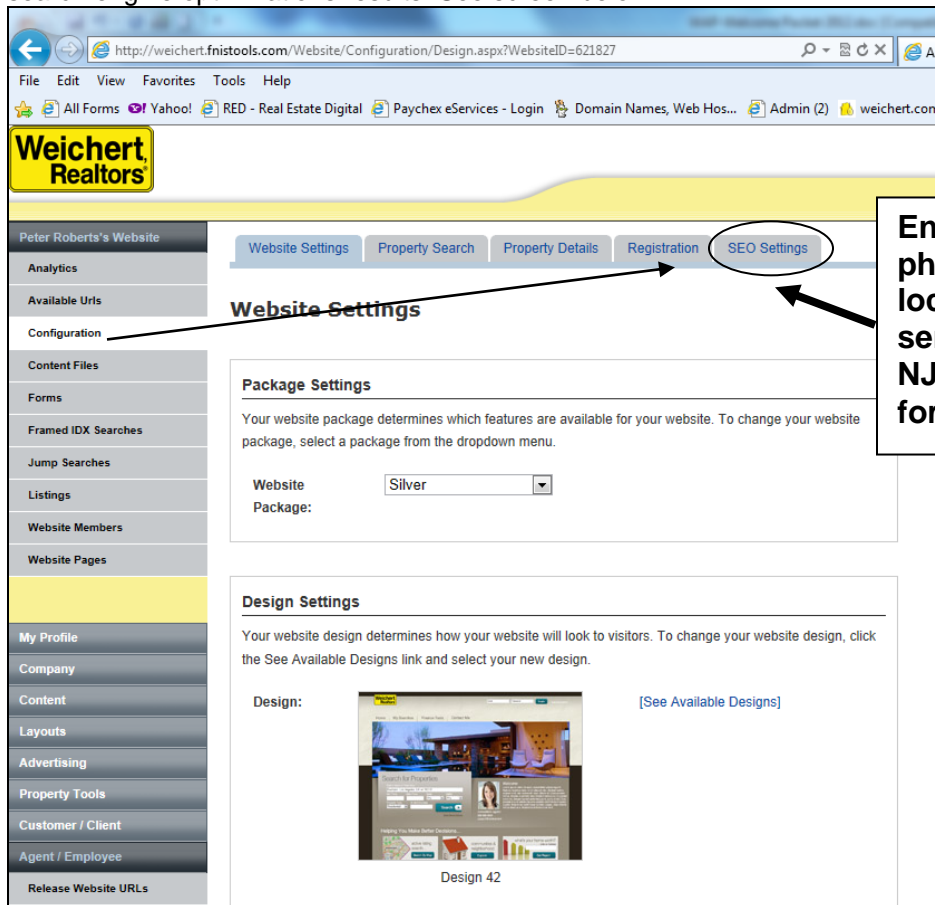
Step 5: Local Marketing and Promoting

- 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:



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

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.thesearchagency.com for additional help & mentioned Real Estate Digital
- 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.wordpress.com for great local blog sites.
- 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

“The Path to Possibilities...Your Path to Success!” All @ www.WeichertAgentPages.com