

Marketing Messaging

6 Strategies to Turbo-Charge Your Website

by Tricia Andreassen

With the arrival of a new year, now's a great time to look closely at your website and evaluate what worked well in terms of bringing you the results you wanted as well as what didn't work throughout the last 12 months. Here are six strategies that you should incorporate into your website to hit the ground running in 2012.

1. Make sure you have a strong MLS search tool on the front page of your site. Having an interactive search tool where the visitor can choose a specific town, price range and even property type can be a powerful way to compel them to want to click-through and access listings. Having an IDX-integrated search on the home page eliminates the need for buyers or sellers to click-through three or four levels just to view homes.

2. Double check that you are the point of contact on every listing when the visitor searches the MLS. If you are driving people to the MLS search, don't forget that the name of the game is lead generation. Make sure they can ask for more information easily, schedule a showing or even share the listing with a friend in a matter of seconds, all while positioning yourself as the point of contact and keeping an eye on the activity.

3. Have specialized buttons right on the front page so that visitors to your site can get information for what they are specifically interested in. For example, take a look at <http://hollimccray.com> and you'll see buttons dedicated to one-level

living and for properties close to the downtown area of Knoxville.

4. Have a built-in blog within your site. Notice that I didn't say HAVE a blog as your website like http://markspain.com/atlanta_real_estate_blog. Instead, take the time to create a blog that can be integrated within your site. This way your website has components for lead capture through search engines and your blog is working to add content and build relevance for the search engines. Make sure your visitors have the ability to retweet your in-

formation as well as share it on Facebook and other social media channels.

5. Have social media-share features on every single page in your website. People want to see information and then they want to "like" it or share it on their Facebook wall or on their Twitter account.

6. Have built-in email campaigns so that you can easily send specific emails to targeted groups. For example, let's say you come across a great foreclosure deal and you want to let your foreclosure buyer pipeline know about it. Have the tools so that you can email the entire group within moments to let them know about the new listing. **RE**

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