

Web Page Content Tips

Your home page is where you first greet your customers. It is the place where your tech-savvy clients get their first impression of you. Consider these thoughts in creating home page content.

Aim to Keep the Visitor on Your Page

Tell the customer why they should stay on your page. Point out the page features: buying and selling information, property search and saved search capabilities, mortgage information, financial calculators, communication links, etc. The longer a person stays on your page the more apt they are to connect with you.

Give the Visitor a Reason to Return

Content keeps people coming back to your site. A good web site requires your full commitment because it incorporates lots of your knowledge. Good, meaty, helpful information makes a visit to your site worthwhile for the consumer and also prompts them to return. Your effort to share your knowledge is a good investment because your web site works for you 24 hours a day, 7 days a week.

Emphasize Your Strengths and Promote Your Services

Tell the customer why they should choose you as their realtor and emphasize the services you offer.

Highlight Your Achievements

Share success stories to give credibility to your claims.

Issue a Call to Action

Invite the visitor to contact you for more information. Extend an invitation to email, call or write. Urge them to request information or complete a form if you make one available.

Custom Page Topic Ideas

Customers are more likely to contact you if your web site provides extensive, useful information and content, and is an interactive resource. What does the public want from a web site? In a word, information. Custom pages allow you to provide potential customers with a wealth of information. Consider these ideas for custom pages as food for thought, not as a definitive list.

About Me

Here you can include personal biographical information. You might include details on your business philosophy, real estate experience, education, family and hobbies. This page allows you to personally introduce yourself.

Testimonials

We all know people pay more attention to what others say about you than what you say about yourself. Gather and post quotes from past clients (with their permission.) Their willingness to share their personal experience provides credibility to your stated achievements. People like working with successful people and your clients can tell your story more convincingly than you.

Promote Special Services

Do you cater to a niche market? Do you offer special services to first time homebuyers or clients who are building? Let customers know the services you offer that set you apart.

Spotlight Your Team

Work on a team? Create a special page that introduces your team members.

Real Estate Information

Provide information on the home buying and selling process. Write a narrative article or use a question and answer format.

Relocation and/or Community Information

Many of your buyers are moving from another part of the country. Provide a page with local town and school information. Perhaps you are an expert on a particular community. A detailed community page directs specific buyers to you.

Specialty Pages

How about a page of senior links? Consider a page dedicated to women's interests.

Freebies - Reports, Packets, Kits

It might be helpful to create several pre-written, free reports that prospects can request. Write these yourself so they “sound like you.” When you write them they also give the client some insight into your personality. Make sure they are relevant to your area...the more specific the better. The more realistic you are in describing both the positives and the negatives of your town, the more genuine you will seem to your client.

Consider offering relocation kits and/or buyer and seller packets.

Forms

Provide easy-to-fill-out forms (response forms) for buyers who wish to request specific information such as a real estate newsletter, company brochure, your resume, home buying information, relocation information, etc. Give people a reason to contact you.

Do

- Do put your web site address on your business cards, letterhead, flyers, fax cover sheets, ads, etc.
- Do create a meaningful web site, one that provides extensive and useful information, one that serves as a resource for the customer. It will keep them coming back.
- Do your own writing. When you write your page content it gives clients insight into who you are, your personality.
- Do err on the side of brevity!
- Do use personal photos to make your web site stand out.
- Do ask clients what made them respond to your site.
- Do proofread your site content.

Don't

Keep in mind that your objective is to keep people at your site. Any of the following might prompt a quick retreat!

- DON'T USE ALL CAPS!
IT IS ANNOYING AND UNPROFESSIONAL!
- Don't use too many pictures and graphics.
Keep in mind that many of your potential customers will be using a dial-up modem. If the customer has to wait for a large graphical download...they probably won't!
- Don't write too much!
Long-winded discourses prompt people to leave your site.
- Don't become the agent who loses business because you don't have a strong web presence.
Make a commitment to producing the best site you can!