

Real Estate Landing Pages for Lead Conversion and Local Markets



What are **Real Estate Landing Pages** and how come everyone on the internet talks about them? The Mathematics of generating Leads in Real Estate is quite simple! Give people what they want and you will convert them into potential Leads! So what are **Sticky Web Pages** in Real Estate Websites? What should Real Estate Agents give in order to get back internet leads? How do you go about carving your local market? And finally, and most importantly, how are **landing pages** put together?

*Please be engaged, interact, ask questions – and **trust** yourself and your ability to learn. The notes you take are more important than the slides I give you.*

► Action

- “Effective Leaders** have the ability to consistently move themselves and others to _____; they do so by having _____!”
- Real Estate is driven by **Action**; don’t ever forget that you control the actions you take. Those who _____ are always ahead of those who are **reactive**!

► Productivity - Reflect on this thought:

- “You increase your **Productivity** and **Creativity** exponentially when you think about the _____ at the _____ and have the tools to **capture** your value-added thinking!”
- How often do you think about and **Plan** your _____?

► Internet Marketing Ideas

- “Real Estate on the Internet is about _____ and informing your Web Visitors!”**

► Keyword

- An Effective and useful definition for the concept ‘Keyword’ on the internet is “_____.”**

► Marketing Bio Video

- This is a Step by Step How-To Video focused on **The Elements of a Real Estate Marketing Bio** and how to write one properly;
- URL: <http://bit.ly/ExitSuccessBio> - Note: All bit.ly URLs are Case Sensitive.
- Some of you may benefit from watching it while putting together your Bio.

► Time for Reflection

Take a few minutes and write down all the thoughts that come to your mind...

- What courageous **Prospecting Activities** did you undertake in the past 2 weeks?
- How do you feel about **being proactive** with Prospecting – or the reverse how do you feel about being passive about your Prospecting?
- What are you willing **to commit to do** in the coming weeks to improve your prospecting?

► Landing Pages Definition

What are Landing Pages in Real Estate?

A Real Estate Landing Page is a _____ Web Page that contains _____ that fit a Narrow and Specific Criteria. For example: All the Properties for Sale in Beaufort South Carolina with 3 Bedrooms+ and 2 Baths+.

They are called Landing Pages because you want your Web Visitors to _____ since they contain Homes, Pictures, Prices, Maps, etc...

► Dynamic?

What does it mean that a Web Page is Dynamic?

- A Web Page is called Dynamic when its content changes, _____, and _____ automatically following updates in a particular Database;
- In Real Estate _____ is a feed Database that updates **daily** and therefore your Landing Pages will have fresh content without you doing anything;
- Updates as Status, Price, Pictures, New Listings, etc.

► Why Create Landing Pages?

Why bother creating Landing Pages – since you are offering a Search that should be enough?

- Offering Property Search in Real Estate Websites is very important; but when you send someone to a page that has been created for them that meets their general criteria you have won half the battle towards converting them to a _____;
- _____!

► Landing Pages and SEO

Landing Pages Give the best signal for Google to Index your website for Real Estate in your _____!

- When Crawlers visit your Landing Page they will crawl and index all the listings on that page, and because these pages are dynamic the next time they crawl you again they will find _____ information and continue crawling it – which builds Scale and depth to your website.

► 1-click result

Landing Pages Offer the best 1-click result _____ for your clients.

- Since these pages are dynamic and permanent in your website, you customers can **bookmark** them for future visits back – for what are called 1-click results.
- Your customers will **not** have to perform another search to get back to where they were...

► Blogs

- The best links to offer in your blogs are _____, and the best Strategic links are _____;**
- We write blogs to attract the attention of Web crawlers and visitors to our _____; Since Landing Pages are driven by Listings and customers want to see details – then with delayed registration you convert them into a Lead.

► PPC

- The only links that have a chance to generate leads from _____ all other pages are a superfluous...**
- If you follow pay per clicks you will find out that all that Lead Management Websites really offer are _____;
- With Landing Pages you can control the whole system yourself.

► Landing Pages Never Expire

- The Most important aspect of Landing Pages is that you _____ and they work from then on**
- Since Landing Pages are driven by criteria that generate views of Active Listings they are _____ with streaming data; and once you create them they **never need any updating from you**; as the database updates your pages show newer listings with the most up to date information.

► Main Ingredient

- An important ingredient in all Landing Pages is the _____ on the side of the Listings**
- An effective way to allow your visitors to control their search as you offer them Landing Pages is to offer them a **Quick Search Widget** next to all the Search Results.;
- Showing them Search Next to Landing Pages _____ their visit to your site!

► Types

What Type of Landing Pages should agents offer?

- Listing Properties by City, Zip Code, County, ...
- Listings by Communities and _____ – excellent way to Farm;
- Listings By type within Cities and Communities; Condos, Single Family, Lots and Land, Foreclosures, Short Sales, New Constructions, etc...
- Listings by _____ in increments of \$100K.

► LPs Lead Generation Websites

In Lead Generation Websites you cannot create Landing Pages and Place them in your Navigation; but you can generate _____!

- All Lead Generation Websites do **NOT** offer agents access to a _____ for creating Landing Pages but you can generate URLs for Landing Pages that you can use in your Blogs;

► LPs in Hands On Websites

In Onjax, iHouse, WebsiteBox, and ZillowPress Websites you can do everything!

- Onjax, iHouse, and ZillowPress are Hands-On Real Estate Websites that come with a Full Content Management System (CMS) which allows you to control the _____, the insertion of them in your website, as well as the stacking of them in your _____.

► URL Landing Pages

- How-To Video on **Creating URL Landing Pages in Lead Generation Websites** like BoomTown or Broker Agent 360;
- Here is the URL: <http://bit.ly/URL-LPages>
- It is also in the “**Members Videos**” Section;

This video does require a Password; you have to be a **full Member** of LiveInteractiveTraining.com and ask your broker for the password; it the same password as the one for **downloading iF201 Handouts**.

► **How-To Videos by Platform**

How-To Videos on **Creating Landing Pages**; integrated Meta Tags Page Manager;

iHouse URL: <http://bit.ly/LP-iHouse>

Onjax URL: <http://bit.ly/LP-Onjax>

Placester URL: <http://bit.ly/LP-Placester>

ZillowPress URL: <http://bit.ly/LPages-ZPress>

They are also in the "**Members Videos**" Section; They require a Password; you have to be a **full Member** of LiveInteractiveTraining.com and ask your broker for the password; it the same password as the one for **downloading iF201 Handouts**.

► **Comparing 2 Websites**

Let's look at these 2 websites strategically: **www.homesbythor.com** and run a comparison with: **www.johnhillhomesearch.com** - Let's not worry about the colors, logos, or even the pictures – I want you to put on your Google Glasses and tell me strategically what is different?

► **Definition of Carving a Local Market**

To _____ a Local Real Estate Market is to divide it into its primary Cities, then taking each City and dividing it by price, criteria, and search ideas – as in Luxury Homes, Mobile Homes, Land for Sale, homes under \$100K, etc... and making _____ for each one of these criteria.

► **What is the purpose of Carving a Market?**

Some of you may be asking why bother Key? I have a built-in _____ for all my clients; they can just go in and Search for themselves about everything they need;

You are correct offering Search is very important – but not enough...

► **Answer #1**

You are offering _____ that are organized logically, and focused on your primary market; this makes it very easy for consumers to go quickly to what they want; and to return and go straight to those pages...

► **Answer #2**

Most Websites offer a link within your landing pages called ' _____ ' with every search Results; this makes it very easy to entice visitors to become members and therefore generate leads;

Feature present in iHouse but not in Onjax – they ought to add it!

► **Answer #3**

Allows _____ your website and start ranking you not just for your primary Keyword, but for all the _____. Condos for Sale in Ventura CA; Ventura Short Sale; Waterfront properties; etc...

► **Answer #4**

Each one of these Saved Searches give you an additional URL that is primary in your Navigation in your website and gives you additional _____;

It also allows Search Engines to index _____ within each one of those pages for further scale.

► **Answer #5**

The Ability to Blog and _____ versus linking to your Main Home Page in your website; this will make your website Deep...

Linking internally is _____ than linking your Home Page.

► **Answer #6**

Finally, for Crawlers (Google and Bing), these pages _____; they have new content all the time – so you get additional pages (MLS Listings) indexed by the crawlers because your pages update regularly!

► Real Estate Fundamental

What Do Real Estate Buyers and Sellers worry about the most? _____

► The Elephant in the Room

Price is on the mind of all your Sellers, Buyers, Mortgage providers, Home Inspectors, Appraisers, Insurance Companies, and you the agents...

► Carving by Type

Carving by Type means to offer segmented results _____ – as in:

Entry Level Homes (Startup Homes); Median Homes; Upscale Homes; Luxury Homes, Million Dollar Homes...

New Construction, Foreclosures, Short Sales, Waterfront, Golf Access; etc...

All of these ideas are price sensitive!

► Price

We carve a market around the _____, this is also called the top of the Bell Curve.

The **Median Price** is the price around which _____, and _____, over a significant period (6 mo, 1 year)

► Median Price

The Median Home Price is the price our Middle Class is built upon; and measures _____;

You Need to know this price by heart; it fluctuates monthly and has been stabilizing around the country; this is _____.

► The Math of Median Prices

□ Say you have 15 homes that sold in a particular market and these are the prices they were sold at:

\$151,850; \$130,700; \$147,500; \$122,100; \$134,650; \$124,800; \$110,500; \$162,900; \$159,000;
\$148,990; \$465,600; \$123,700; \$99,900; \$167,900; \$79,900;

□ First **sort** these properties from **lowest to highest**:

\$79,900; \$99,900; \$110,500; \$122,100; \$123,700; \$124,800; \$130,700; \$134,650; \$147,500; \$148,990;
\$151,850; \$159,000; \$162,900; \$167,900; \$465,600;

□ The _____ **of your sequenced prices** is your **Median Home Price** – in this example it is: \$79,900; \$99,900; \$110,500; \$122,100; \$123,700; \$124,800; \$130,700; **\$134,650**; \$147,500;
\$148,990; \$151,850; \$159,000; \$162,900; \$167,900; \$465,600;

□ Whereas the **average price** is going to be **\$155,333** – which in this case is over \$20,000 higher than the median price. The Median eliminates the noise of high and low properties and concentrates values.

► Carve by Type

□ Say your Median Home price in Asheville NC is \$200K – this is how you _____:

Startup Homes: under \$125K

Median Homes: \$125K to \$350K

Upscale Homes: \$350K to \$650K

Luxury Homes: \$650K to \$1M

Million Dollar Homes: Over \$1M

► Additional Types

Single Family Homes

Condos/Townhouses

Lots and Land,

Waterfront, New Construction, Rentals, etc.

Multi-Family (not Recommended)

Commercial (not recommended)

Foreclosures, Short Sales, Hud, etc...

You are only limited by the feed provider...

► **Price Brackets** - This is the easiest one.

- ❑ You go in increment of \$100K, as in:

Under \$100,000

\$100,000 - \$200,000

\$200,000 - \$300,000

etc...

- ❑ Until you exhaust all possibilities that have listings in them...

► **Price Brackets**

- ❑ In this example you will notice as prices went higher the gap became \$200K and stopped at \$800K

Under \$100,000

\$100,000 - \$200,000

\$200,000 - \$300,000

\$300,000 - \$400,000

\$400,000 - \$500,000

\$500,000 - \$600,000

\$600,000 - \$800,000

over \$800,000

► **Price Brackets**

- ❑ For some markets you may need to start with \$50K increments, then \$100K, then \$200K, etc...:

Under \$50,000

\$50,000 - \$100,000 etc...

- ❑ If you have lots of properties in the Millions you may break them with gaps of \$500K, as in:

\$1M - \$1.5M

\$1.5M - \$2M

- ❑ Do **not** forget the _____

► ► ► **Tweet Assignment**

- ❑ We grow on the internet when **We Collaborate** – Please get yourself a Twitter Account and:

