

Internet Marketing



**And
Online Lead Generation:
Effective Tools to Propel
Your Business Forward**

Internet Marketing and Online Lead Generation: Effective Tools to Propel Your Real Estate Business Forward. Learn what the Masters are doing to Eliminate Cold Call Prospecting.

With more people logging online everyday, it has been increasingly more difficult to do business without an effective website. Surveys and statistics show that consumers are using the Internet to help them in the home buying and selling process.

Some Real Estate Statistics:

- **69%** of consumers visited a home with their agent after viewing it online, while **16%** of consumers found an agent online to help them search/buy for a home.
- **71%** of consumers use the Internet to search for a home, **up from 41%** in 2001.

Source: 2003 National Association of Realtors® Profile of Homebuyers and Sellers

It is obvious that if you have not brought your real estate business to the online arena, you are missing out on a world of potential clients. What people don't want you to know is there is no secret to Internet marketing. There is, though, proven methods, to get proven results that if used properly will propel your internet business with better results that you can imagine. In today's e-world, it is not a question whether you should have a website, but what it will do and the leads you can generate from it.

Here is a road map with important destinations to keep in mind to have a successful web presence.

Road Map to Success

1. Choosing the Correct Domain Name
2. Having an Effective Website
3. Search Engine Optimization
4. Search Engine Submission
5. The Power of Email Marketing
6. Marketing Your Website in Everyday Business Practices
7. Other Aspects of Advertising on the Internet
8. Monitoring Your Online Success

Choosing the Correct Domain Name (i.e. Website Address)

With today's competitive market, choosing the perfect domain name (URL) is not as simple as it use to be, since many of the domain names are already taken by other companies or professionals. Internet Media Consultants has gathered some pointers to use when choosing your Domain:

1. Keep it simple and easy to spell
2. Try using a personal name or company name to make it easy for clients to remember.
3. Use important keywords that potential clients might use in search engines to find you, i.e. real estate, area you are located in, etc.
4. Use branding or slogans, i.e. "John Doe, Your Douglas County Relocation Expert" = www.yourdouglascountyrelocationexpexpert.com
5. All domain names need to be under 63 characters
6. You don't have to use a .com. There are other extensions available, such as .net, .org, .biz, .us, .info
7. Be careful not to use copyrighted or trademarked words, i.e. Realtor®

*Your domain name is one of the most important factors of your online success. It is your online Home Address, where others can visit or send email, making you money while you eat, work or even sleep.

Search for available domain names and register your perfect domain name at <http://www.goregisterit.com>

Selecting the Right Website For You

Fact: *74% of Real Estate Companies have a web page. (Real Estate and Technology Survey, NAR, 1999)*

Once you have chosen the right domain name, it is now important to select the most effective website to fit your needs. The first question most asked when looking to get a website is "Who should I have design my website, a professional or my brother-in-law?" Most of us know someone who is a "web designer", or at least they have taken it on as a hobby and will build your website for free or at least a minimal charge. The question you now need to ask yourself is "What type of image do I want to portray on the Internet?" There is a lot of competition out there, so if first impressions create a lasting impression, then you want to make sure you give potential clients a positive impression of you as a Realtor®.

A professionally designed site with clean backgrounds and quick-loading graphics will keep your viewers on your website. In addition, be sure that the professional you hire is niche-specific, or has knowledge about your industry. By selecting a web designer that is familiar with real estate, you eliminate the need to explain your industry and needs to them and saves you the time consuming hassle of making changes on the site down the road.

Most people are using an informational website that gives away free information to any consumer that visits the site.

Tip#1: This kind of website is the most popular on the Internet, and a complete waste of time and money.

Why? A consumer finds your website, browses around and finds some interesting and useful information, then leaves. Do you even know if they've been there? Did you capture the Lead or even have the chance to try to turn them into a client? NO! You only succeeded in providing an education for an online browser. Most real estate web site developers are technicians or graphic artists, NOT marketing experts. They spend far too much time and your money developing a fancy, "cool-looking" website, rather than offering favorable benefits to your potential prospects. Too much effort is spent linking to third party content, which usually drives your traffic away from your website, rather than working on new and better ways to ensure that visitors turn into prospects and, in turn, into paying clients.

A more efficient, effective, success-driven website is one that helps you to generate leads. A method called **Direct Response Marketing** directs people to take immediate action, compelling your visitors to contact you before they buy or sell a home. You are offering them a wealth of valuable, usable information that will help them throughout the home buying or selling process. In order to receive this "must-have information", they are compelled to leave you their contact information, thus generating a qualified lead. Consumers today do not want to be "Sold", which is why many people use the Internet to gain knowledge about products or services. The Internet is a very non-threatening way to shop. Because of this growing inclination towards Internet shopping and information gathering, your use of Direct Response Marketing will virtually **eliminate cold calling to prospect for clients!** Let your potential clients contact you!

Your Solution:

Internet Media Consultants offers websites that utilize the Direct Response Marketing method of lead generation. We are dedicated to providing inexpensive, results-oriented Real Estate websites that actually generate qualified buyers and sellers for you on a consistent basis. Whether you are a new Agent, or a seasoned Broker, acquiring more leads is a must. Stop Cold Calling! Let our professionally designed websites put their Lead Generating System to work for you. We guarantee more listings and more sales.

Search Engine Optimization

Search engine submission refers to the act of getting your web site listed with search engines. Getting listed does not mean that you will necessarily rank well for particular terms, however. It simply means that the search engine knows your pages exist. Search engine optimization refers to the act of altering your site so that it may rank well for particular terms. Before your website can be submitted to search engines, it is important to take a look at the crucial elements for optimizing your pages for the engines themselves. There are many criteria with any website that must be looked at to rank well in search engines. Since search engines are one of the best means for finding new clients, this is one step that **should not be overlooked**.

Although there are thousands of search engines out there, the top 10 account for 94% of all the searches on the internet, for a total of over 300 million searches per day. Of these top 10 search engines, almost every one of them has different criteria that they look at to rank a site. Therefore, use these general guidelines for an overall optimization of your website.

Meta Tags

Meta tags are found within the HTML code of all websites. Metatags are not visible to your Web visitor. They are information inserted into the "head" area of your web pages that includes your keywords and description tags. Years ago, search engine optimization focused on Meta tags as the main way for these engines to display relevant sites. But today we know that search engines look at more than just these Meta tags. With all these things to look at, we know Meta tags are still important in an overall means of marketing, especially if the Meta tags and its components are built correctly.

Title Tag

The most important is the Title tag. The text you use in the title tag is one of the most significant factors in how a search engine may decide to rank your web page. All major search engines will use the text of your title tag as the text they use for the title of your page in your listings. Therefore, the Title tag should describe the web page exactly. It should contain keywords that are also found in the body of the text. The Title tag should use phrases for description and should NOT be longer than 70 characters (every engine has different criteria on how long the Title tag should be. Use this as a general guideline). Your most important keywords need to be found within your Title tag. Also, the text you place in the title tag (between the TITLE and /TITLE portions as shown in the example) will appear in the reverse bar of someone's browser when they view the web page, as well as used as the words to describe your page when someone adds it to their "Favorites" or "Bookmarks" lists.

Description Tag

The next tag is the Description Tag. This tag is displayed by search engines to describe what your website is all about. You want to be sure to write a compelling description that makes the reader want to click on your link and visit your site. Some search engines use this Description Tag, others do not. You may save time by using a sentence or two from the copy in the body of your website and use this as your Description Tag.

Keyword Tag

The last Meta tag is the Keyword Tag. This is where you will want to place very specific keywords to find your preferred audience. Choose the wrong keywords and all your efforts will be in vain. Target the right keywords, and you'll see your traffic skyrocket. Therefore, think long and hard on what keywords people are likely to use to find you when doing a search. To make this job easier, you can go to <http://inventory.overture.com/d/searchinventory/suggestion>, which will tell you related searches that include your term and how many times that term was searched on last month. This tag should be less than 250 characters, including spaces, and contain your most important keyword phrases that you will want search engines to index. Single words should not be used more than twice (i.e. Realtor and Realtors, considered twice), and keep in mind that some search engines are case-sensitive. Therefore, it pays to make sure you have at least some of the keywords in uppercase or starting with an uppercase letter if the user might search that way. When thinking about your keywords, consider what keywords or terms someone looking for your products or services online might type in to a search field. Even ask friends or family what they might use in such a search. Every page of your website should contain different combinations of keywords and phrases that are important in describing that particular page.

Useful Links

<http://inventory.overture.com/d/searchinventory/suggestion> (Search for Keywords)

<http://www.linkpopularitycheck.com> (See how many other sites link to you)

<http://www.more realestateleads.com/freeranking.html> (Free Website Analysis)

Search Engine Submission

Once your site has been optimized, it is now ready to be submitted to the top 10 search engines. Because the top 10 search engines (Google, Yahoo!, MSN, AOL, Alta Vista, Lycos, Netscape, Looksmart, AllTheWeb, HotBot) account for 94% of all the traffic on the Internet, there is no need to submit a site to the 1000's that are out there. These top 10 engines feed the information they receive to the 1000's of other engines, therefore eliminating the myth that you must submit to ALL engines.

	Searches/day	% of Searches
Google	112,000,000	35.1%
Yahoo	105,000,000	32.8%
MSN	39,000,000	12.1%
AOL	29,000,000	9.0%
AltaVista	6,000,000	1.7%
Lycos	5,000,000	1.6%

These sites are continually changing their criteria, indexing and partnerships, making it difficult to keep up on these constantly changing trends. IMC keeps track of these changes so you don't have to.

Most of these search engines have a free method to submit your site, but more and more search engines are eliminating their free submission and requiring persons to pay a fee for indexing their website. This fee doesn't guarantee any placement in their engine, just that the site will be reviewed. A fee based site, will usually, though, have that engine review your site faster than a free submission would.

To see a list and URLs of free submission sites, please visit our website at <http://www.more realestate leads.com/freesubmission.html>

Crawler-based search engines automatically visit web pages to compile their listings. Arguably the most important crawler-based search engine is [Google](#), as several major search engines such as [Yahoo](#) and [AOL Search](#) have their main results "powered" by Google. In addition, many people also go directly to Google to search. The absolutely best way to get listed with Google is to build links to your web site. Inbound links to your website increase your site's popularity and, by extension, the traffic that comes for free from Internet search engines. Crawlers follow links, so if you have good links pointing at your web site, the crawlers are more likely to find and include your pages. The motivation for someone to link to your site may be financial (affiliate programs), informational (more data on a subject on the linker's page), or entertainment.

If you have a brand new web site, it will probably take about a month before Google lists your web pages. Because of this, you might consider making use of its paid placement program, which is covered later in this guide.

Powerful Email Marketing

Email can be your most powerful method of marketing to reach a large group of clients or potential customers. It is the fastest and least expensive way to communicate in today's world. It can generate the highest response rates of any other direct marketing tool. Proper search engine optimization and submission, followed by opt-in email is the most effective marketing tool for any business using the Internet. Email allows you to reach a targeted audience using a low-cost, efficient and quick method. The basis of successful email marketing is to build existing in-house customer lists, using an in-house opt-in email list or use outside lists to build your in-house list. To recruit list members, rent an opt-in list to send out an announcement, or take out an

ad in an email newsletter or discussion list. Make sure that all recipients have explicitly given you permission to mail to them. Make it easy for list members to unsubscribe. If you placed people on the list without their permission and then mailed to them, you are on dangerous ground. You're sending unsolicited commercial email (UCE). Chances are someone will regard you as a **spammer**.

Decide if you want to send out an HTML version of your email or a text version. Experts recommend sending the HTML version to achieve better results. Most email programs these days accommodate HTML emails and the message has more impact on the reader than the text version. Take the time to edit your email message or ad before you send it out. Don't just skim over it. Make yourself read every word -- and not just once. Go over it two or three times to check for problems. Look for spelling and grammatical errors, be sure your sentences make sense and won't confuse the reader, and be clear about what it is you are promoting. If you are including links, be sure the link is complete to lead the reader to the desired page (i.e. <http://www.yourwebsite.com/directory/site.html>). Avoid using too many graphics and images that may slow down the load time since many users are on dial-up connections.

The frequency in which you send out emails can make or break the results of your campaign. If you send out too many emails to your recipients in a short period of time, they may ignore your emails or unsubscribe, thus losing them as a potential client. You want to be sure to reply to those that respond to your email quickly. The faster you are to contact that potential client, the less likely they are to go with someone else who may have replied sooner than you.

You can track and analyze the effectiveness of your campaign in several ways. Place a predetermined code or ID at the end of an outgoing link, allowing you to identify that the visitor to the site came from your email campaign. Use different codes for different campaigns. There are several websites and companies with software that allows you track traffic coming to your site and where they found you. Again, be sure to follow up with customers or prospects in a timely and appropriate fashion.

We've provided a **checklist** that will help you develop and track the progress and results of your email marketing campaigns. Download this very useful tool, save it on your computer, and print it out to use whenever you start a new campaign. [Download Now](#)

Marketing Your Website in Everyday Business Practices

We have discussed some of the many ways you can use the Internet to market your business and your website, but what about promoting you website offline, in your daily routine. You want people to see your domain name every time they turn around. Your website address should be included in every piece of marketing material you release or send out. Include your web address on:

- Business cards
- Flyers advertising new listings or buyers needs
- Stationary
- Envelopes
- Direct Mailings
- Postcards
- Brochures
- Voicemail or Recorded Information
- For Sale Signs
- At Open Houses
- In the Signature of Your Email
- On the Side of Your Car
- Anywhere Potential Clients Will See It

Internet Marketing and Online Lead Generation ©Copyright 2003 All Rights Reserved
Internet Media Consultants, LLC 888-226-9370

Be creative, the possibilities are endless. The more you put your website address in front of people, the more likely they will remember it and know that you can always be reached online. This will increase traffic to your site, thus increasing the probability of generating **qualified leads**.

Other Aspects of Advertising on the Internet

There are some other areas of advertising on the Internet that we will discuss briefly here. We recommend you research some of these options to see if they fit your needs and budget.

Pay Per Click Campaigns

Pay Per Click (PPC) Advertising is a type of online advertising in which advertisers (i.e. you) pay for visitors on a Cost Per Click (CPC) basis. That is, advertisers only pay when a Web searcher actually clicks on a link and visits their Web site. PPC advertising is different than "traditional" online advertising, where advertisers pay according to how many times their ad is displayed. With Pay Per Click Advertising, an ad can be displayed many times, but the advertiser pays nothing unless a Web searcher actually clicks on the ad. When done correctly, PPC Advertising can produce highly targeted traffic -- the most sought-after and valuable entity on the Web.

Affiliate Partnerships

Cost Per Impression (Banner Advertising)

There are two types of banner advertising. One is based on the number of times the banner is shown, another is paying only when someone clicks on your banner. Per banner shown is known as cost per impression CPM, and the rate varies from company to company. The second type of banner promotion is pay per click or cost per click CPC, you will be charged a set price per click, but your banner will be displayed an unlimited number of times till someone clicks it. If you plan to use banner advertising spend time making an attractive banner.

Monitoring Your Online Success

Now that you have seen all the different options for developing a website, promoting your online presence and driving traffic to your website, you might be asking yourself "How do I know if my online advertising is successful and bringing me a positive Return On Investment (ROI)?" The best measure for determining if any advertisement or investment in general is profitable is the **Return On Investment** you receive. The ROI calculation is easy to do and is one of the most important factors when running a business. ROI is self-explanatory, simply meaning the return, or profitability, that one earns on their investment. In the Internet advertising world, the ROI is calculated by profits from an advertising campaign minus the costs of the campaign.

For example, let's consider you purchase our **Platinum Website Package**, which includes a lead-generating website and search engine marketing, for the cost-effective price of \$100/month, or \$1200 for a year. Your new website generates 2 extra leads a week, which translates into 104 leads in the next year ($2 \times 52 = 104$). Assume that you have a closing ratio of only 25%. That means that your website produced 26 closed sales over the course of the year, and at an average of \$2500 commission paid per closed sale, you have now just earned yourself an extra \$65,000 that you wouldn't have earned without your lead-generating website. Subtract the \$1200 you spent for that website, you have **PROFITED \$63,800**. Was it worth it?

Conclusion

So now you are excited to take all this information you have learned about Internet marketing and online lead generation and you are ready to take on the world. Remember, you can have all the knowledge about how to be successful online, but if you don't put it into **ACTION**, nothing will come of it.

If you have ever read "Think and Grow Rich", a classic book written by Napoleon Hill on how to become successful, you would know that action is the key. In his book, he says "Knowledge will not attract money, unless it is organized, and intelligently directed, through practical plans of **ACTION**..." He continues by stating "...millions of people who falsely believe that 'knowledge is power.' It is nothing of the sort! Knowledge is only potential power."

That is what we have done at Internet Media Consultants. We have assembled an incredible team of people with great knowledge about the Internet and website design, all whom are perpetually taking **ACTION**.

Let us take ACTION for you.

**Contact us for a free Evaluation of your website
to make sure your site is the best it can be.**

Internet Media Consultants
Littleton, Colorado

888-226-9370

www.imc101.com
www.more realestate leads.com