

Internet Marketing for Real Estate Professionals



promote | protect | educate

NATIONAL REAL ESTATE INVESTORS ASSOCIATION

A non-profit Trade Association serving the Real Estate Investing Industry for over 20 years.

tenby technologies

...building business on the internet

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Overview:

Introduction to the Class Session

- Overview of training session
 - 45 minute presentation & 15 minute Q & A
- Case study of a Real Estate business that is using Internet Marketing effectively
 - We will explain what they are doing and why it is effective
 - We will also explain what they may be missing
- Focus on 4 concepts
 1. Internet presence (Your message on the Internet)
 2. Visibility (Get viewers to see what you have to offer)
 3. Conversion (Converting viewers into buyers)
 4. How to assess what is working and what is not working

Overview: Internet Growth Rate

- North America population 344M
 - Percent of Mkt: 77.4%
 - Internet users 266M
 - World population 6.8B
 - Percent of Mkt : 26.2%
 - Internet growth rate 2000-2010: 572.3%
- **Tremendous opportunity**



Overview: How Do People Use The Internet?

- People use the internet to find products, services & businesses
 - People do comparison shopping (price, features, value) on the internet
 - People get recommendations for products, services & businesses on the internet
- **You must consider each of these when you market on the internet.**

Overview Of The XYZ Realty Services Case Study

- Indianapolis based Realty Services company
- Started their Real Estate business in 2000, buying & selling rental properties
- In 2007 they started property mgmt business in the Indianapolis area
- Currently showing 27 properties

Establishing Your Presence On The Internet

- **What is internet presence?**

The totality of an individual's or company's existence on the Internet; be it via websites, links, advertisements, email, social media, videos, etc.




Establishing Your Presence On The Internet

- XYZ REALTY SERVICES' internet presence: Web Site, Local Search listing, Directories, YouTube
- Web Site
 - Several domain names for the same web site
 - 110 pages
 - Base pages: Home, About us, each rental property, etc.
 - Many location specific landing pages
 - One page per town
 - Blog pages


Establishing Your Presence On The Internet

Welcome to **Tenby Realty Services**... Indianapolis Property Management Services (800) 353-1428

HOME ABOUT US PROPERTY MANAGEMENT CONTACT US OWNER LOG-IN RENTALS TENANT LOG-IN INVESTORS FOR SALE



Search Rentals
[START SEARCH >](#)



Stop ■

QUICK CONTACT
For More Information

First Name

Last Name


Phone #

E-mail

I'm interested in...

[submit](#)


Give us A Call
(800) 353-1428



Owners

Your assets are protected with **Tenby Realty Services**. We provide full Property Management service with a full suite of online account management tools.


[read more](#)



Tenants

Our online property search and account management tools make renting from us a breeze. Search our properties online today!

[read more](#)



Agents

Send your stubborn listings to **Tenby Realty** and earn generous referral fees.

[read more](#)





Customer Testimonials

"Tenby Realty Services is by far the most professional and service-oriented property management company in the entire Indianapolis area."

- B. Sanders

[read more](#)

Connect with **Tenby online:**

Establishing Your Presence On The Internet

- XYZ REALTY SERVICES' internet presence
 - Search Engine Local Business Pages
 - Google Places (67% search market share)
 - Yahoo Local (16% search market share)
 - Bing Local Business (Missing 12% search market share)
 - Social Media:
 - FaceBook
 - Twitter
 - HubPages.com
 - Squidoo.com
 - LinkedIn (Missing Business page)

Facebook Business Page

facebook

Search

Home Profile Account



Add to My Page's Favorites
Suggest to Friends

T&H Realty Services, Inc. is a full-service real estate company located in Indianapolis.
We focus on full-service, residential property management, and offer many homes for both sale and rent.

Information
Location:
701 S. 32nd Street
Indianapolis, IN, 46205

179 People Like This
 Tina Bortner-Delph
 Ever Oswaldo Sanchez Ardila
 Charlie Wilson
 Mabel Ripoll
 Ryan Potter
 Julie Anderson Catton

T&H Realty Services, Inc. Like

Wall Info Photos Discussions Reviews Notes >>

T&H Realty Services, Inc. + Others Just T&H Realty Services, Inc. Just Others



T&H Realty Services, Inc. If you haven't tried Groupon... now's the time. Very cool service. <http://www.groupon.com/r/uu15013880>
January 11 at 4:56pm via Selective Tweets
Brandi Norman Linn likes this.



T&H Realty Services, Inc. T&H Realty Services' Blog: "A Scammer with Standards" <http://t.co/IJY9kAR>
November 30, 2010 at 10:47am via Selective Tweets



T&H Realty Services, Inc. Great opportunity to thank all of our Owners, Residents, Vendors and referring Agents. We appreciate all of you!
November 25, 2010 at 12:28pm via Selective Tweets
Brandi Norman Linn likes this.



T&H Realty Services, Inc. T&H Realty Services' Blog: "My Landlord is in Foreclosure" <http://t.co/19ZZRV5>
November 11, 2010 at 1:42pm via Selective Tweets



T&H Realty Services, Inc. Zeller to IU... Wow!
November 11, 2010 at 11:49am via Selective Tweets



T&H Realty Services, Inc. Our YouTube page is filled with new videos... www.youtube.com/threaltysinc
November 6, 2010 at 8:22pm via Selective Tweets



T&H Realty Services, Inc. Check out the new T&H Realty Services YouTube channel. Lots of videos to be uploaded over the next week: www.youtube.com/threaltysinc
November 3, 2010 at 1:13pm via Selective Tweets

Create an Ad

Message from Al Franken
alfranken.com

Al Franken is fighting to protect consumers from powerful media conglomerates. Show your support and Co-Sign his open letter!

Skip the stores
trunkclub.com

Trunk Club is the only way to get premium designer clothing without all the hassles of online shopping or, worse, the mall.

Stimulus For 62 And Over
reversehelpline.us


Establishing Your Presence On The Internet

- **XYZ REALTY SERVICES' internet presence**
 - YouTube Video Channel:
 - 49 videos, each promoting a property
 - viewed 2268 times
 - Blog
 - 4 articles



Gaining Greater Visibility On The Internet

Fallacies & Misconceptions

- Build it and they will come - people will find your web site and buy
- Sit back & let the web site do all the work
- You can make millions, quick & easy, while sitting in your kitchen in your underwear
- My nephew in high school can build my web site
- High search engine rankings are enough

Gaining Greater Visibility On The Internet

What determines your internet visibility?

- The number of places where you have an internet presence
- The ease with which people can access your internet presence



Gaining Greater Visibility On The Internet

- Web Site Statistics for XYZ Realty Services
 - Page Rank 2
 - Traffic Rank: 3,473,281
 - Search%: 40%
 - 10-20 visitors per day
 - 150 page views per day (7-15 page views per visitor !)

Local business results for **realtor** near **Highland, IL**

A [Kris Dempsey, Realtor®](#) - Equity Fifty-Five LLC, Highland, 1B Woodcrest Professional Park, Highland - (618) 567-7531

www.highlandhomefinder.com - 1 review and more »

B [Prudential One Realty Centre](#) - 5 Central Boulevard, Highland - (618) 654-1717

www.pruone.com - More

C [Coldwell Banker Commercial Brown, Realtors](#) - 2621 Plaza Drive, Highland - (618) 973-8645

www.brownrealtors.com - More

D [Holzinger & Holzinger](#) - 2621 Plaza Drive, Highland - (618) 651-1400

www.wholzinger.com - More

E [Frey Properties-Highland Llc](#) - 192 Woodcrest Drive, Highland - (618) 654-3467

www.frey-properties.com - More

[More results near Highland, IL »](#)

Illinois Real Estate For Sale, Coldwell Banker Brown Realtors - Real

Coldwell Banker Brown **Realtors** will not distribute your information to other five offices located in Belleville, Edwardsville, **Highland**, O'Fallon and Troy. ... Featured Property 66 LAKE SHORE Drive TROY, IL 62294. More Information ...

www.brownrealtors.com/ - Cached - Similar

Prudential One Realty Centre - Find Real Estate, Properties For ...

Prudential One **Realty** Centre, An independently owned and operated member of Prudential Real Estate Affiliates, Inc. ,Find properties for sale,open houses ...

www.pruone.com/ - Cached

Browse Highland, IL Homes for Sale

Homes for sale in Highland offer unique features. **Realtor.com** helps you to choose the right home or property in **Highland, Illinois**.

www.realtor.com/homes-for-sale/highland_il/ - Cached

HIGHLAND Real Estate, EDWARDSVILLE Real Estate, MADISON, BOND ...

Coldwell Banker Brown **Realtors** 2621 Plaza Dr **Highland** , IL 62249. Business: (618) 651-1400.

Fax: (618) 654-4360. E-Mail: wilholzinger@gmail.com ...

www.wholzinger.com/ - Cached

Sponsored links

Highland Realtors

Selling or Buying? Find & Compare **Top Realtors** in Your Area Now!

www.TopAgentQuest.com

Century 21 Realtor

Meet with a Century 21 professional to assist with your home search.

Century21.com/Realtor

Highland Realtor

Selling or Buying? Compare **Realtors** Who Are Experts in Your Area Now!

www.AgentMachine.com

Highland Realtor

View Indiana Home Photos & Get a Quick Response from Coldwell Agents

www.ColdwellBankerOnline.com

1st Position:	49%
2nd Position:	13%
3rd Position:	10%
4th Position:	5%
5th Position:	5%
6th Position:	4%
7th Position:	2%
8th Position:	3%
9th Position:	2%
10th Position:	3%

Gaining Greater Visibility On The Internet

- Web Site Search Rankings
 - Keywords: “Realty Service Indianapolis Indiana”
 - #2 Sponsored ad
 - Organic Search
 - #2 Web Site
 - #3 Yelp.com
 - #8 BBB.org
 - #1 Google Places
 - #1 Yahoo Local

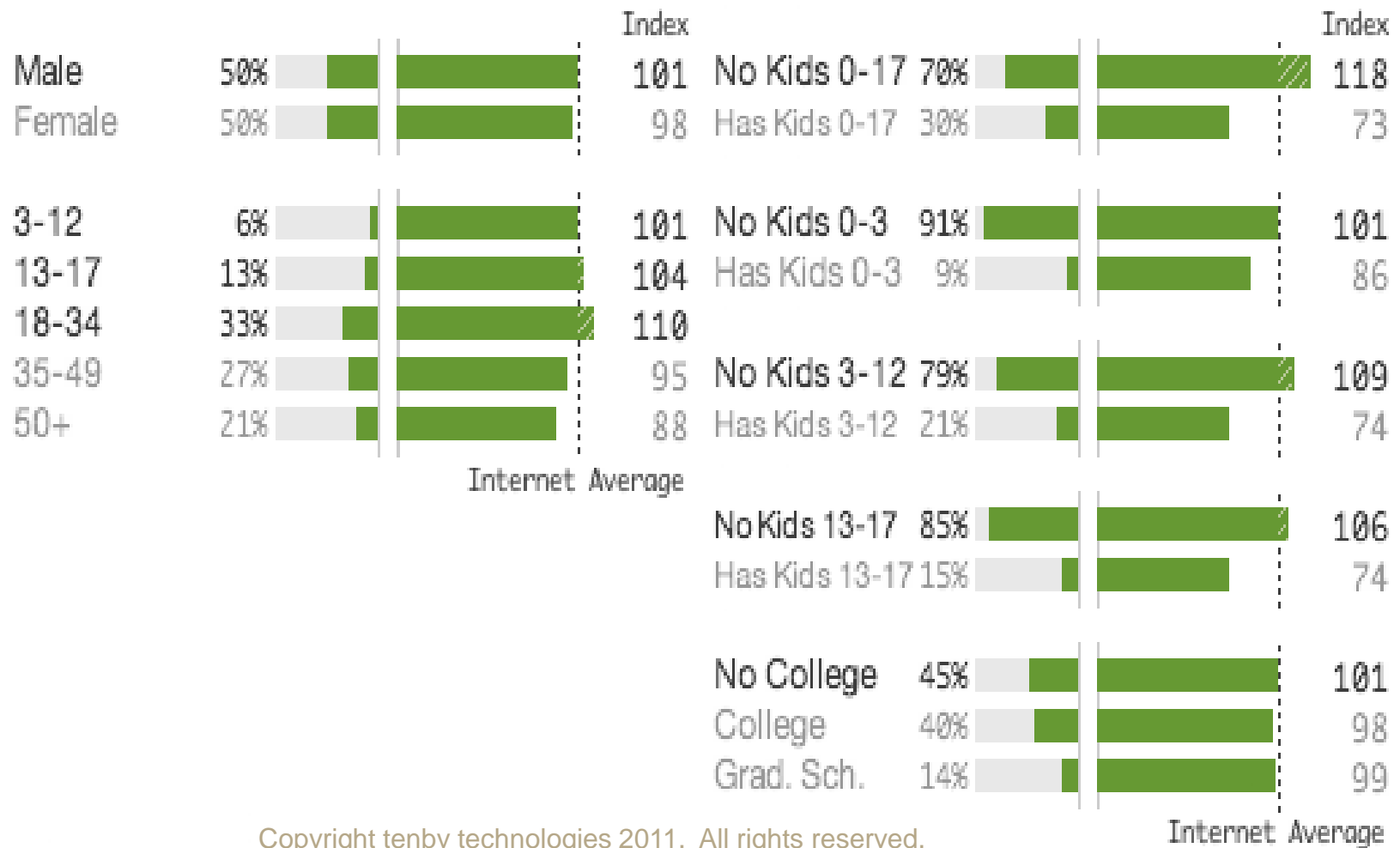
Gaining Greater Visibility On The Internet

- Web Site Search Rankings
 - Visibility is not so good for other keywords
 - Real Estate indianapolis indiana
 - Rent a home indianapolis indiana
 - Single Family Homes indianapolis indiana
 - Rent Apartment indianapolis indiana
 - Furnished Apartments indianapolis indiana

Gaining Greater Visibility On The Internet

US Demographics ?

Updated May 2010 • Delayed - Next: Jan 2011



Gaining Greater Visibility On The Internet

- Top keywords

- XYZ REALTY SERVICES realty indianapolis 8.82%
- hendricks property management 7.57%
- indianapolis property management 6.78%
- XYZ realty indianapolis 5.73%
- fishers property 5.46%
- XY realty 5.04%
- "indianapolis property management" 5.01%
- fisher property management 4.51%
- rental homes broadripple 4.51%
- property management indiana 3.75%



Gaining Greater Visibility On The Internet

- Sponsored Ads
 - Pay-per-click budget: \$8/day -> 7 clicks/day,
 - Cost per click: \$1.14
 - Ad position: 1.17
 - Keywords: 80 (some competitor's names)
 - 61 other competitors for same keywords

- Example Ad

Full Property Management

No Set-Up Fees No Marketing Fees

Specialized in Property Management

Gaining Greater Visibility On The Internet

- External Links (Web sites pointing to their web site)
 - BBB.org
 - 16 other sites link to their site
- E-Zine articles
 - 2 articles: viewed 56 times
 - Expert Author designation

Gaining Greater Visibility On The Internet

- Real Estate Specific Directories
 - Trulia.com
 - ApartmentsAndRenters.com
 - AbcRealEstateDirectory.com
 - Narpn.org (Natl Assoc of Residential Property Mgrs)

Gaining Greater Visibility On The Internet

- Social Bookmarking Sites: Web Sites where people share information about businesses & web sites
 - Yelp.com
 - StumbleUpon.com
 - RateItAll.com
 - HotPot.com (Google)
 - Digg.com
 - Reddit.com
 - Delicio.us

Gaining Greater Visibility On The Internet

- General Directories
 - Directories are like internet YellowPages. Check the directory's pagerank before listing with a directory. Only use directories with page rank > 2
 - They make your business more visible on search engine result lists, even if you do not have a web site.
 - Can also be used to increase the number of entries displayed on search results lists.

Gaining Greater Visibility On The Internet

- General Directories

Craigslist.org (17 entries)	FatInfo.com
LiveStrong.com	ListingsIndiana.com
Manta.com	Kudzu.com
CitySearch	Twello.com
IndianapolisBusinessList.com	Yellowpages.com
Insiderpages.com	Smartpages.com
RateItAll.com	HotFrog.com
AngiesList.com	ListingsUS.com
HelloIndianapolis.com	DMOZ.org
TRExGlobal.com	MerchantsCircle.com
Intuit Business Directory	DirectoryM.com

Gaining Greater Visibility On The Internet

- Links from Complementary Companies
 - Keller Williams Realty
 - FC Tucker Company
 - Prudential Indiana

Gaining Greater Visibility On The Internet

Search Engine Optimization (SEO) is the process of “tuning” your web site to make it more appealing to search engines

- **Meta Tags:** How you tell the search engines what your web site is about.
- **Keyword Density:** Adjusting the frequency of keywords in the verbiage of the web site.
- **Header Tags:** How you identify important words in your verbiage.
- **Internal Links:** Links to your web site pages from within your web site

Gaining Greater Visibility On The Internet

- Meta Tags:
- `<title>Indianapolis Property Management, Homes For Rent & Homes for Sale</title>`
- `<meta name="Description" content="Indianapolis Property Management provides Property Management solutions along with homes for rent and for sale in Indianapolis, Fishers and Carmel."/>`
- `<meta name="Keywords" content="Indianapolis Property Management, Property Management Indianapolis, Indianapolis Rental Management, Indianapolis Residential Management"/>`

Gaining Greater Visibility On The Internet

Social Media

- Facebook.com Page
 - 180 People “Like” them
 - Posting once per week (3 times per week is better)
 - Missing property photos
- Twitter.com
 - 313 “Followers”
 - Posting once every 2 weeks (daily or more is better)
- LinkedIn.com
 - Personal Listings (no business listing)
 - Owner has 98 connections

Converting Viewers Into Customers

1. Know your customers
2. Know your message
3. Know your competition
4. Make it easy for viewers to do what you want them to do

Converting Viewers Into Customers

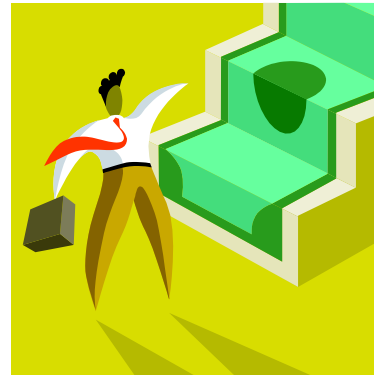
- Stats for XYZ Realty Services web site
 - Web site Bounce Rate: 40%
 - Normal is 40-50%
 - Time on Site: 4:11
 - Normal is 60-90 seconds
- You generally have 3-8 seconds to:
 - Convince them they are in the right place
 - Convey the essence of your message
 - Convey the essence of your value proposition

Converting Viewers Into Customers

- Web page layout
 - Make it easy for people to do what you want them to do
- Eye flow on web page
 - Guide them to do what you want
- Graphic Design
 - Design should be appropriate to the customers

Converting Viewers Into Customers

- Web site structure
 - Easy navigation
 - Logical organization of information & functions



Converting Viewers Into Customers

Welcome to **TEN** Realty Services... Indianapolis Property Management Services (800) 383-1428

HOME ABOUT US PROPERTY MANAGEMENT CONTACT US OWNER LOG-IN RENTALS TENANT LOG-IN INVESTORS FOR SALE

Search Rentals
START SEARCH ▶

QUICK CONTACT
For More Information

First Name
Last Name
Phone #
E-mail
I'm interested in...
submit

Give us A Call
(800) 383-1428





Owners
Your assets are protected with **TEN** Realty Services. We provide full Property Management service with a full suite of online account management tools.
[▶ read more](#)

Tenants
Our online property search and account management tools make renting from us a breeze. Search our properties online today!
[▶ read more](#)

Agents
Send your stubborn listings to **TEN** Realty and earn generous referral fees.
[▶ read more](#)

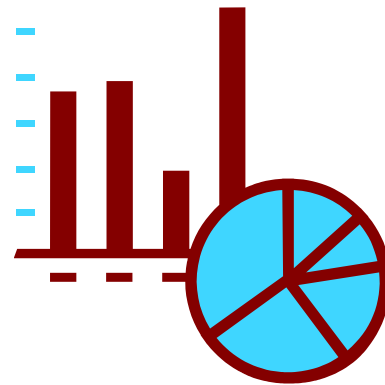
Customer Testimonials
"Realty Services is by far the most professional and service-oriented property management company in the entire Indianapolis area."
- B.Sanders
[▶ read more](#)

Connect with **TEN** online:

Assessing Your Success ... And Learning From Your Mistakes

- Analytics Statistics
 - Free software from Google
 - Embedded by your web developer in your web site

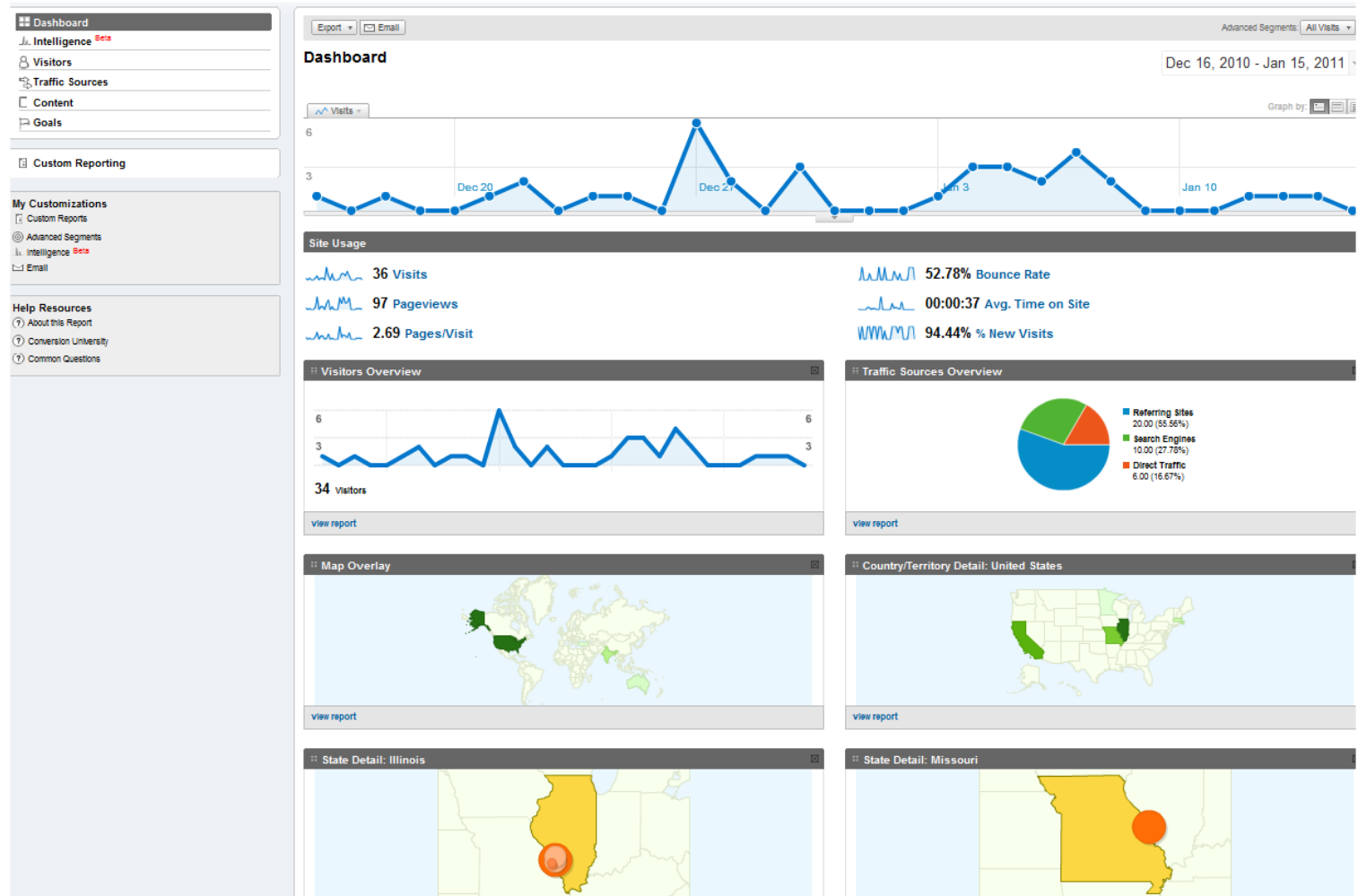


Assessing Your Success ... And Learning From Your Mistakes

Google Analytics

- Number of visits
- Number of page views
- Bounce rate
- Average time on site
- Traffic sources
 - Geographic sources: Country, State, City
 - Internet sources: search engines, web sites
- Keywords
- Content viewed

Assessing Your Success ... And Learning From Your Mistakes



Summary

1. Establish your presence on the internet in multiple forms: Web site, local business pages, social media, video, blogs, etc.
2. Create visibility using many techniques: Sponsored ads, external links, articles, directories, social bookmarking, seo, social media, etc.
3. Focus on viewer conversion: Know your customers, message, & competition.
4. Analyze what is & is not working

Thank You For Attending Our Seminar

- All slides will be available on our web site
 - www.tenbytech.com/other
- We offer a free Internet Marketing assessment
 - Just drop us an email at: info@tenbytech.com
- We will stick around if you have questions

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