



CELEBRATING
55 YEARS

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A good thoughtful technological strategy

August 23, 2012 - Front Section

Most websites seem like billboards in the desert, a large sign pointing to nowhere. With proper commercial website strategies one can provide a better source of lead generation. A good thoughtful technological strategy will provide what is known as Inbound Marketing. It's a simple concept to drive traffic to your Web site with Search Engine Optimization (SEO), but this Inbound Marketing requires a deeper more thoughtful plan. The mobile generation, includes functional websites objectives that convert Website visitors into leads, prospects into customers, and customers into closed sales. Displaying your properties and services by providing information that people seek will build your database. Add social media buttons to your home page, and keep lines of communication open long after visitor has left your web site

Embed videos on your Web Site, engage your audience and gain their attention with explanatory video, will increase your conversion rate, show testimonials and explain your services. Change information on your site often. By changing content, updating listings, and adding RSS news feed will keep your information dynamic. Google and other search engines rank based on new content and relevancy. Empower your value by adding email signature lines that market and advertise yourself with every email you send. The number and use of smartphones is quickly increasing. Think of ways to use this technology by using QR Codes. These codes can be scanned by smartphones which can redirect people to your site or business contact info, to increase traffic. The QR codes can be added to signs, postcards, letters, and reports. Your Website must be mobile-web friendly! Think of utilizing press releases more often. Write a press release that establishes you as an expert. Think to write your press release in a third person. Know your target audience and write to them and include quotes from at least two sources. Send press releases often and keep your release under 300 words.

Include important keywords at least three or more times to increase the searchable key words. Avoid: sensational wording or prices, foul language, typos or doing a release every blue moon

Consider Paid Distribution. Paid services ensure your release is distributed and published. Often, you get what you pay for. Also use free distribution. This use provides online exposure you would not normally have, typically online distribution only. This exposure can be inconsistent, and no guarantee it is published. Tip: Check to see that the site will release to Google news. Blogging and frequent posting with skilled use of keywords in titles. Set up on your own URL and while posting stick to the point and keep the Blog 250-400 words.

- * Be the expert!
- * Structure your Web site for lead generation.
- * Keep your Web site up-to-date.
- * Use QR codes in your advertising/marketing.
- * Get in the habit of blogging and regularly sending out press releases.

* Have a technology marketing plan.

What the real estate business seems to lack is what other industries have long adopted: A Technology Plan! Turn your Ideas into Action!

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