



# nerej

## **The importance of a great website**

April 08, 2009 - Front Section

With the majority of consumers turning to the Internet to start their real estate search, it is important that your website is designed to convert visitors into leads. According to several online sources, more than 80% of people begin their search for real estate online. As a result, developing a successful website is an essential part of generating leads and could make the difference between ending the year in the red or black.

A successful website should be user-friendly, functional, and have a professional appearance. It must have clear and easy navigation and serve as an efficient marketing tool that focuses on the needs of your customers. The information on your website must be up-to-date and offer properties that meet the needs of your target market.

One way to generate leads is through search engine optimization (SEO), a powerful tool for maximizing the functionality of your website. SEO will help drive traffic, generate leads, and grow your business. The proper use of coding, meta tags, and keywords in your website and in individual property listings can help maximize search engine hits and optimize where your website appears on a search results page.

A great website can and should be one of your most important marketing and sales tools. Marketing professionals or firms that specialize in developing websites are good resources to assist you in creating the right website design that works for you.

Paige Moody, author of "The Importance of a Great Website" is a freelance writer with Millennium Advertising, Concord, N.H.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540