

5 Must-Haves for Your Web Site

If you want to be competitive in today's housing marketplace, you must build an effective Web site to represent your services. Here are some of the key elements to have:

- 1. Personal message.** Feature a personally written home page that conveys to consumers they've found the right destination. This is important whether your consumers are newcomers to homeownership, those looking to trade up, or luxury buyers.
- 2. Targeted buttons.** You should also include targeted buttons and sections dedicated to your area of specialization. These pages should have links that deliver the consumer back to property search pages.
- 3. Browse feature.** An even better option is to engage your visitors by allowing them to browse property listings while they're still visiting targeted pages.
- 4. Drip information.** Because most home buyers begin researching months before they're ready to buy, your site should incorporate auto-drip communication that delivers relevant information -- listings, reports, etc. -- to your visitors on a regular basis. This allows a relationship to be built over a period of time and increases the odds of the lead being converted into a sale.
- 5. SEO insight.** You should build your site with an eye on developing a search engine optimization (SEO) strategy down the line. You want to favor a "scalable" platform that allows you to change and add to your site without a great deal of production or significant costs.

Source: RIS Media, Tricia Andreassen (07/07/09).