

## SEO TIPS: Does your website bring in New Business?

Many real estate professionals were provided with a website from their Real Estate Agency and others decided to purchase one on their own. Many website companies will charge you a reasonable fee to provide you with a user-friendly website. However, here is the million dollar question! Is anyone finding your website?

### Did You Know?

The NAR Profile of Home Buyers and Sellers has found annual percentage of home buyers using the internet as their source was 84% for 2007. Also, did you know approximately 80% of home buyers are finding their realtor online and typically selecting the first one they see online? So, are you the realtor their finding online? How well does your website rank on Google, Yahoo or MSN? Have you ever checked?

These are important questions for each realtor to consider. As more and more information becomes available to the savvy home buyer, they are taking advantage of all the key resources before talking to an agent. What can you do to help position your business for success online? Consider searching for a reputable Search Engine Optimization (SEO) consultant to develop a personalized Search Engine Marketing (SEM) plan for your business. Here are a few services that should help:

- **Research:** Your SEO webmaster should do an evaluation of your website to determine the best keywords and keyword phrases for your business.
- **Assessment:** You need to know what is your current ranking. Is it poor? Do you have this wonderful looking website, but no one is finding it! Or, are you rankings great? What are your current rankings on Google, Yahoo and MSN? The consulting company should be able to generate a report on your ranking against the best keywords (phrases).
- **Development:** The Company you choose to work with should be able to document an SEO/SEM Plan. You might not understand everything in it, but that is ok.
- **Consultation:** Spend some time with the SEO Company going through the plan and get a basic understanding of the work being performed and how long it will take for them to complete the work.
- **Budget:** You need to think about this prior to even calling someone to help with your SEO issues. SEO work is not cheap, but the time, resources and effort your SEO consultant puts in is hard work. Trust

me on this one, I have been doing this work for my own websites and it is very time consuming.

- **Metrics:** Make sure they provide you with a baseline of metrics, so you understand where your website is ranked and positioned today. This is very important! Once they have completed their initial work, your website is indexed again and now you can rerun your metrics to evaluate the improvements.
- **Patience:** SEO work is very tedious and not an exact science. It will take time to improve your rankings. (Months) Try to get a fixed cost contract for the initial work and then an on-going maintenance contract for the SEO master to continuously improve your rankings.

Again, is anyone finding your business online?