

# 8 Easy Steps To Increase Traffic To Your Website And Generate More Leads

By Dan Gooder Richard

“Build it and they will come” does not apply to real estate websites. Just because you have a website doesn’t mean prospects know it exists – or will visit.

Driving traffic to your website is your Job #1. “Promote it, and they will come” is the real mantra of the successful professional in today’s crowded real estate web marketplace. Once you have configured your site to capture more leads, it will. But a site with great LGO (Lead Generation Optimization) won’t bring you more business opportunities unless you drive more traffic to the website.

Here are 8 easy steps to drive traffic to your site and generate more leads:

**1. Increase your local offline promotion.** Most real estate website traffic comes from “type in’s” (also, “direct navigation”) where visitors type-in your web address – not from links on other sites (“referrers”) or search marketing sites (“search engines”). What’s more, local traffic is the best traffic. These are local buyers/sellers who already know you as a top real estate professional in the area.

After all, 65% of all moves in the United States are within the same county (19% are within the state), according to an U.S. Census Bureau analysis of 38.7 million moves in 2006-2007. Local offline promotion, using direct mail, signs, local magazine and newspaper ads, radio/TV, generates these sought-after local leads in your service area. Include forms that will capture the visitors once they “walk through the door” of your website – but first the traffic must visit the site.

**2. Think of search engines as the “Yellow Pages” of the Internet.** Search marketing tends to generate leads from prospects that don’t have

a clue about the web address of an area real estate provider – they are simply searching namelessly. Clueless search is especially common in “long distance” markets such as relocation destinations, second home and retirement markets – where buyer prospects don’t live locally – and first-time buyers who have no prior real estate or brokerage relationship. Yet, even in those markets, sellers are local.

That’s why studies show almost two-thirds of your website traffic comes from prospects who have seen your web address on your advertising. Search traffic is a plus. But most local leads know your name and find your site directly.

**3. Consider “pay per click” sponsored links.** Although higher search engine rankings are more useful than lower placement, search prospects are often more interested in browsing properties than finding an agent. They tend to be in the very early information-gathering stage rather than the later “shopping” stage. You may find that a well-placed local offline ad that features “why visit this site” generates more

local leads than a high-ranking placement on Google. Search marketing and “pay per click” is a sophisticated game that only a handful of top-ranked advertisers can win. Once all the basics are in place, consider becoming an expert and investing in pay per click – such as Google Adwords, Yahoo! Search Marketing, MSN AdCenter, and other services – to promote your site.

**4. Enrich your website with local content.** Prospects and search engines that visit your site will find a “blank slate” if there are little or no inline, site-hosted, local, organic content pages. These pages are best written by you about local communities, local market conditions, local tips for buyers, sellers, investors -- anything that mentions local place names and keywords that search engines reward with higher “relevance” to give your site a higher placement in the organic (read: free) results. You’ll want to develop “sticky” content that will keep visitors on your site, but you must include





## Finally, e-Marketing that is Effective, Economical and Eco-Friendly

RAINMAKER E-CENTRAL is a 4-in-1 integrated e-marketing system that includes 1800+ pages of lead-capture web forms, plug-in website content and automated drip e-mail (new "green" **e-HomeNews**) all in one easy-to-use system you can plug into as many websites as you have.

**Going green with e-marketing has never been easier. Money well saved!**

RAINMAKER E-CENTRAL® helps you generate more leads...enrich all your websites...and follow up every prospect without lifting a finger. All this, PLUS unlimited Rainmaker Microsites™ included for local lead generation.

Content is current, including two fresh e-newsletters every month, plus you can select from 168+ "Quick Link" response forms to maximize your online lead capture. Integrates with Top Producer 8i.

RAINMAKER E-CENTRAL® is easy to use. You can take advantage of free training and unlimited customer support to ensure you get the most of your system.

Experience the power, versatility, and professionalism of RAINMAKER E-CENTRAL® by taking a FREE [QuickTour](#).

For fastest service, call (703) 698-7750, ext 321 or e-mail [eSupport@GooderGroup.com](mailto:eSupport@GooderGroup.com). Visit [www.GooderGroup.com](http://www.GooderGroup.com) to learn more.

content that will cause visitors to find the site in the first place.

**5. Write information pages about all your key market areas and services.** Outbound links to government and information sites do not help. You must write about your own marketplace, market focus, properties, programs and services. As a thought starter, consider going to Wikipedia.com to see descriptive information about your market area. Be inspired to write your own original sections rich in keywords about real estate and information applicable for a buyer, seller, transferee, condo buyer,

rental owner or other target customer market.

**6. Publish "About Me" content.** Again, write an extensive biography that includes every organization, designation (abbreviation and spelled out), award, training, specialty, market area, personal achievement, hobby, life experience, etc., etc., etc. Another variation is testimonials from clients about your services (be sure to make each one rich in keywords). Yet another idea is to create a page that describes types of real estate services and how they can benefit different types of clients and customers.

**7. Post regularly to your blog.** If you are a habitual journaler or diarist, blogging may be for you. Set yourself a goal to post regularly – at least 2-3 times a week. Suggested sections on content include: 1) Street-smart home selling tips; 2) area or regional property information; 3) price and marketplace conditions; 4) insights for target customer categories such as first-timer buyers, newly weds, veterans, seniors, heirs, college parents, etc.; 5) resource center with glossary, Q&A; and so on.

Be sure to jam every post full with keywords about housing, buying, selling, mortgages, interest rates, down payments, credit scores, etc., and add links to forms and content "for more information." Tip: Every time you write a short e-mail to a prospect about local real estate, copy and paste the text into your blog (or Cc a paid writer to edit and upload posts). As you build an archive of posts, the search engines will give your blog site credit for past efforts. Be sure to connect your blog with your main website to lead traffic to your lead generation forms.

**8. Build your social network.** Don't stop with your blog. Watch for opportunities to post and blog on professional networking sites (ActiveRain.com, LinkedIn.com, Plaxo.com). Personal networking sites (Facebook.com, MySpace.com, hi5.com) are more productive for your social life than your business life.

Once you get hooked, you can update your contact networks with instant comments about your activities with Twitter.com ("Going to another closing; back in office this afternoon."). Caution: Networking can become addictive. Watch your commitment of time and be sure to measure the number of referrals and prospects the networking activity generates. Don't waste your time if this new technique is not working for you.

For more tips (75 easy techniques) see *Real Estate Rainmaker: Guide To Online Marketing* by Dan Gooder Richard (Wiley) and check out Chapter 5: "Driving Traffic to Your Website: 75 Ways to Promote Your Site."



**GOODER GROUP® • RAINMAKER LEAD SYSTEM®**

2724 Dorr Avenue • Fairfax, VA 22031-4901 • (703)698-7750, ext. 321 • FAX (703)698-8597

Email: [eSupport@GooderGroup.com](mailto:eSupport@GooderGroup.com) • [GooderGroup.com](http://GooderGroup.com)