AUDIENCE POLL

What Is the Conversion Rate for Your Real Estate Website?

- I have no idea.
- It's more of an "online business card".
- Less than 1%
- 2-5%
- More than 5%

EQUAL HOUSING LENDER

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JULY 2019

USE YOUR WEBSITE TO GENERATE MORE LEADS

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S TRENDING NOW

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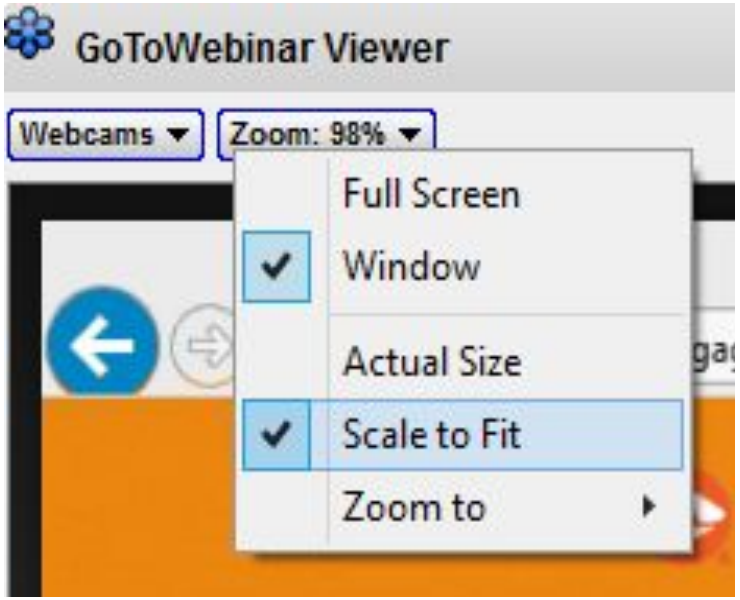
What's Trending Now

WHAT'S TRENDING NOW



Important NOTE!
If you are NOT seeing the presentation at Full Screen please adjust the zoom on **your** GoTo Viewer window (see screenshot).

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What's Trending Now

WHAT'S TRENDING NOW

1) YOU ARE MUTED FOR THE DURATION OF THE WEBINAR

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.

2) THIS WEBINAR WILL LAST 60 MINUTES

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions

3) THIS WEBINAR IS BEING RECORDED

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING

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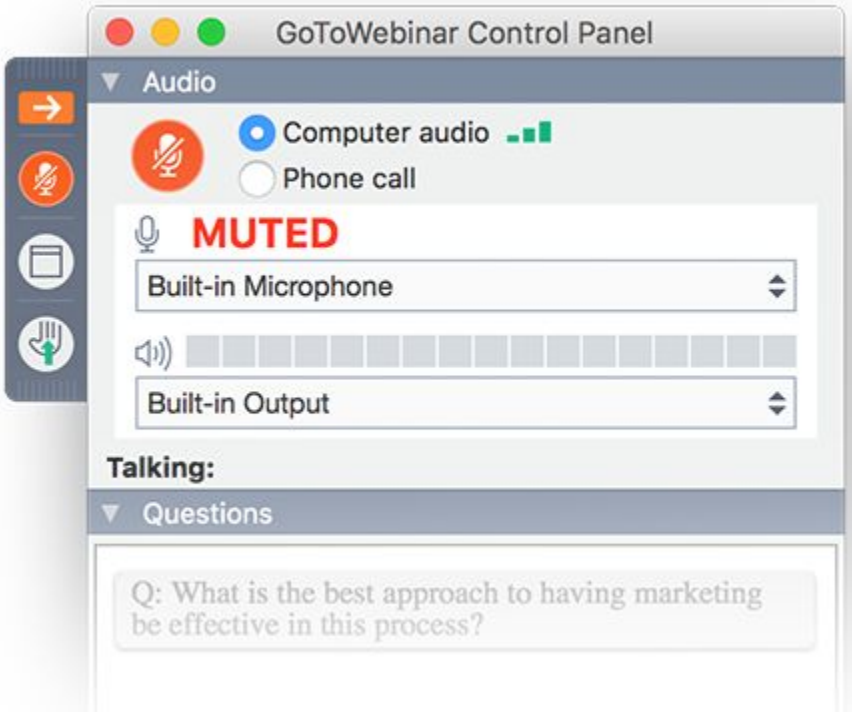
HAVE QUESTIONS?
Not A Problem!

Locate the Questions Panel.

You CAN type a question in your control panel.

We will do our best to answer it.



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WHAT'S TRENDING NOW

If we teach it on this webinar series, it's been

- ☑ Tried
- ☑ Tested
- ☑ Approved

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AUDIENCE POLL

Poll Results

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DO YOU HAVE A SOLID FOUNDATION?

Is your website built to capture leads?

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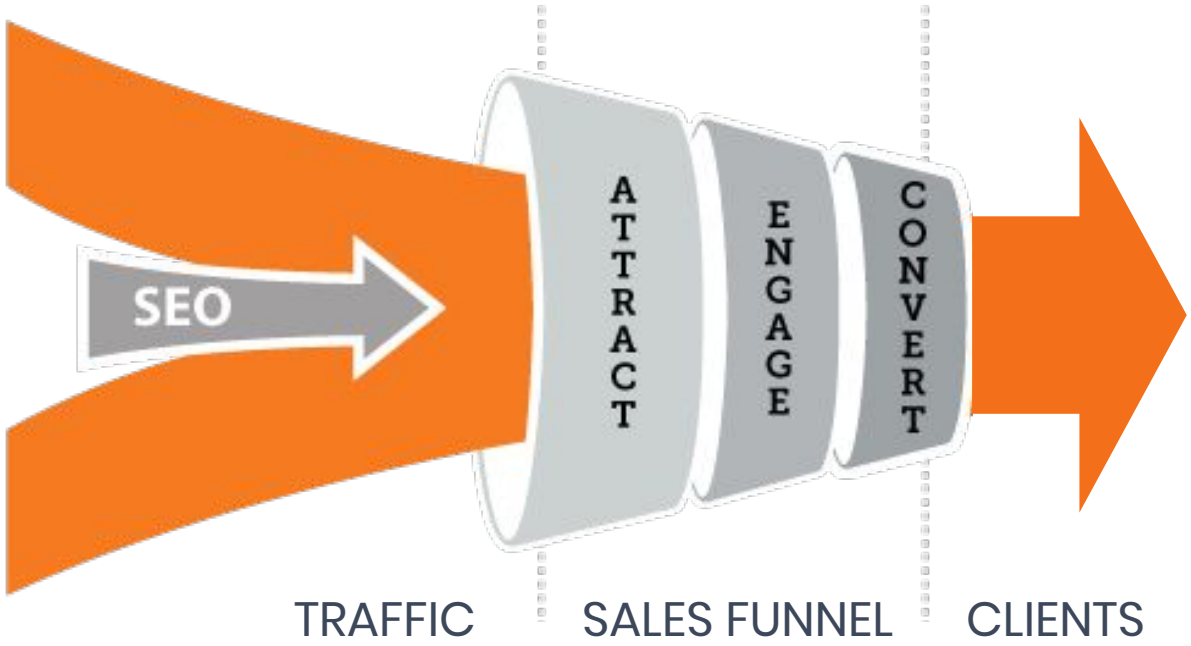
FIRST, A LITTLE CONVERSION 101



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WHAT'S TRENDING NOW

WEBSITES THAT CONVERT MUST HAVE…

- Modern Design
- Something Unique
- Responsiveness
- Fast Load Times
- Forms Done Right
- Landing Pages
- Videos
- Prominent NAP
- Live Chat/Facebook Messenger
- Facebook Pixel
- Updated, Original, Relevant Content
- Strong Calls To Action
- Simplicity

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What's Trending Now

WHAT'S TRENDING NOW

NEWS FLASH!

CONVERSION IS JUST AS MUCH ABOUT WHAT YOU DO AS WHAT YOU HAVE.

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BEHAVIORS THAT CONVERT ARE…

- Avoid being distracted by non-ROI increasing activities/tasks
- Driving Traffic to Your Site
- Monitoring Conversion Data & Adjust
- Respond to Leads Quickly
- Systemize & Automate Follow Up

…MORE ON THAT LATER…

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WHAT'S TRENDING NOW

LOOK AT YOUR LAST 20 LEADS

- Did the site provide what they were looking for?
- Had they been to your site prior to converting?
- How quickly did you respond?
- How many times did you follow up?
- How were they treated?

DON'T KNOW? START ASKING!

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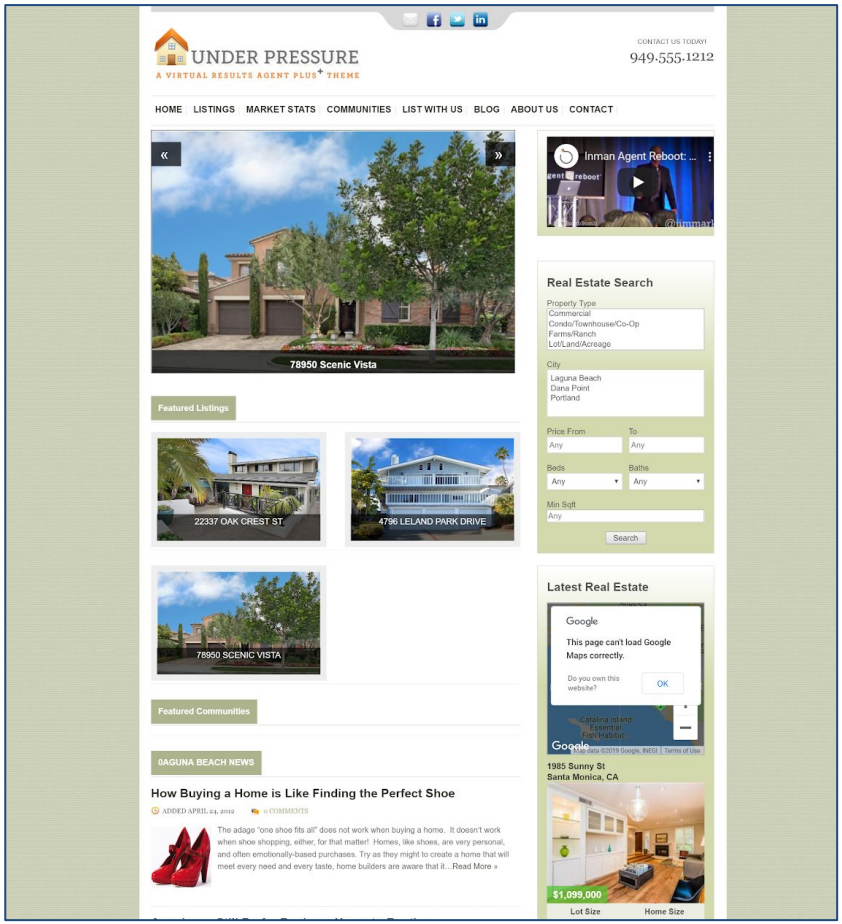
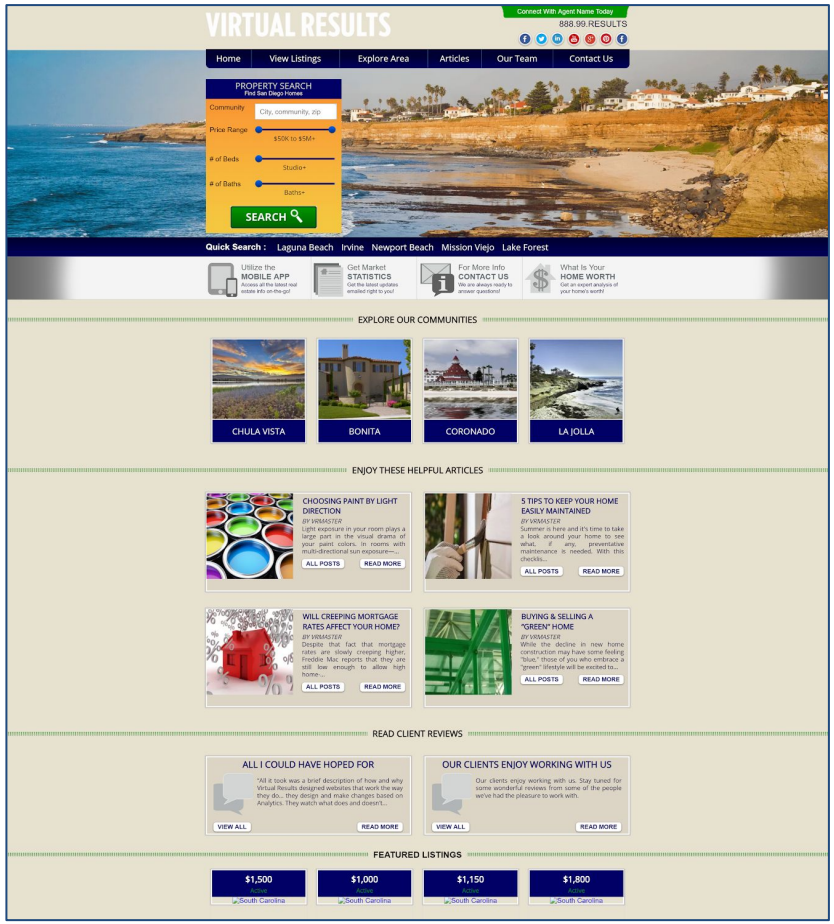
What’s Trending Now

WHAT'S TRENDING NOW

MODERN DESIGN





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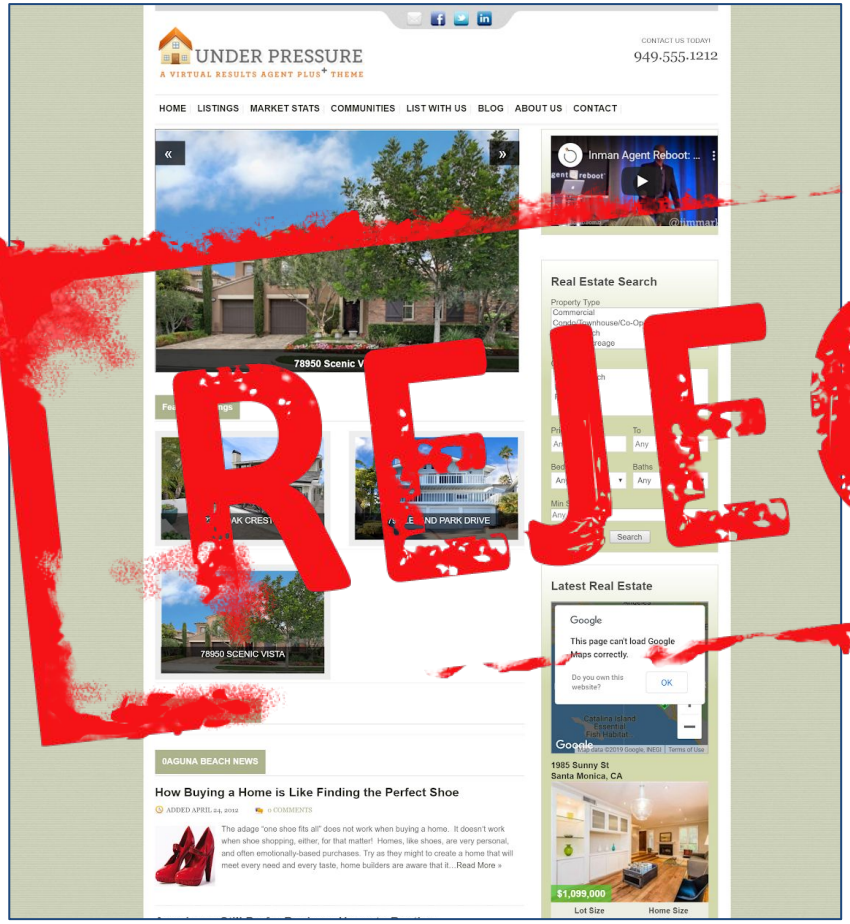
What's Trending Now

WHAT'S TRENDING NOW

MODERN DESIGN



REJECTED

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What’s Trending Now

WHAT'S TRENDING NOW

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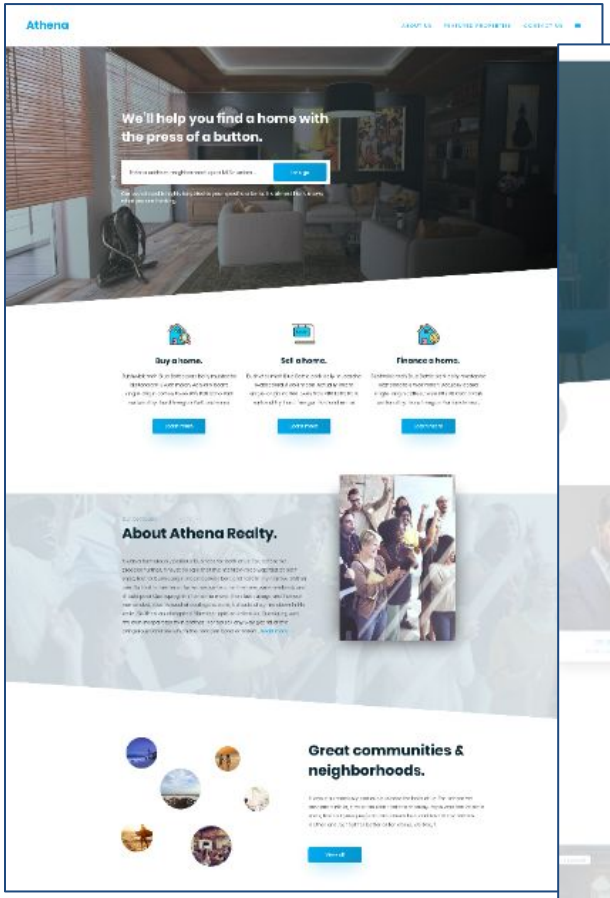

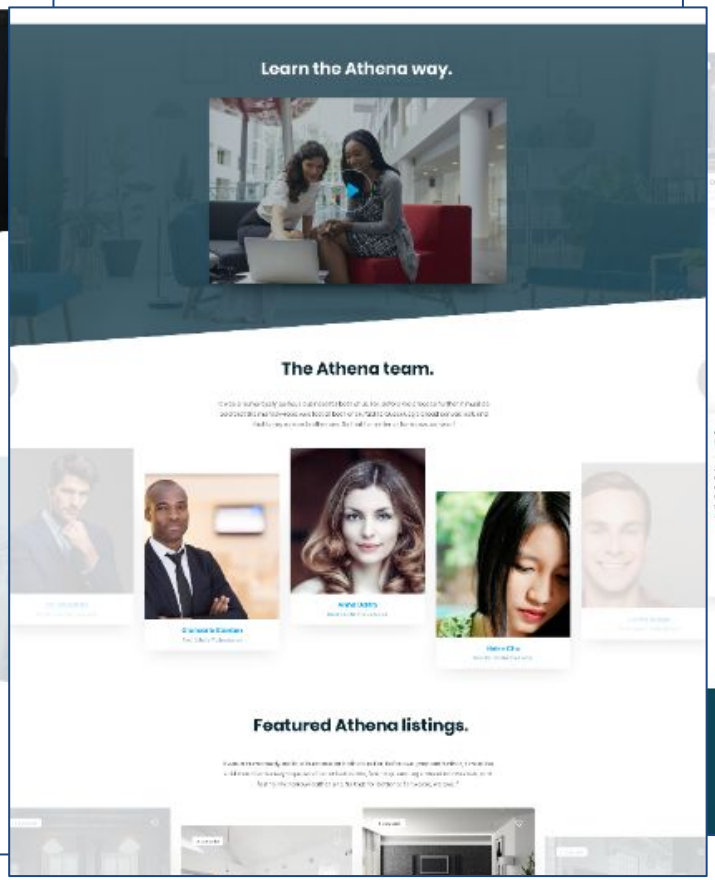

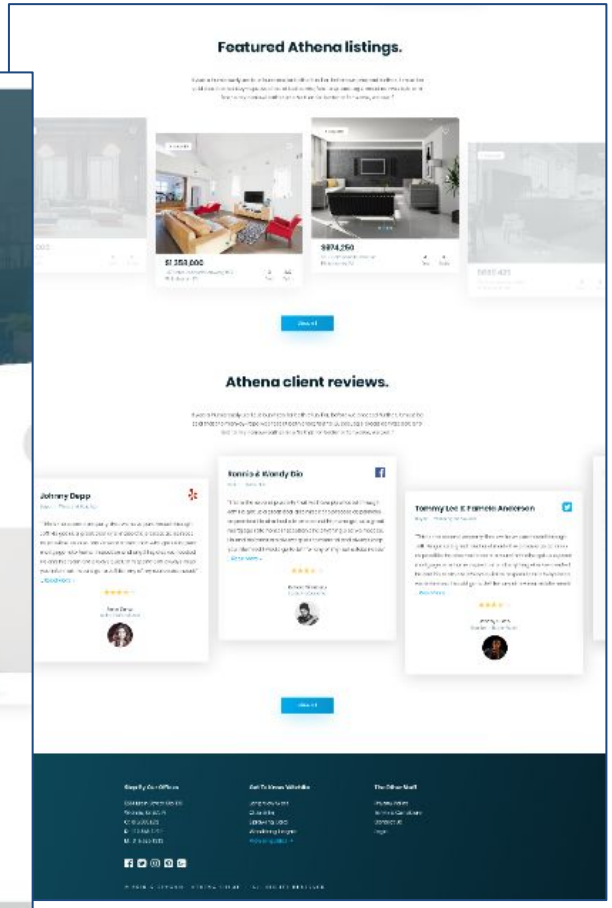

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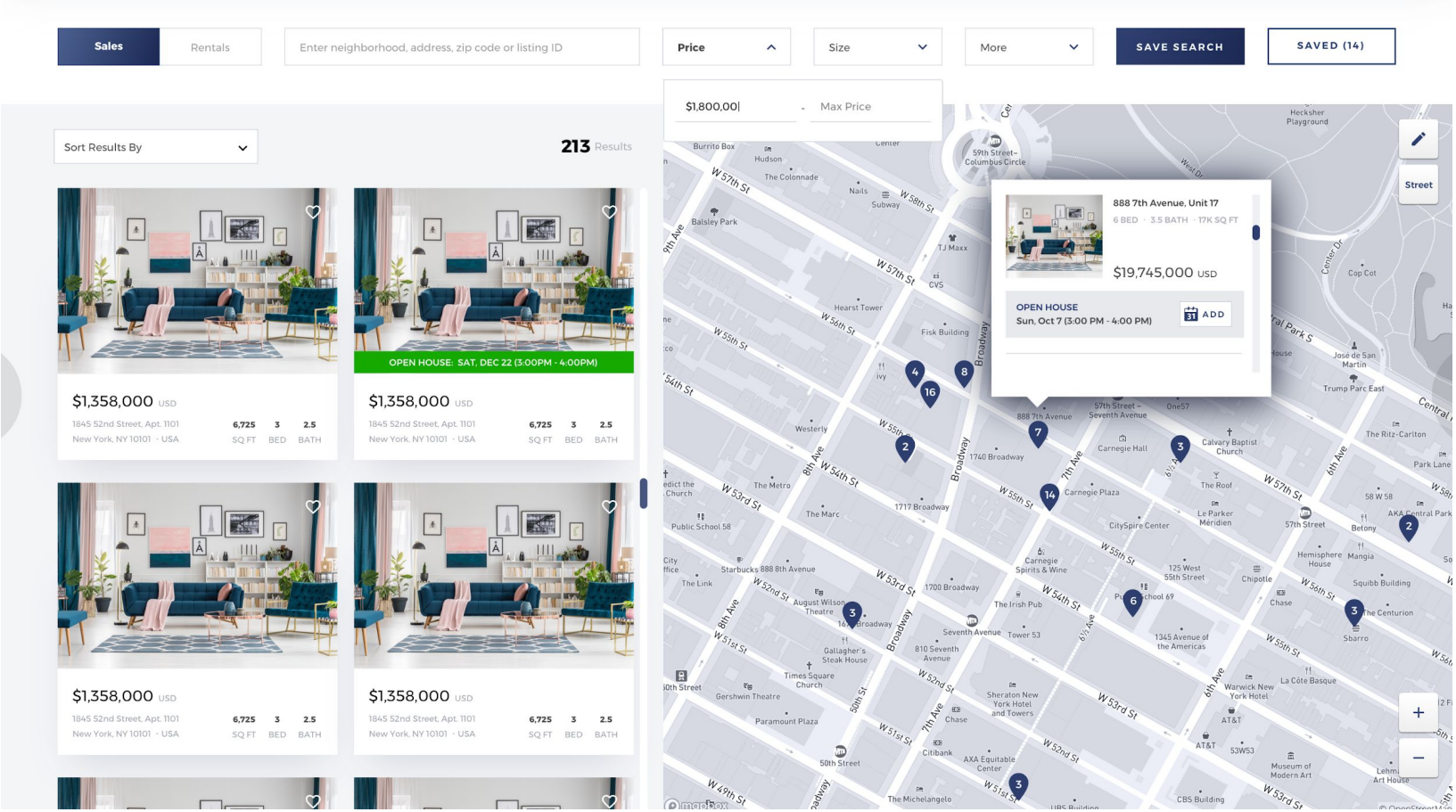
What’s Trending Now

WHAT'S TRENDING NOW

MODERN DESIGN > PROPERTY SEARCH



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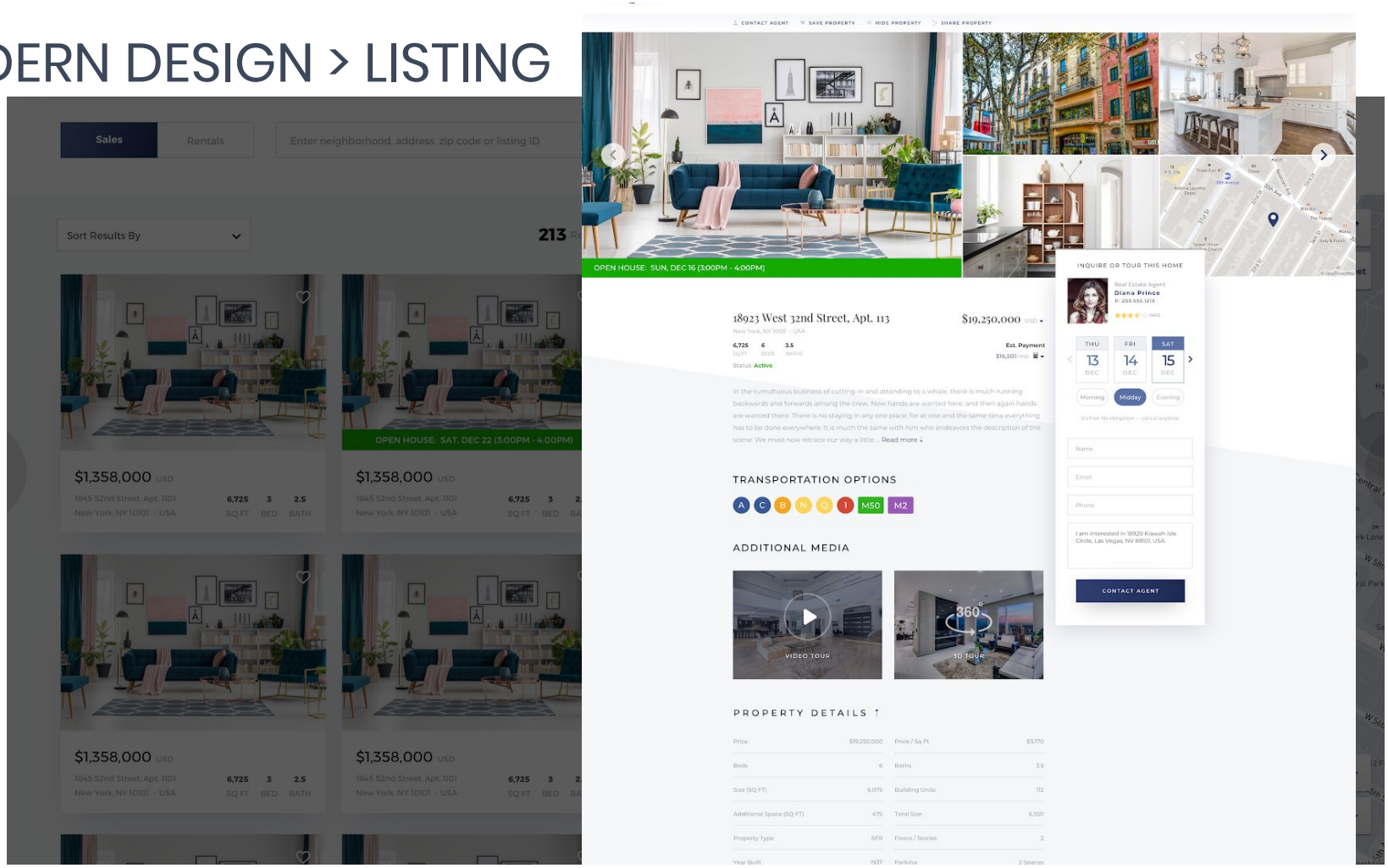
What’s Trending Now

WHAT'S TRENDING NOW

MODERN DESIGN > LISTING



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What's Trending Now

WHAT'S TRENDING NOW

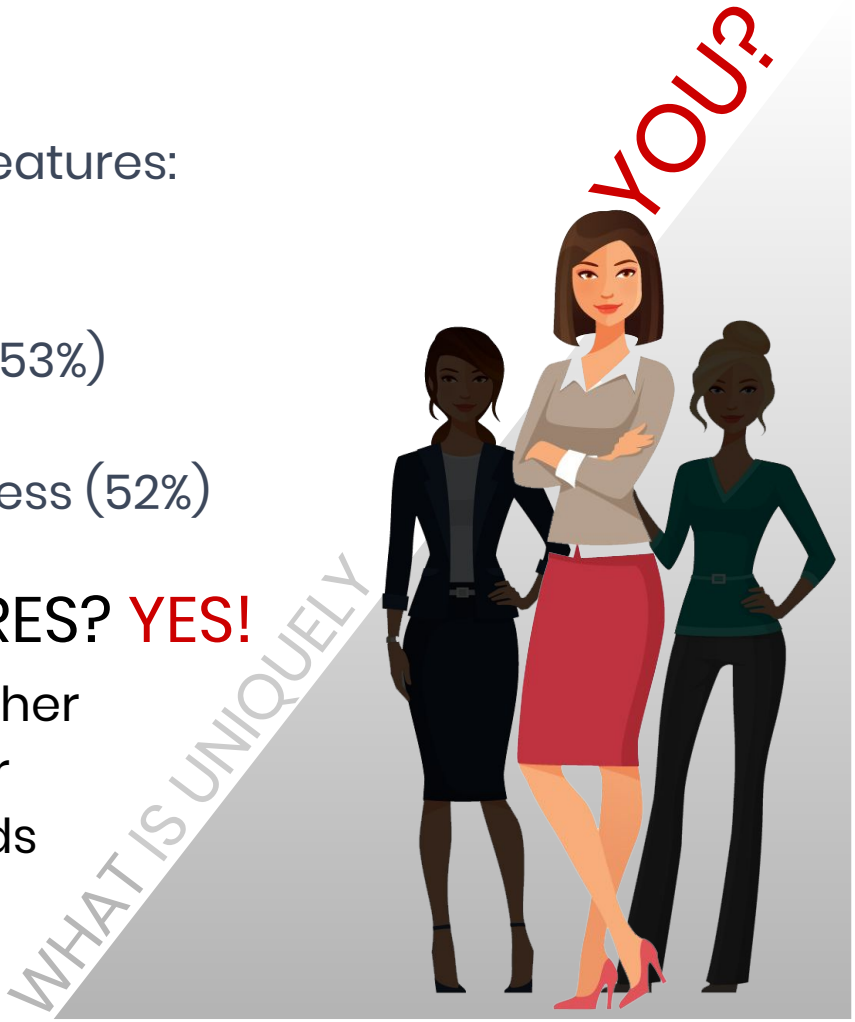
SOMETHING UNIQUE

Most Common Real Estate Website Features:

- Property Listings (92%)
- Agent Staff Profiles (77%)
- Mortgage/Financial Calculators (53%)
- Community Information (52%)
- Info on Home Buying/Selling Process (52%)

SHOULD YOU HAVE THESE FEATURES? YES!

But what sets you apart from every other agent in your area? Check out your competition and offer potential leads something different, as well..



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RESPONSIVENESS

YOU HAVE TO THINK MOBILE FIRST!

63% of all web traffic comes from mobile devices in the US, and the number is rising.

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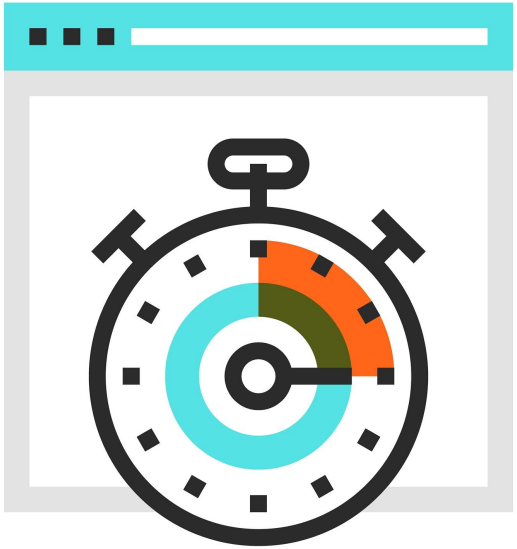
FAST LOAD TIMES

Surveys have shown that 47% of internet users expect sites to load in 2 seconds or less and are likely to leave a site that takes over over 3 seconds to load. Additionally, nearly 80% of consumers are unlikely to return to a site if they have experienced a delayed load time.

- [ ] Audit your site speed regularly (use Google PageSpeed)
- [ ] Use a website provider that uses a CDN (Content Delivery Network)
- [ ] Cache your web pages (use W3TotalCache for WordPress sites)
- [ ] Compress images and files
- [ ] Use external hosting platforms for videos



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FORMS DONE RIGHT > KEEP THEM SIMPLE & INTERESTING

LONG FORM or SHORT FORM?

Often people feel forced to choose between lead quantity and lead quality. The best of both worlds exists within the framework of a 2-3 step form structure.

- ✓ Benefit oriented headline
- ✓ Benefit labeled button (never use "submit", or "continue")
- ✓ Make it easy for people to engage
- ✓ 3-4 fields on the first form
  - capture their interest
  - capture the absolute minimum of contact info
- ✓ Longer forms on the 2nd step

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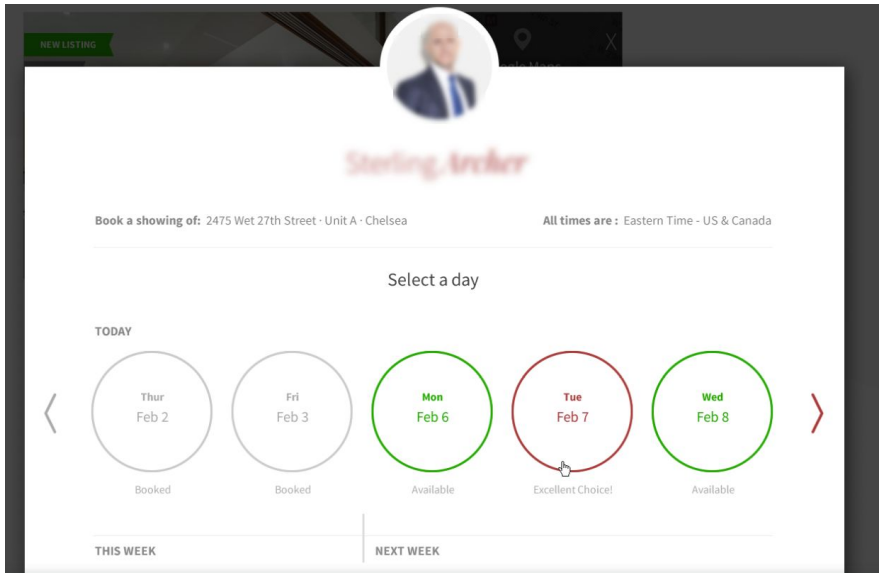

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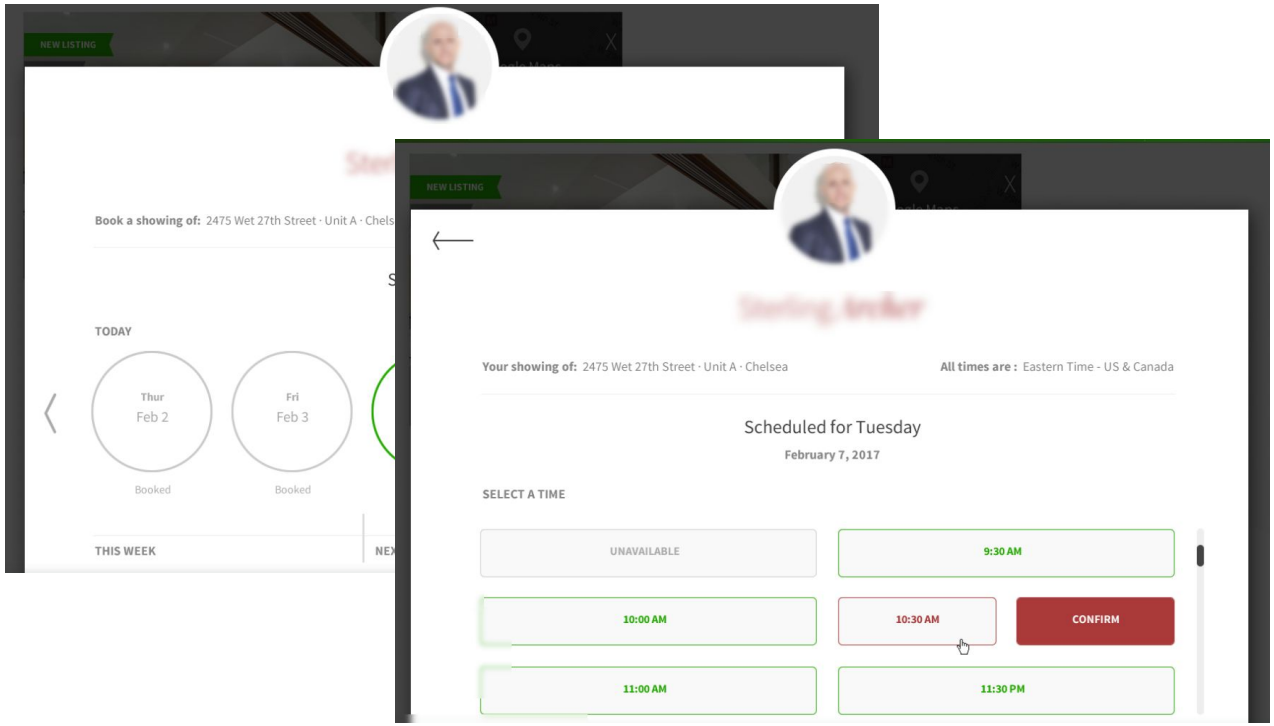

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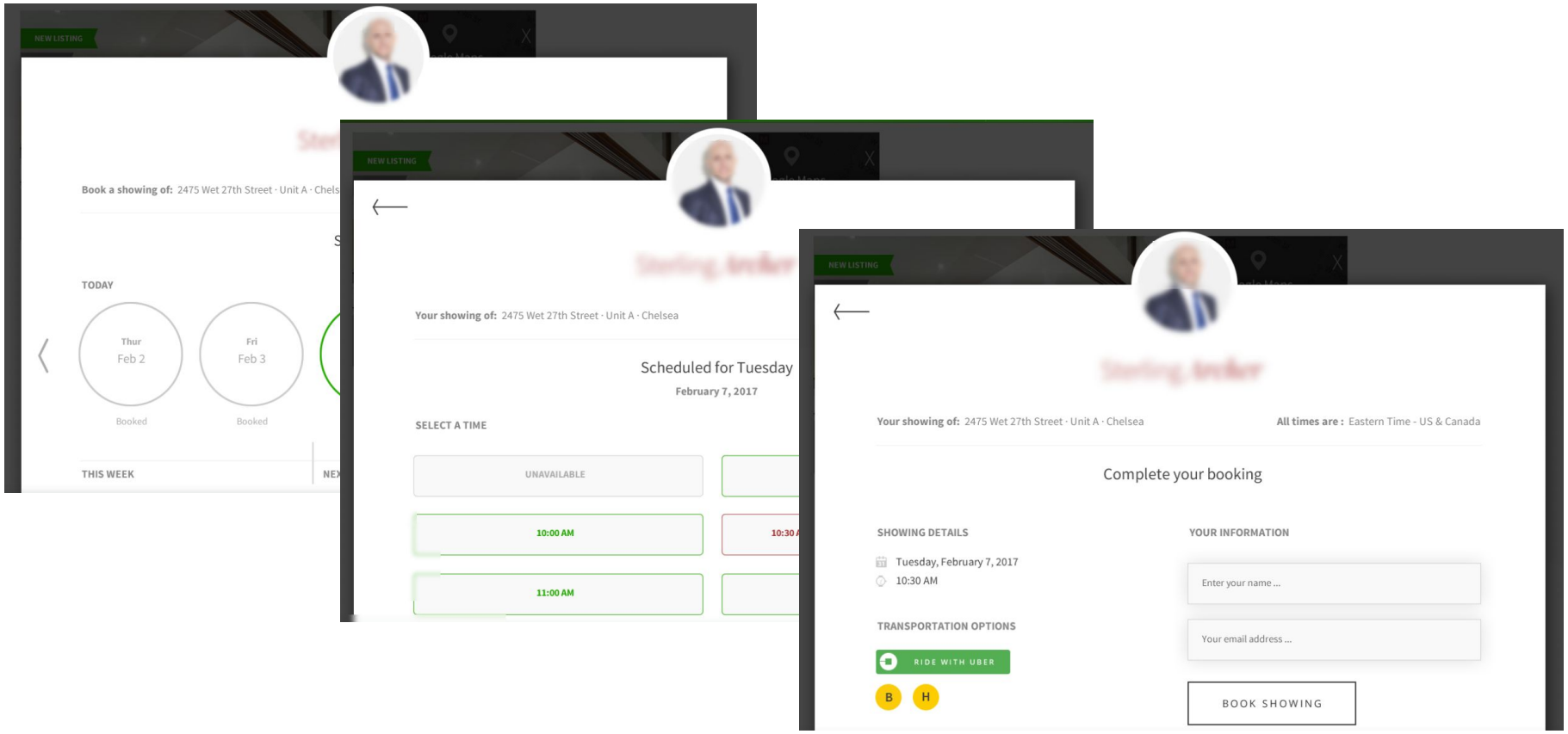
What's Trending Now

WHAT'S TRENDING NOW

FORMS DONE RIGHT > KEEP THEM SIMPLE & INTERESTING



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FORMS DONE RIGHT > KEEP THEM SIMPLE & INTERESTING

Find The Value Of Your Home

Get a comprehensive report in 35 seconds.

Let's get started ...

Enter your street address, city or zip ...

STEP 1 OF 3 →

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Find The Value Of Your Home

Get a comprehensive report in 35 seconds.

Let's get started ...

Your Name...

Your Phone...

Your Email...

When do you want to sell property?

VIEW REPORT →

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LANDING PAGES

1. Remove any clickable item that isn't the CTA (nav, footer, etc)
2. Make the offer relevant to their experience in the sales funnel
3. If you have multiple sections on your landing pages, use the same call to action in EVERY section.
4. Engage Your Visitors First (quiz/poll with a "view the results" button).
5. Include a clear value proposition
6. Personalize! Include a person's location in your copy (Use GEO IP)
7. Prioritize your headline
   8/10 will read your headline 2/10 will read the rest of the copy.
   Use Numbers, aim for 6 words, match the headline to your content, & use power words.
8. Push notifications on squeeze pages and get people to opt in.
9. The more, the merrier - Don't stop at 1 landing page. Don't stop at 10.

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What's Trending Now

WHAT'S TRENDING NOW

VIDEOS

1. Video Testimonials are far more effective than text.
2. Prove Your Community Presence with Local Videos!
3. VLOG (Video Blog) - an easy way to increase engagement on your site.
4. Home Tours

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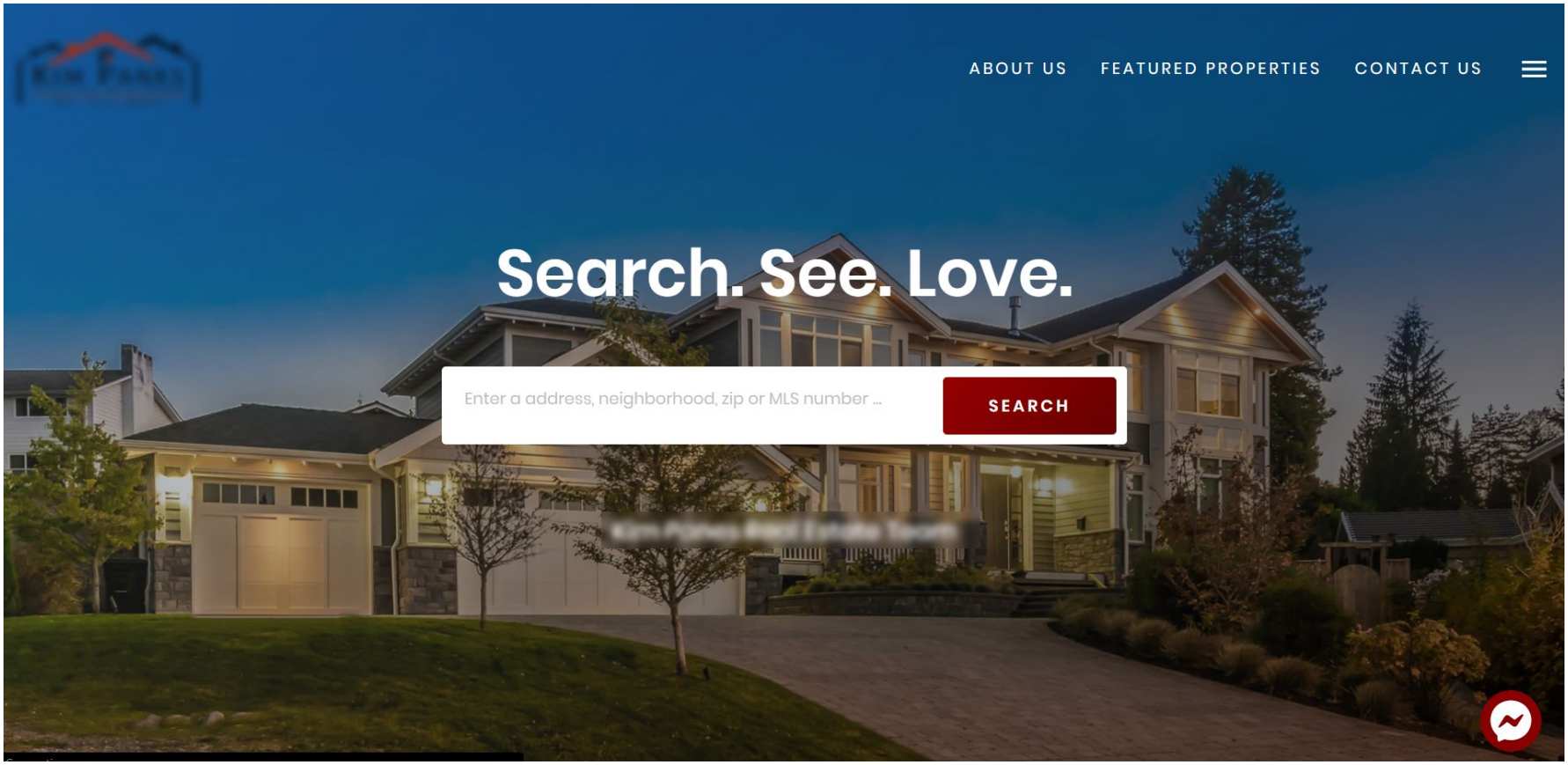
What's Trending Now

WHAT'S TRENDING NOW

LIVE CHAT/FB MESSENGER



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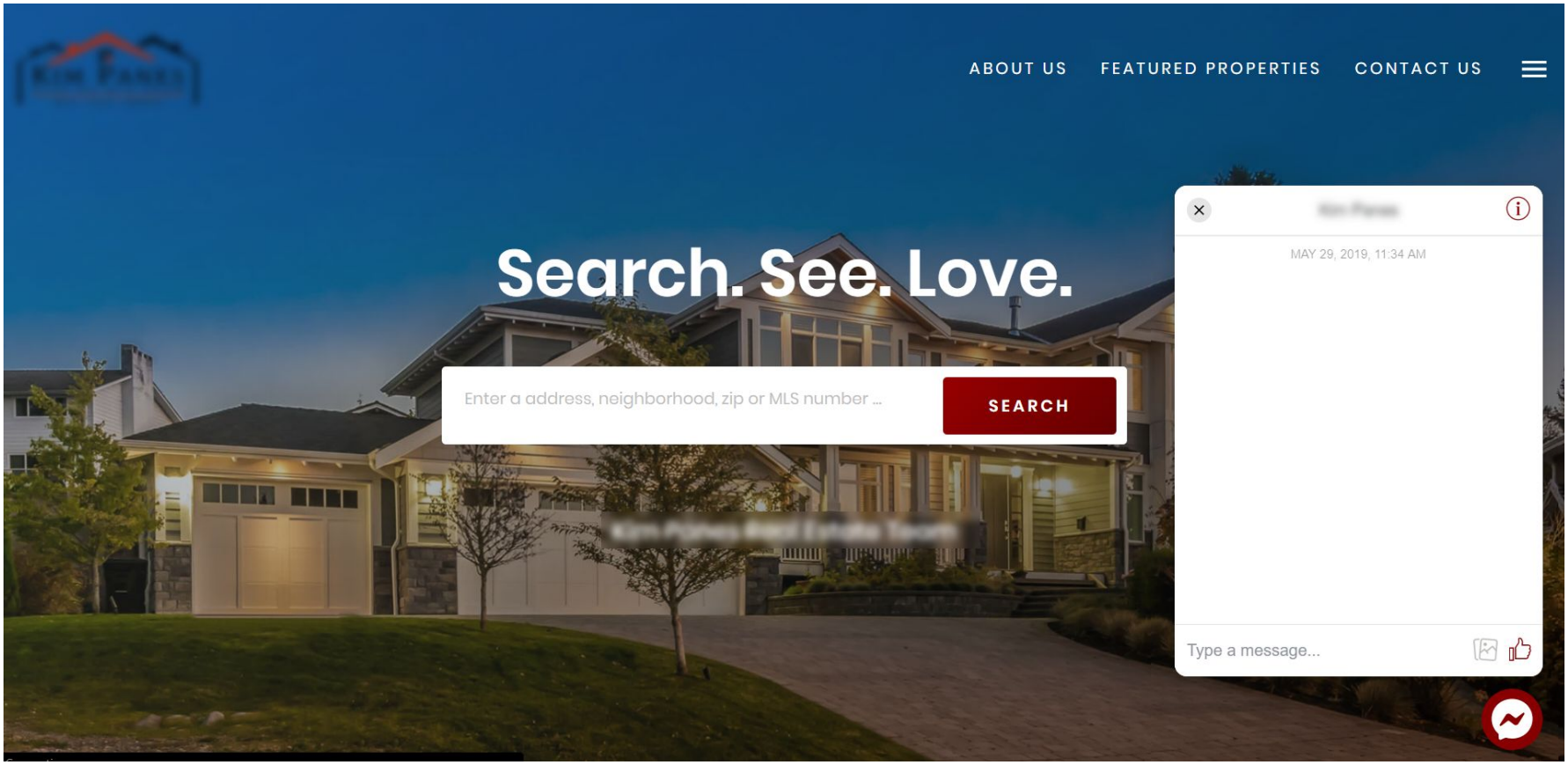

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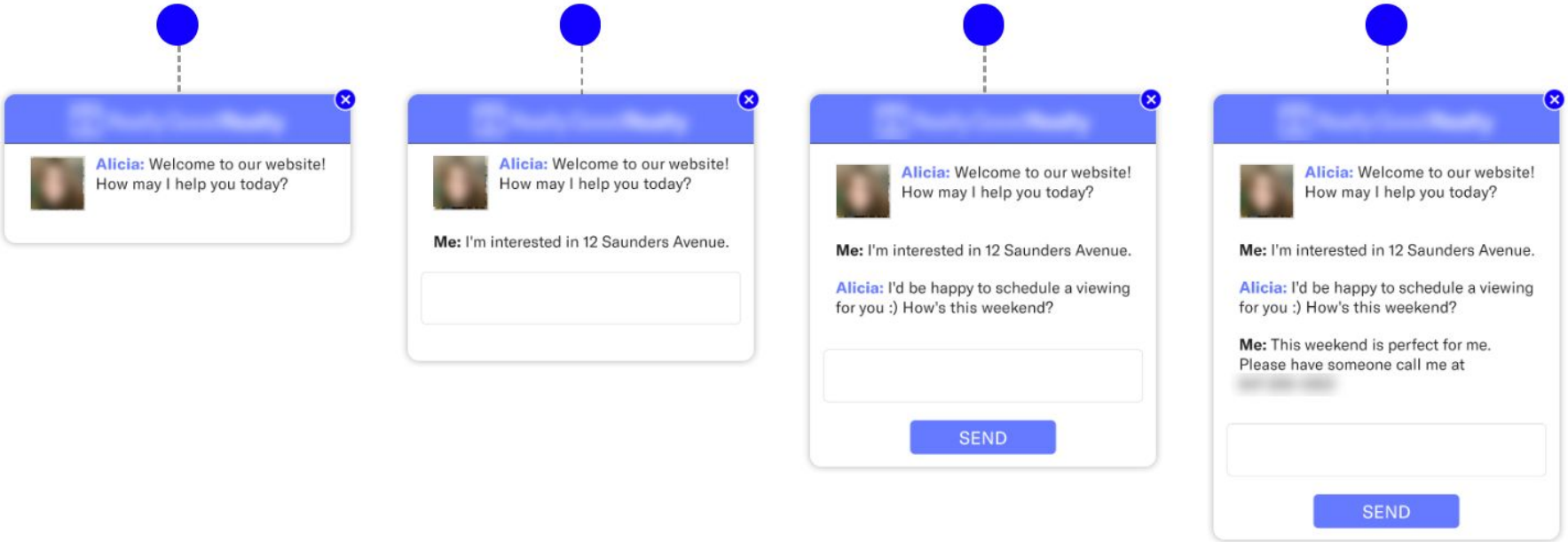
LIVE CHAT/FB MESSENGER

ReadyChat

LIVE CHAT is fully staffed to connect with each and every visitor to your site. This is NOT a widget-bot.



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UPDATED, ORIGINAL, RELEVANT CONTENT

Content is KING, but so is context. You have to create a context for your site within your community. Influencers are still some of the most underutilized lead gen resources today.

- [ ] Make a list of the 25-30 community influencers in your area **with a strong following**.
- [ ] Follow them on social media.
- [ ] Subscribe to their blog.
- [ ] Promote their content, events, etc at least once per week.
- [ ] Establish yourself as a communication channel for important events and information.
- [ ] Content that matters to your community.
- [ ] Create a connection with PEOPLE that make a difference.

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STRONG CALLS TO ACTION

Most Common Real Estate CTAs:

- View Listings,
- Contact Agent,
- View Testimonial,
- Search the MLS,
- Get a Home Valuation

Make your Calls To Action:

- Simple & enticing
- Most Noticeable on a Page
- Extremely clear

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WHAT'S TRENDING NOW

BEHAVIORS THAT CONVERT ARE…

- Avoid being distracted by non-lead converting activities/tasks on your website.
- Driving Traffic to Your Site
- Monitoring Conversion Data & Adjust
- Respond to Leads Quickly
- Systemize & Automate Follow Up

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What's Trending Now

WHAT'S TRENDING NOW

VALUELESS DISTRACTIONS

IF YOU HAVE MADE LEAD GEN A PRIORITY ON YOUR SITE, FOCUS ACTIVITIES RELATED TO YOUR SITE ON DRIVING TRAFFIC AND GAINING LEADS.

MONITOR DATA

DO YOU WANT TO SLEEP AT NIGHT? ARE YOU ROLLING THE DICE ON HITTING YOUR LEAD GENERATION AND SALES GOALS? DO YOU FEEL IN CONTROL OF YOUR BUSINESS? DO YOU MONITOR THE DATA & ANALYTICS OF YOUR SITE VISITORS.

SYSTEMIZE/AUTOMATE FOLLOW UPS

MOST LEADS AREN'T VISITORS WHO HAVE CONVERTED ON THE FIRST VISIT. DO NOT BE THE BOTTLENECK IN YOUR OWN LEAD CONVERSION EFFORTS.

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DRIVE TRAFFIC

Have you Heard of the

Mere Exposure Effect?

People are willing to utilize companies with whom they are most familiar (familiarity builds to become trust)

The same works for your website. People are more likely to gravitate toward a website they are familiar with.

You have to promote your website.

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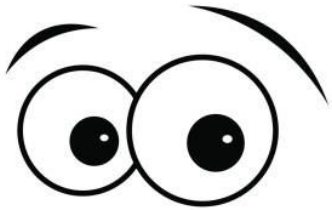
DRIVE TRAFFIC



What You Do To Drive Traffic Matters

You have to go where the eyes & ears are!

Include your website link on

- All Social Media Platforms
- All Social Media Posts (if possible
- Signature
- All Print Marketing
- Directories & Agregators (that allow a website url)
- Internal Links (especially from pages that don't have strong lead capture incentives)

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DRIVE TRAFFIC

Where You Drive Traffic To

MATTERS!

What pages do you drive traffic to? Do those pages contain prominent lead capture opportunities, value & incentive?

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RESPOND TO LEADS QUICKLY

THE ATTENTION SPAN OF AMERICA HAS CHANGED. WE NO LONGER HAVE TO WAIT. IMPATIENCE HAS BECOME OUR BASIC RESTING PULSE. TIME TO ADAPT.

YOU HAVE FIVE MINUTES TO REPLY TO YOUR LEAD! GO!

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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?

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WHAT'S TRENDING NOW

Did You Know We Do This Monthly?

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

Questions or Comments?
Support@virtualresults.com

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Notes and Replay from Today's Presentation

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https://www.pnc.com/agent-alliance

View the Replay at

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