Building your KW Web Site & Internet Marketing



Jon Varsano



- I. Introduction
- II. Industry Trends
- III. Overview of Websites, Internet Marketing, & Email Marketing
- IV. Building Your KW Template Website



web retool

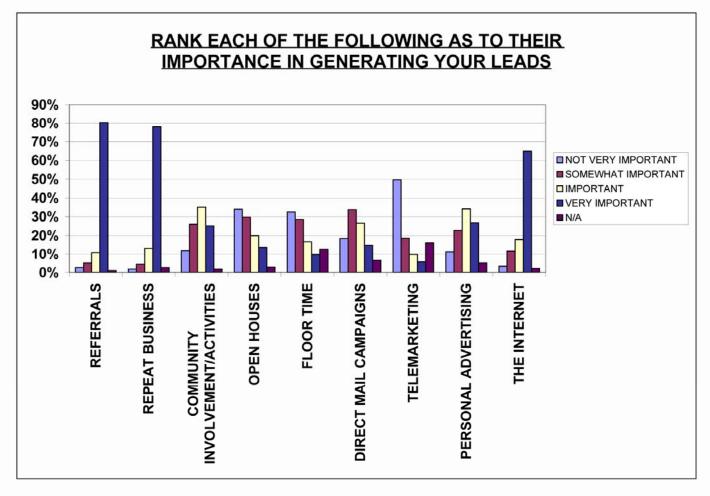
- Web Design & Online Marketing for the Real Estate Industry
- Core Services Group of Keller Williams Santa Monica
- Office: 2701 Ocean Park BI, Suite 240 (upstairs)



JON VARSANO

- Designer & Developer of Websites since 1999
- Licensed Real Estate Broker (former Vice President at Grubb & Ellis)
- Real Estate Investor & Manager
- Los Angeles Area Native

Why do Realtors need Websites?



Source: 2007 REALTOR® TECHNOLOGY SURVEY - Center for REALTOR® Technology National Association of REALTOR®

Most Useful Web Site Visited During the Home Buying Process





Website Purpose

- Educate & Inform Visitors
 - Most Sellers want to find the value of their home
 - Most Buyers want to search listings
- Agent Credentials & Testimonials
- Capture Leads for Agent

Websites

- Template Website
 - KW Agent Site vs 3rd Party Templates
 - Set Up Yourself for Free, but how much is your time worth?
 - Similar features, but KW is FREE!
 - Web Retool/KW Basic Set Up \$99
 - Customized Template \$199 to \$599
- Semi-Custom Custom Home Page with template inner pages
- Custom Web Site unique site, fully branded

Building Your Website

• Choose a unique domain name

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Internet Marketing

 Search Engine Optimization

- Organic Results

 Search Engine Marketing

- Pay Per Click

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Real estate profiles in California (CA)				
Real estate profiles on the ActiveRain Real Estate Network in California. View profiles for California real estate agents loan officers and mortgage			~	

Email Marketing

Basic Email Marketing

Custom Email Signature – Only \$99



Simple email advertising from Outlook, Gmail, Yahoo Mail, KW Mail, Etc.

- Pros: Easy and Fast
- Cons: No reporting or traceable results

Drip Email Campaigns

HTML Email Campaign Ideas

- New Listings
- Open Houses
- Price Reduced
- Just Sold
- Newsletters
- Events
- Holiday & Birthday Cards
- Thank You Notes

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Printable Version

Start KW Agent Template

- Launch Web Browser
- Log On to <u>www.kw.com</u>
- Select My Information
- Select My Website then from drop down menu
- Select Agent Website Administration Tool

