

# 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

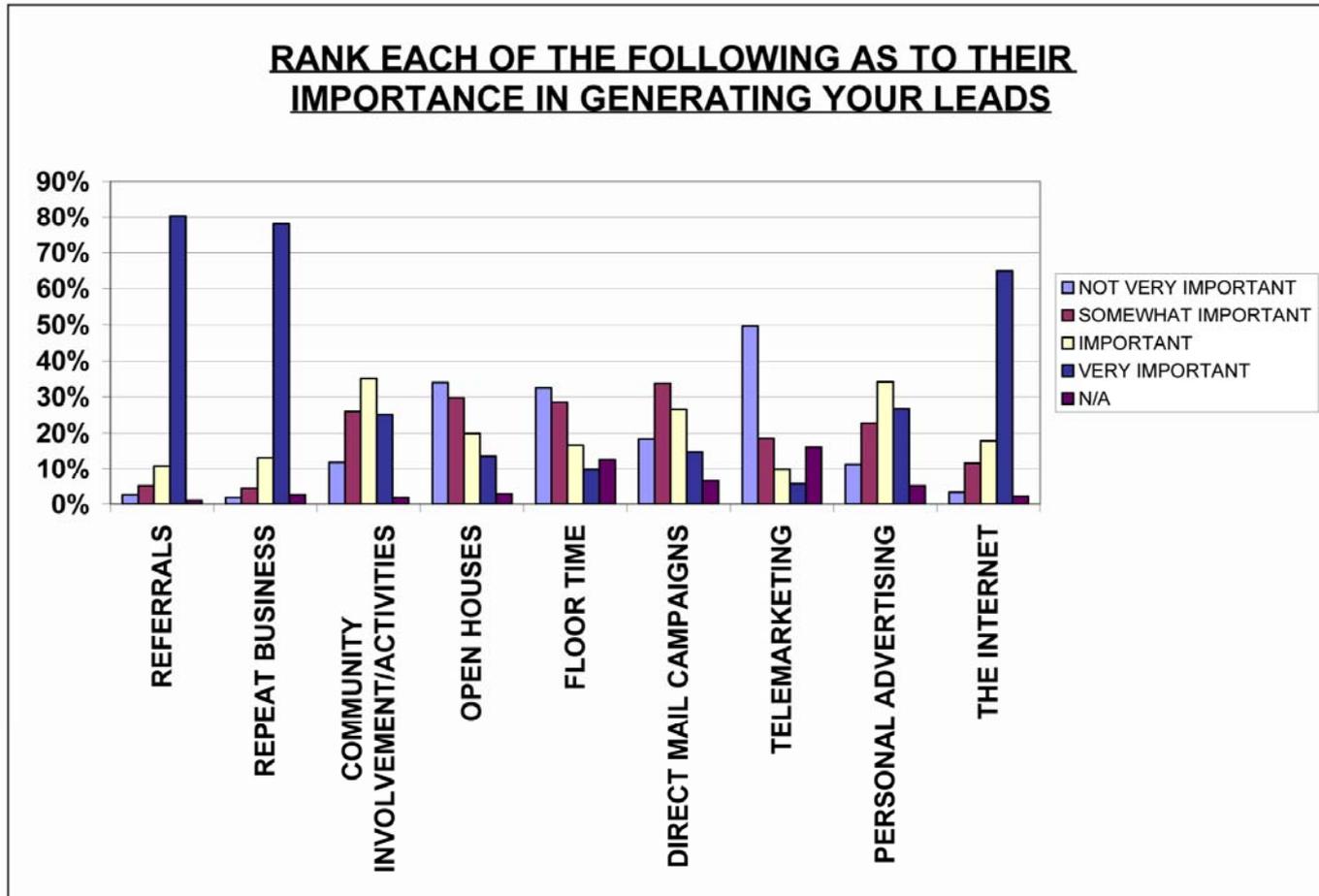
- Web Design & Online Marketing for the Real Estate Industry
- Core Services Group of Keller Williams Santa Monica
- Office: 2701 Ocean Park Bl, Suite 240 (upstairs)



# 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 REALTORS®

# Most Useful Web Site Visited During the Home Buying Process

■ Internet Buyers



# Website Purpose

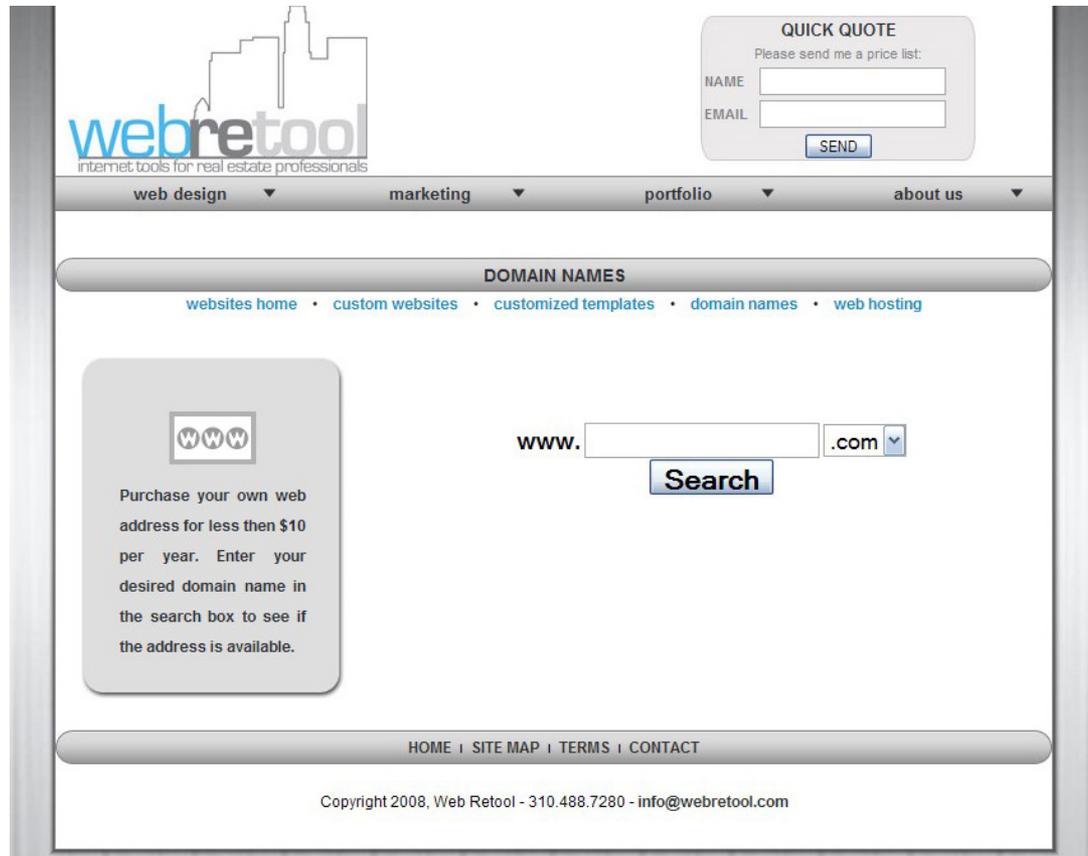
- Educate & Inform Visitors
  - Most Sellers want to find the value of their home
  - Most Buyers want to search listings
- Agent Credentials & Testimonials
- Capture Leads for Agent

# Websites

- **Template Website**
  - KW Agent Site vs 3<sup>rd</sup> 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



The screenshot displays the Web Retool website interface. At the top left is the logo for "webretool" with the tagline "internet tools for real estate professionals". To the right is a "QUICK QUOTE" form with fields for "NAME" and "EMAIL", and a "SEND" button. Below the logo is a navigation menu with links for "web design", "marketing", "portfolio", and "about us". A central banner reads "DOMAIN NAMES" with sub-links: "websites home", "custom websites", "customized templates", "domain names", and "web hosting". The main content area features a search form for domain names, starting with "www." and ending with ".com", and a "Search" button. To the left of the search form is a text box that reads: "Purchase your own web address for less than \$10 per year. Enter your desired domain name in the search box to see if the address is available." At the bottom, there is a footer with links for "HOME", "SITE MAP", "TERMS", and "CONTACT", and a copyright notice: "Copyright 2008, Web Retool - 310.488.7280 - info@webretool.com".

**webretool**  
internet tools for real estate professionals

QUICK QUOTE  
Please send me a price list:  
NAME   
EMAIL

web design   marketing   portfolio   about us

**DOMAIN NAMES**  
[websites home](#) • [custom websites](#) • [customized templates](#) • [domain names](#) • [web hosting](#)

Purchase your own web address for less than \$10 per year. Enter your desired domain name in the search box to see if the address is available.

HOME | SITE MAP | TERMS | CONTACT

Copyright 2008, Web Retool - 310.488.7280 - info@webretool.com

# Forward Domain To KW Template Site Address

Web Retool Domain Manager v 4.2 Welcome: varsano Logout My Account Storefront

Domains Buy/Sell Tools Help Register Domains New Features Feedback

Domains >> Details: VENICE2MALIBU.COM Go

Organize Locking Cash in Upgrade Renew Forward Contact Nameservers Account Change Delete Selected

### Forward and Mask Domains

Forwarding Masking All fields required

Forwarding credits: 0 [Purchase credits](#)

Enable forwarding

Forward to:

Redirect type: [What's this?](#)

301 Moved Permanently  
NOTE: Some search engines display 301 Moved Permanently as 302 Moved Temporarily.

302 Moved Temporarily

OK Cancel

---

<b>Status:</b> Active ( <a href="#">Refresh Page</a> )	<b>Name Servers:</b> (Last Update 7/2/2008) <a href="#">NS05.DOMAINCONTROL.COM</a> <a href="#">NS06.DOMAINCONTROL.COM</a>	<b>Domain Appraisals:</b> No appraisals. <a href="#">Purchase Appraisals</a>
<b>Privacy:</b> Off ( <a href="#">Add</a> )	<b>Forwarding:</b> (Last Update 7/2/2008) <a href="#">http://janice.yourkwagent.com</a>	
<b>Business Registration:</b> Off ( <a href="#">Add</a> )	<b>Total DNS:</b> (Available)	
<b>Domain Ownership Protection:</b> Off ( <a href="#">Add</a> )	AREcord @ 64.202.189.170	
<b>Locked:</b> Locked ( <a href="#">Change</a> )	CNAME www @	
<b>Registered:</b> 7/2/2008	CNAME mobilemail mobilemail-v01.prod.mesa1.secureserver.net	
<b>Expires On:</b> 7/2/2009 ( <a href="#">Renew Now</a> )	CNAME pda mobilemail-v01.prod.mesa1.secureserver.net	
<b>Auto Renew:</b> On ( <a href="#">Change</a> )	MX @ smtp.secureserver.net	
<b>Authorization Code:</b> <a href="#">Send by Email</a>	MX @ mailstore1.secureserver.net	



## Websites Menu

- Home
- 1.0 Edit Agent/Team Info
- 2.0 Design Your Website
- 2.1 Choose Template
- 2.2 Choose Style, Font, Color
- 2.3 Customize Page Layout And Focus Boxes
- 2.4 Edit Site Info
- 3.0 Add Your Content
- 4.0 Add Listings/IDX Search
- 5.0 Create Lead Generation



- 6.0 Manage Microsite
- 7.0 Microsite Links



◀ Previous 2.3

Next 3.1 ▶



## 2.4 Edit Site Info

Customize your website address, enter meta tags and other search engine features, and indicate whether you want your website displayed on KW.com.

Page Title

Display Office Logo  Yes  No

Site Name

Office Logo Text

http://.YourKWagent.com \*

Meta Tag Description

Website Title

Tagline

Display NAR Logo  Yes  No

Meta Tag Keywords

Display KW Logo  Yes  No

Website Country  ▼

Display Quick Search  Yes  No

Your Broker Name

Website to Display  eAgentC Template  Alternate

Google Analytics Tracking Id

Alternate Website

[What's this?](#)

Google Webmaster Account Id

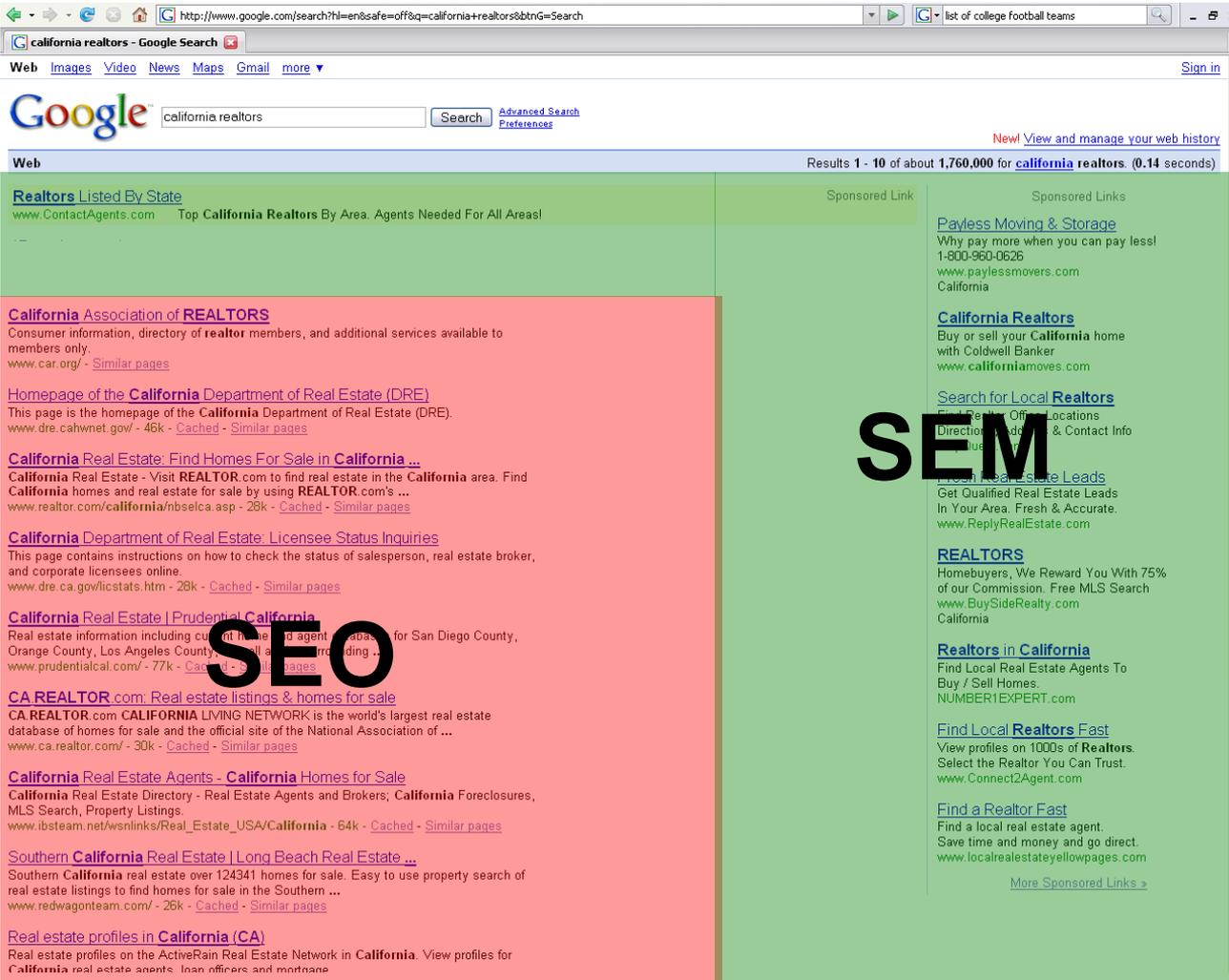
Website Status  Active  Disabled

[What's this?](#)

Office  ▼

Save

# Internet Marketing



SEO

- Search Engine Optimization
- Organic Results

SEM

- Search Engine Marketing
- Pay Per Click

SEM

SEO

# 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

Email Run History						
<a href="#">See All Email Reports</a>						
Sending Type	Sent	Run Date	Status			
Original Send	1787	3/29/2007 1:33 PM EDT	Successfully Sent			

Email Statistics						
<a href="#">See All Email Reports</a>						
Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1787	5.3% (94)	1	0.2% (3)	10.1% (171)	9.9% (17)	0

Click-through Statistics		
Email Link	Unique Click-throughs	Click-through Distribution
<a href="http://www.webretool.com">http://www.webretool.com</a>	1	5.3%
<a href="http://www.webretool.com/custom.html">http://www.webretool.com/custom.html</a>	4	21.1%
<a href="http://www.webretool.com/design.html">http://www.webretool.com/design.html</a>	3	15.8%
<a href="http://www.webretool.com/email.html">http://www.webretool.com/email.html</a>	1	5.3%
<a href="http://www.webretool.com/internetmarketing.html">http://www.webretool.com/internetmarketing.html</a>	1	5.3%
<a href="http://www.webretool.com/semicustom.html">http://www.webretool.com/semicustom.html</a>	5	26.3%
<a href="http://www.webretool.com/services.html">http://www.webretool.com/services.html</a>	0	0.0%
<a href="http://www.webretool.com/video.html">http://www.webretool.com/video.html</a>	4	21.1%
Total Click-throughs	19	100%

 [Printable Version](#)

# Start KW Agent Template

- Launch Web Browser
- Log On to [www.kw.com](http://www.kw.com)
- Select My Information
- Select My Website then from drop down menu
- Select Agent Website Administration Tool



## Websites Menu

- Home
- 1.0 Edit Agent/Team Info
- 2.0 Design Your Website
- 3.0 Add Your Content
- 4.0 Add Listings/IDX Search
- 4.1 Add IDX Search
- 4.2 Add/Edit Featured Properties
- 4.3 Setup Listing Co-marketing
- 4.4 WolfNet Back Office
- 5.0 Create Lead Generation

◀ Previous 3.10

Next 4.2 ▶

[help](#)

[view demo](#)

### 4.1 Add IDX Search

Sign up for the eAgentC IDX solution powered by WolfNet (no additional cost) or enter the link to your local IDX solution. An IDX solution gives you the ability to allow consumers to search for homes in your local MLS on your site.

CLAW ▼

MLS to sign up for eAgentC IDX powered by WolfNet



YES! Set up my eAgentC IDX powered by WolfNet

MapTracks is now available to you for \$10/month. Once your solution has been activated, log into the WolfNet BackOffice and click to sign up.

Sign Up

MLS form links.

These forms are required for IDX approval. [CLAW](#)

Display KWLS Search  Yes  No

Wolfnet URL

1st IDX Link Title

1st IDX Link URLs   
Be sure to add the desired protocol (eg. http:// or https://)

2st IDX Link Title

