



Get your website seen!

Web Retool has worked with Magnify Online to develop a range of performance-based Internet Marketing Programs specifically for Realtors®. Our Traffic Generator Search Engine programs provide the most immediate results for your real estate business by including a text ad sponsored listing on the Google AdWords search network for select keywords that are most targeted to your region and service. There are 3 Traffic Generator levels, and each provides a targeted number of visitors to your site each month.

A basic search engine marketing program that includes:

TRAFFIC GENERATOR	Tier 1 \$250 / month \$1,500 total for 6 months	Tier 2 \$500 / month \$3,000 total for 6 months	Tier 3 \$1,000 / month \$6,000 total for 6 months
Target # of Visits/Month	100	200	400
Search Engines Included	Google	Google	Google
# of Keywords Targeted	Up to 25 keywords based on 3-4 provided by client	Up to 50 keywords based on 3-4 provided by client	Up to 100 keywords based on 3-4 provided by client
Geotargeting Included	1 defined market or nationwide	2 defined market or nationwide	4 defined market or nationwide
Ad Copy Tests	N/A	N/A	1 per 6 months
Landing Page Tests	N/A	N/A	1 per 6 months
Reporting	End of campaign summary	End of campaign summary	End of campaign summary

For example, a Santa Monica Realtor®, would select keywords such as Santa Monica Real Estate, Santa Monica Realtor, and Real Estate Santa Monica during the sign-up process. The program would then aim to place that client’s ad on the first page of Google search results for a number of keyword variations based on the keywords originally provided by the client.

Custom Search Engine Marketing (Pay per Click) and Search Engine Optimization (Free Organic Results) are available. Price quote upon request.