

## 10 STRATEGIES TO KEEP YOUR WEBSITE IN TIP-TOP SHAPE – PART 2

Last month, we listed the first five strategies for keeping your website in the best shape possible. Here, we outline points six through 10:

### 6) Develop a Website that Is Ready for a Search Engine Optimization (SEO) Strategy

What use is your new website if no one can find it? SEO strategies like metatags and specific descriptions for your pages make it structurally sound and create amazing results. With the proper website platform that can be adapted to SEO strategies, your website and your services are more likely to be found than the cookie-cutter websites that are so often used and so often fail to produce quality leads.

### 7) Make Sure You Are in Control

Having a website that is easily editable with abilities to add pages, customize forms, add video, password-protected pages and more will help you have a website that you won't outgrow. Even though you want and/or need to focus on real estate, you do want to feel comfortable that you can make a change to your website without having to go through a custom designer for every little change. Remember, having a system that you feel you can make a simple change to when it's needed will help you stay focused on what you want to achieve.

### 8) Create a Lasting Marriage

Traditional advertising—newspaper ads, postcards, listing flyers, etc.—isn't dead. However, there should be a marriage between all marketing channels. Create a consistent look and feel between your traditional

marketing materials and your website to brand you and provide you with instant recognition in the marketplace. This consistency from your logo, your message and your understanding of the consumer is incredibly important in establishing you as a recognizable expert in your real estate market.

### 9) Include Social Media in Your Overall Strategy

Create a Twitter account for your local market to update potential home buyers and sellers on what's happening. This also brands you as the local real estate expert. Include links to your website that will drive them back to pages like your blog to create stickiness. By integrating social network outlets to your website, you also open up additional doors for clients to find you and your services. Remember to have a link on your Facebook page to your website and your contact information.

### 10) Keep It 'Breathing'

Understand that your website is a living, breathing thing. It should always be a work in progress. As your business grows, your website will grow with you. Twice a year commit to looking at your website with fresh eyes to see what can be improved. Have a focus group of your top sphere and ask them for their input. By focusing on improving, you will always keep a step ahead of your competition. **RE**

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