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Knock Your Lead Generation out of the Park
Million Dollar Pipeline Program | Class 5




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The Plan for Today...




- ✓ The key to successful online lead generation
- ✓ SEO vs. SEM and how they work for you
- ✓ Leveraging your website to boost SEO
- ✓ Creating custom links to drive consumers to your site

 Today's call will be recorded

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Successful Online Lead Generation

1. Everything needs to be connected, especially your website
2. Keep content light, informative, and SEO friendly
3. Be consistent, especially with blogging and SEO strategies
4. Target any kind of advertising geographically and strategically



Time VS. Money



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SEO vs. SEM

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SEO = Search Engine Optimization

Google 3 bedrooms kirkland homes for sale

About 2,000,000 results (0.41 seconds)

Kirkland Homes For Sale - Search All Homes For Sale Now
www.redfin.com/Kirkland
100+ High Quality Listings - 15+ Bedrooms. Book a tour with a local agent today.
Must-Up-to-Date Search - Full Service, 1/2 the Fee! - Awarding Real Estate - Free Home Tours
Types: Homes, Condos, Townhomes
Seattle Condos for Sale Seattle Open Houses
Seattle Homes for Sale Top-Rated Seattle Agents


Kirkland Homes For Sale - New, Pre-Owned, Foreclosures
www.seattlehomesearch.com/Kirkland
1,200+ 1/2 Photos, Tours, Details. Search The Real Estate Database Now!
No Ads - Free-to-Use Map Search - Most Accurate Data
Kirkland Homes For Sale - Edmonds Homes For Sale - Bothell Homes For Sale

Kirkland Homes For Sale - Search All Kirkland Listings
www.seattlehomesearch.com/Kirkland/HomesForSale
Listing in Kirkland? Access Listings Before the Public, MLR Call Today.

Kirkland Real Estate - Kirkland WA Homes For Sale | Zillow
Helpful Zillow advice, expert insights and more.
Discover the 103 homes for sale in Kirkland WA. View listing photos, review sales history, and use our detailed real estate filters. ... 3,070,000 beds 3 ba 1,820 sqft
View Map Open House 11:00 AM - 1:00 PM

Kirkland WA Waterfront Homes For Sale - 19 Homes | Zillow
Helpful Zillow advice, expert insights and more.
Browse waterfront homes currently on the market in Kirkland WA. ... 421 100' Ave 16 Kirkland WA
Home For Sale 11,240,000 beds 2 ba 1,647 sqft
View Map Open House 11:00 AM - 2:00 PM

Kirkland, WA Real Estate & Homes for Sale | Redfin
https://www.redfin.com - Washington, King County
Locally owned and operated group of 47 homes for sale in Kirkland WA. ... 11802 98th Ave NE 1041 sq ft
Kirkland WA 98033 3 beds 1.8 baths 1,200 sq ft


Unique content
establishes you as
an expert


SEO boosts your
organic ranking


Typically an
investment of time

Simple SEO Tips

- Build "link love" with links to and within your website
- Create unique, informative content to help SEO
- Don't expect instant results, SEO is a long-term process
- For best results, target hyperlocal or niche markets



SEM = Search Engine Marketing



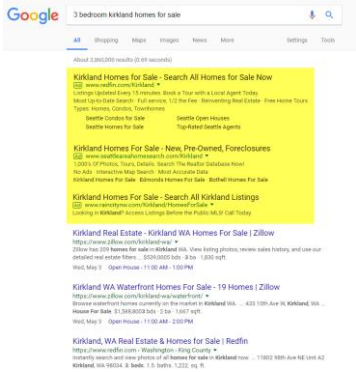
Often includes paid ads for maximum visibility



Can bring more targeted traffic to your website

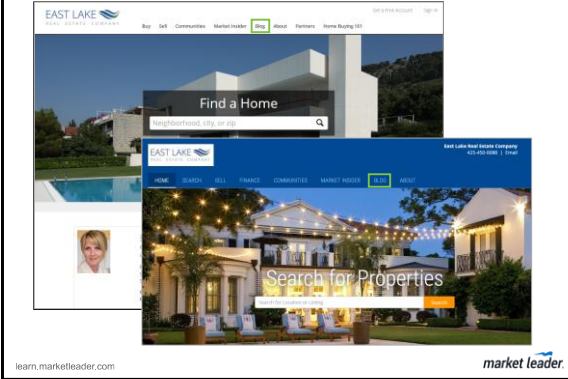


Typically an investment of money



Leverage Your Website

Integrated Blog



Blog Topic Ideas



Local Insights

- Who lives here?
- Specialty shopping
- Transportation culture
- Homes near schools
- Restaurants & dining
- Best parks/hiking trails



From You

- What inspires you?
- Client Comments
- Favorite local images
- Events or fundraisers
- Personal passions
- Your experiences

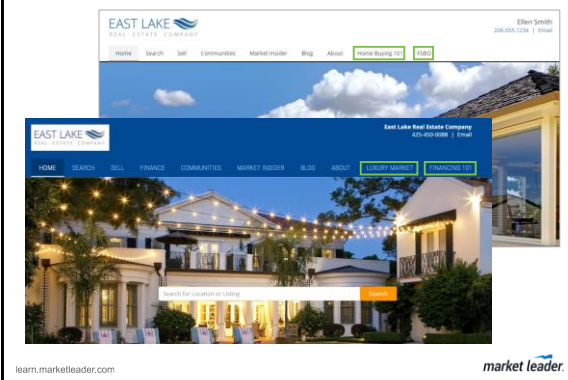


The Industry

- Buying or selling trends
- Where is the market hot?
- Home improvement
- Niche markets
- How to buy or sell
- Financing news and tips

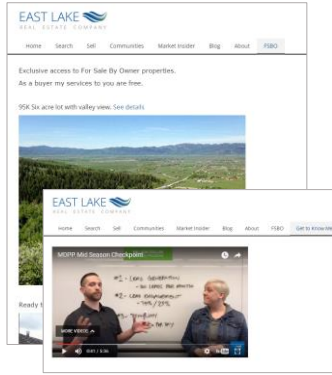
For best results, blog 2-3 times per week...Consistency is key!

Custom Pages

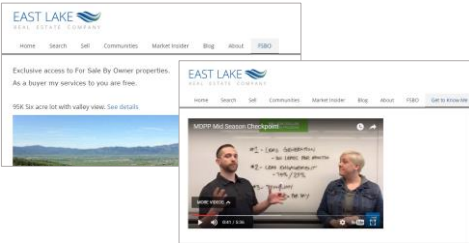


Custom Pages

- Listing links by price range
- Buyer/seller testimonials
- Special listing types
- FSBO's
- High-priced listings
- Real estate education
- Niche markets
- Community events
- Neighborhoods/subdivisions
- Homes near schools
- Mortgage info



Custom Pages



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The Power of Listings

What Buyers Want

Nearly 90% of buyers...



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Listing Search Links



Simple, beautiful listing search experience for consumers



Create unique search links to share with your contacts and sphere



Drive visitors to your website with property search links



QUESTIONS?

Want more?

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