



**market leader**

**Use Your Website to Generate Leads**  
 Million Dollar Pipeline Program | Class 6



Jenn Tervo



Jon Price

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**The Plan for Today...**



- How to create unique URL's to attract consumers
- Creating 'Link Love' with links to pages within your website
- Simple SEO tips to maximize your content
- The right content for your communities and other pages



Today's call will be recorded

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**Time VS. Money**



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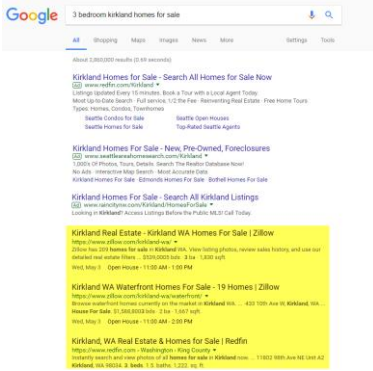
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## SEO = Search Engine Optimization



  
Unique content  
establishes you as  
an expert

  
SEO boosts your  
organic ranking

  
Typically an  
investment of time

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## Simple SEO Tips

- Build "link love" with links to and within your website
- Create unique, informative content to help SEO
- For best results, target hyperlocal or niche markets



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## Creating Website Links

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## Your Links Should Always...

- Guide consumers through your website
- Provide *exactly* what the link describes
- Be obvious what they should do



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## Listing Results Page

East Lake Real Estate Company listing results page showing a map of the area and several property listings with details like price, address, and features.

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## Market Insider Page

East Lake Real Estate Company Market Insider page showing market analysis, including a graph of Housing Market Trends (Sold vs. Listed) and Housing Inventory Trends.

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## SEO & Your Links

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## Community Pages

**EAST LAKE COMMUNITY**

Home Search Communities Market Leader Blog About Terms of Use Privacy

Meeting great local real estate professionals is the best way to get all the information on selling the right home. A local expert can help you find a neighborhood that fits with your needs. View local real estate and explore the latest information and market trends, explore the community page below.

**Communities Served**

Ballard	Bellevue
Bellevue	Bothell
Bothell	Everett
Everett	Issaquah
Issaquah	Maple Valley
Maple Valley	North Bend
North Bend	Redmond
Redmond	Seattle
Seattle	Shoreline
Shoreline	Woodinville
Woodinville	

**Ballard**

**Ballard Description:**  
To the north it is bounded by Green Hill, NW, 49th Street to the east by Greenwood, Phinney Ridge and Fremont along the western side to the south by the ever widening Ship Canal and to the west by North Beach and Union Bay. The neighborhood stretches to include the historic Ballard Locks at water level as the Ballard Locks is the historic heritage features the Shipyard Bay Marina and water gardens park.

**Real Estate:**  
Ballard has many fun hot spots, including bars, restaurants and coffee shops, such as Crocker-Bonham Square park house.



You choose your communities, so you can target specific areas

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## Establish Your Expertise



### Do your research

- What are the main sources of employment?
- What are the commute times to primary cities?
- Is there a defined culture in the area?
- Any notable events or landmarks?



### Ask past clients

- What do they love about their neighborhood?
- What should people who are moving there know about the area?
- Why did they choose this area to move to?
- What is notable about this community?



### Highlight the stats

- Highlight specific developments
- What types of homes are selling fast or maintaining their value?
- Demographics of buyers and sellers in the area
- Common home styles

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## SEO Titles & Descriptions

### SEO Title

- 60 characters or less
- Use keywords that someone might search to find your website
- Try to be as specific as possible, avoid broad titles or areas

### Description

- 160 characters or less
- Explain what a consumer will find when they click the link
- Avoid using certifications, phone numbers, or credentials here

SEO Title



**Kirkland Real Estate - Kirkland WA Homes For Sale | Zillow**

<https://www.zillow.com/kirkland-wa/> • Zillow has 219 homes for sale in Kirkland WA. View listing photos, review sales history, and use our detailed real estate filters. ... 2/20/2025 10:00 - 2:00 (a/g)  
Wed, May 8 - Open House - 11:00 AM - 1:00 PM

Description



**Kirkland WA Waterfront Homes For Sale - 19 Homes | Zillow**

<https://www.zillow.com/kirkland-wa/waterfront/> • Browse waterfront homes currently on the market in Kirkland WA. ... 437 10th Ave W, Kirkland WA. ...  
Wed, May 8 - Open House - 11:00 AM - 2:00 PM

**Kirkland, WA Real Estate & Homes for Sale | Redfin**  
<https://www.redfin.com/WA/washington-king-county/> • Instantly search and view photos of all homes for sale in Kirkland now. ... 11822 99th Ave NE Unit A2 Kirkland, WA 98148, 3 beds, 1.5 baths, 1,252 sq. ft.

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## Why Links Matters



- Links allow consumers to navigate your website
- Linking to a page tells search engines that page exists
- Links also increase 'click through' which helps SEO

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## Step-up Your Link Game

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## Home Page

 Add listing link **buttons** to your Home Page



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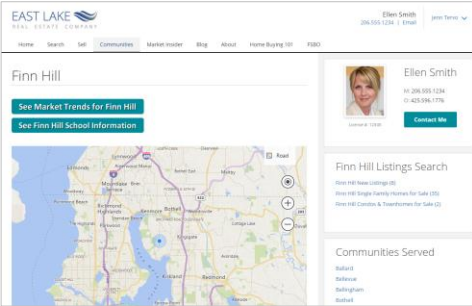
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## Community Page



 Link your communities to Market Insider

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QUESTIONS?

**Want more?**  
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