

How To Create Real Estate Landing Pages using the Onjax Platform?



Real Estate **Landing Pages**, also known as **Saved Search Pages**, are a type of **Web Pages** that offer Consumers Real Estate Listings that match specific criteria that are usually popular in particular locality. They can be driven by local Communities or type of Properties. In this **How-To Video** I will walk you the steps of creating them in the **Onjax Platform**; and then placing them properly in your Navigation. **#8WeekSuccess**

► Handouts - Please Silence your Phone - Be Here Now

- Please make sure you are in **possession** of **today's Handout** with a **Pen/Pencil** to take **Good Notes**;
- There are **blanks** you'll need to fill in - the text on the screen **"Red and Bold"** is what you are supposed to fill in;
- Please **be engaged, interact, ask questions** - and trust yourself and your ability to learn. The Notes you take during the Workshop are more important than any Handout I give you. **Consider getting a 2-inch Binder + Tabs.**

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► Landing Pages Definition - What are Landing Pages in Real Estate?

- A Real Estate Landing Page is a _____ Web Page that contains _____ **Property Listings** that fit a Narrow and Specific Criteria. For example: All the Properties for Sale in Colorado Springs with 3 Bedrooms+ and 2 Baths+.
- They are called Landing Pages because you want your Web Visitors to _____ since they contain Homes, Pictures, Prices, Maps, etc...

► Dynamic? - What does it mean that a Web Page is Dynamic?

- A Web Page is called **Dynamic** when its content changes, _____, and _____ automatically following updates in a particular Database;
- In Real Estate, _____ is a feed Database that updates **daily** and therefore your Landing Pages will have fresh content without you doing anything;
- Updates such as Status, Price, Pictures, New Listings, etc.

► What we need

- In this example we need an **Onjax Website**. With Onjax you can create as many pages as you wish;
- We need to select the _____ we wish to create – you are only limited by your IDX Feed;
- You need to know your access credentials to your **PureAgent** Account;
- and some Preparation of _____ - *let me explain...*

► Meta Tags

- All Good Web Pages have a proper **Title**, a proper short **Description**, and very short **Navigation** text – these are called _____ because they help **Web Spiders** index and rank your Web Pages properly;
- The way I work is to _____ these easy elements either in a Microsoft Word document or in Google Docs;
- Let me show you 2 examples...

► Example 1

- Landing Page for the community of Monument CO:*

Title: Monument CO Homes and Real Estate for Sale

Description: Current and Newest **Homes** and **Real Estate for Sale** in **Monument, Colorado**. Properties include Single Family Homes, Detached Homes, Ranch Houses, Patio Homes, Condos, Townhomes, and MLS Real Estate Residential Listings. For a Proper **Local Home Valuation** of your Property Call **Shane Gardner** at **(719) 232-9714**.

Navigation: Monument CO Homes for Sale

► Example 2

Landing Page for Colorado Springs Condos:

Title: Colorado Springs Single Family Homes for Sale

Description: Current and Newest **Single Family** and **Detached Homes for Sale** in **Colorado Springs, Colorado**. For a proper **No Obligation Consultation** or a **Local Home Valuation** of your Property Call **Shane Gardner** at **(719) 232-9714**.

Navigation: Colorado Springs Single Family Homes

Let us now create them in Shane Gardner's Website...

►►► Assignment

- Focus on your **Primary Communities** and slowly but surely create **Landing Pages** for each;
- Do not forget **Local Neighborhoods** where you want listings;
- Try to be **Strategic** and **Creative** with your **Meta Tags**. I never build a Landing Page until I have had clarity on what Title, Description, and Navigation I am going to use.

► **Big Picture** - *Reflect on this Key Idea:*

"Your _____ **is NOT** in your **Ability** to Access the Multiple Listing Service; _____ is extracting **Good Thoughtful Local Statistics** and sharing them _____ Manipulation nor Obfuscation. You are a **Real Estate** _____ **NOT** a Sales Manipulator!"



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