

Layer an Organic Website on top of your Broker's Lead Generation Platform – Part 1



Many Real Estate Agents are quite content with the provided Lead Generation Website that their brokerage offer; but some would like a bit **more control** over their Inbound Marketing. They want to have a container (Website) attached to **their domain**; to control their **Navigation** and the links in it; to control the **blog posts** they want to share; and more... and yet still continue to use their Backend Lead Management System as well as the **Built-in IDX Feed** – in this class **we learn** how to do this...

► Handouts – Please Silence your Phone

- Some of You will **benefit** by printing the **Handout** that is attached to this Training class and follow along;
- There are **blanks** that you will need to fill in – the text that appears on the screen **“Red and Bold”** is what you are supposed to transcribe;
- Please **be engaged** and **try your best to ignore any distractions** – Trust yourself and your ability to learn. The **Notes** you take are more important than the Handout I give you;

Copyright Notice: No Portion of the Copyrighted Real Estate Strategy Training Programs Offered by Key Yessaad and Real Estate Web Trainer LLC. **can be Recorded, Copied, Reproduced, Distributed, turned into a Presentation, or Shared** in any fashion **without an Expressed Written Consent of the parties involved**. The Handouts, Slides, & Videos shared during the Training Sessions are for your personal use only!

► Big Picture - Reflect on this paraphrased quote by Thomas J. Watson:

“Let me give you a **formula** for success? It's quite simple: _____ **your rate of failure**. You are thinking of failure as the enemy of success. But it isn't at all. You can choose to be discouraged by failure, or you can choose to _____ **from it**; so go ahead and make mistakes. Make all you can.”

► Defining The Opportunity

- Your Brokerage offers a **Lead Generation Platform** (such as BoomTown, Kunversion, BrokerAgent360, CINC, etc...) and you happen to participate in it;
- You want to control your **Internet Scale**, Domain Content, _____, and your overall **Real Estate Story** – but up to today all you can do is forward your own domain to the sub-domain of your Lead Gen Website;
- Can you do better than that?** – The answer is _____

► Should You do this?

- ❑ The answer is NOT B/W – most agents are **absolutely fine** working their leads within the Brokerage Platform, and simply **pointing** their domain to their sub-domain;
- ❑ This strategy is meant for those who want to _____ the graphics in their Website; control the links and **navigation**; select the neighborhoods they wish to blog about; add the videos they think will help connect them with their _____; in essence those who wish to control every aspect of their **Internet Visibility!**

► What are the Steps?

1. You need **a little patience** and _____ implementation – it will not happen overnight;
2. Leave your domain that is pointing to your Lead Gen Sub-domain alone for now – we will change its pointing after we have built some Web Pages;
3. Go to Wordpress.com and “**Get Started**” by creating “_____” (2nd option)
4. Select a domain name with the _____ Option like johnsmithrealestate.wordpress.com
5. Try this: if your domain is susansmithrealtor.com try to get susansmithrealtor.wordpress.com (Free) – you must understand that what you pick now is only going to be **temporary** while we are building your site and links – we will then _____ to wordpress by purchasing the option (\$4/month);
6. Follow the validation process – which is your email address and your login password – once that is done you will have a login to wordpress and you can start working on your new website...
7. Select a **theme** (a look) to your website from the many options you are given – pick from the ones that have a _____ top navigation;
8. Customize the _____ and Tag Line Under general Settings;
9. Now we are going to manipulate the navigation by adding a link to the _____ function in your Lead Generation – Let me show you how...
10. Let's also add a link to your Main location _____ – Let me show you how...

► **Next Video**

In the Next Video I will show you how to create stacking for other items in your Navigation; Learning to Control your Navigation properly is very important...

Stacking is the Process of selecting a location and **slicing** it by price, to make it easy for your Web Visitors to find their wanted properties very easily;

It also helps you with Search Engines to grow your **local keywords** for your own website visibility and **SEO**.

Thank you for attending today's Real Estate Training Program – Please consider visiting www.RealEstateWebTrainer.com and share a Testimonial; or if you prefer post one on Facebook or Google+ Page.



Thank You,
Key Yessaad, Internet Strategist,
Business Coach, and Real Estate Trainer
(910) 538-6610