

# Search Engine Web Crawlers and How they affect your Visibility



**Search Engines** such as Google or Bing, use special programs to crawl content in websites so that they can Index it and Rank it. Remember that the purpose of a proper Search engine is to return the most relevant websites based on the inquiry of consumers. These programs are called **Web Crawlers** as well as **Spiders** – their job is to extract keywords from content and return Web Pages to visitors. As Real Estate Marketers we must understand their behavior so they can Crawl, Index, and Rank our Content.

► **Handouts** – Please do not let your phone distract you from the class

- 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;

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► **Big Picture** - Paraphrasing Michael Gerber from the E-Myth Revisited:

- “Once you recognize that the **purpose of your life is not** to serve your business, but that the primary **purpose of your business** is to **serve your life**, you can then go to \_\_\_\_\_ **your business**, rather than in it.” – Michael Gerber
- “The Real Estate Transaction is **not** what is important - it is the **Way** the Real Estate Agent delivers it. **You**, The Professional, are in essence the \_\_\_\_\_ **being transacted!**” – Key

► **Quick Review of Inbound Marketing**

- An Effective and useful definition for the concept **Keyword** is \_\_\_\_\_.
- ‘Outbound Marketing’** is also known as \_\_\_\_\_ or \_\_\_\_\_.
- ‘Inbound Marketing’** is also known as \_\_\_\_\_ or \_\_\_\_\_.

Research shows: (Isn't this the definition of the Real Estate Business?)

**"Inbound Marketing is especially effective for Small Businesses that deal with high dollar values, \_\_\_\_\_ and \_\_\_\_\_ products. In these areas prospects are more likely to get informed and hire someone who demonstrates \_\_\_\_\_."**

### ► The Structure of Inbound Marketing

1. Attract \_\_\_\_\_;
2. Convert \_\_\_\_\_;
3. Convert \_\_\_\_\_;
4. Turn Customers into repeat \_\_\_\_\_;
5. Analyze for continuous improvement and \_\_\_\_\_.

PS: For this progression to work well you must be very \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, with a commitment to complete your to-do list 'day in' and 'day out', and be very \_\_\_\_\_!

### ► Psychology of Search Engines

People don't go to a Search Engines to browse the web. They go there because they have a \_\_\_\_\_, or a \_\_\_\_\_.

As a Real Estate Marketer you are in the ' \_\_\_\_\_ ' the Search Queries of your would-be visitors before they perform the Search.

► **Time for Reflection** - *Let's take a few minutes, and write down all the thoughts that come to your mind... I am not looking for the right answers, rather focusing in stirring your thinking...*

Have you **Time Blocked** your Work Week with **Prospecting Activities**? How many hours does that add up to a week?

Have you scheduled your **1-Day Off**? **Is it truly off**?

How many people did you interact with **effectively** about Real Estate? And How many would you need a week to start **producing results**?

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*More space available on the next page...*

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**► Who said this? And When?**

"What is now developing very rapidly is a critical need – as yet not fully perceived – for a new national information utility which can gather, store, process, program, retrieve and distribute on the broadest possible scale, to industry; to the press; to military and civilian government; to the professions; to department stores, banks, transportation companies and retailers; to educational institutions, hospitals and other organizations in the fields of public health, welfare and safety; and to the general public; virtually all of the collected useful intelligence available, through locally regionally and nationally linked systems of computers. Just as an electrical energy system distributes power, this new information utility will enable subscribers to obtain economically, efficiently, immediately, the required information flow to facilitate the conduct of business, personal and other affairs."

The quote was taken from the **Strategic Plan and Vision of** \_\_\_\_\_, before the internet was really a twinkle in the eye of anyone in communication;

Why didn't they succeed at bringing this vision to bear:

1. They were stuck in thinking the \_\_\_\_\_ with Controls, Spokes, Distribution, and Planning;
2. They could not foresee the internet as a biggest experiment in '**Business Anarchy**' and '**\_\_\_\_\_**' – in essence that we want a 2-way system; one to consume the information, & the other the need to produce it as well...

**► What We Know**

**Customers Love the Freedom to \_\_\_\_\_!**

- We know that customers use the internet as a \_\_\_\_\_ from Salespeople – They it call it \_\_\_\_\_;
- Customers have learned that the Sales Industry is full of \_\_\_\_\_, tricks, and gotchas;
- But we also know that \_\_\_\_\_ of all Real Estate Transactions are conducted through the help and use of you, the Real Estate Agents – translate that to mean that you are still very \_\_\_\_\_ to consumers!

### ► Your Advantage

- Highly \_\_\_\_\_ Information**
- You **cannot compete** against Websites like Realtor.com, Zillow.com, Trulia.com, or Amazon.com. The Resources they have a their disposal dwarf what you can do;
- But you must remember those websites are about everything, every market, every Real Estate Idea;
- You need to become the Crucial.com to Amazon.com – \_\_\_\_\_, but mostly focus on helping \_\_\_\_\_ – they are your neighbors.

### ► HTML Code

- Websites are not visual – they are Code**
- Search Engines do Not see Websites they see \_\_\_\_\_, called HTML Source Code; something like:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN"
"http://www.w3.org/TR/html4/strict.dtd"> <html> <head> <title>For all your real estate
needs in Las Vegas Nevada call Amy Kohlin. </title> <META name="description"
content="Buying or selling your first home or property in Las Vegas NV? Amy Kohlin takes
the stress out of the sale. So don't delay, call Amy today!"> </head> <frameset
rows="100%,*" border="0"> <frame
src="http://webhosts.ihouseelite.com/Web/AR431935/Home/index/" frameborder="0" />
<frame frameborder="0" noresize /> </frameset> <!-- pageok --> <!-- 03 --> <!-- --> </html>
```

## ► Spiders

**Search Engines employ** \_\_\_\_\_

Definition: A \_\_\_\_\_ is a computer program that browses the World Wide Web in a methodical, automated manner or in an orderly fashion.

Other terms for Web crawlers are ants, \_\_\_\_\_, automatic indexers, bots, Web spiders, and Web robots.

Web crawlers are mainly used to create a copy of all the visited pages for later processing by a search engine that will index the downloaded pages to provide fast searches.

## ► Key Points from Video

**Main ideas behind Spidering or Web Crawling**

1. When you perform a search using Google, Bing, etc... You are \_\_\_\_\_; you are retrieving what Search Engines have indexed as most relevant to the idea you are seeking.
2. The Google Index is updated continuously, so your ranking is dynamic – NOT Static.
3. Google does not crawl and index Websites; it \_\_\_\_\_. Your Home Page is just *another* page in the index.

## ► How do you make Spiders visit your Website?

You cannot call up Google and say something like: **"Hey Guys I just finished blogging, send the Spiders to Crawl my Website – I am ready!"**

In fact most of the services that tell you they will submit your website to 1,500 Search Engines are actually \_\_\_\_\_.

The way to do it is to add \_\_\_\_\_ in your website, and blog externally once a while – I will show you down the road examples of blogs.

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## ► Spiders Don't Care

From: April 07 2015		To: April 14 2016		Go
	Page Name	Percentage	Views	Uniques
1.	My Blog	27.7%	4581	1782
2.	Quick Search/Landing Pages	27.2%	4491	586
3.	Home Page	16.8%	2782	1342
4.	User Registration	5.9%	979	223
5.	User Login	2.3%	377	147
6.	Oxnard CA Homes For Sale	1.7%	278	29
7.	Featured Listings	1.4%	229	65

- These are the Statistics of an agent who has been blogging regularly, on a weekly basis for the past 2 years. Website Age: 3+ years;
- Notice that the Search/Landing Pages were 2<sup>nd</sup> in Page views;
- In the past year, in terms of content, the \_\_\_\_\_ was the most viewed;
- Note: The Home Page was 3<sup>rd</sup> – not 1<sup>st</sup> with on 16% of the traffic

## ►►► Easy Assignment

- Go to your Twitter Account – or make sure you create one – Note: If you have a Smartphone or a Tablet you can download the Twitter App (Free) and do this Assignment from there;
- Post a tweet similar to this one:  
**I am a Local Real Estate Professional in Oxnard CA and my website is [www.DavidTovar.com](http://www.DavidTovar.com) #LiveTrainingRE #YourHashTag**

- Note: 1. Do not forget the hashtag **#LiveTrainingRE**;
- 2. Hashtags do Not contain any spaces and are Not Case Sensitive;
- 3. If you do not have a website mention the one from your broker;
- 4. Write the Tweet the way you like to write – you do not have to copy the example verbatim; it's up to you!

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*Try your best to do these easy assignments as quickly as you can!*

► **Big Picture** - Consider this thought:

□ “It is not enough \_\_\_\_\_ what needs to be done when you are working with Buyers and Sellers; it is important that you become a good storyteller who explains what you will do, **shows** them what you are doing, and **communicates** so they get a feeling that they are part of the process – \_\_\_\_\_!”

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*Do Not over-think the assignment – just do your best!*



**Key Yessaad** is a Real Estate **Mind-Set Trainer**, Mentor, Internet Strategist, and creator of **the #8WeekSuccess Boot-Camp Program**. Key has been a Trainer and Business Coach for the past two decades focusing especially on empowering Agents develop **the Skills and Habits of Prospecting**, Web Services, SEO Strategies, Time Blocking, Blogging, Internet Marketing, Lead Generation, and **Listing Success. (910) 538-6610**