

Professional Website Marketing Secrets

How to Create a Fortune in Your Real Estate Business with Powerful Online Marketing

Introduction

The internet has changed the face of all business all over the world. This is as true for real estate as it is for any other sort of business. Make no mistake—today's world **demands** a presence online. You will lose money if you do not have a solid, effective web presence.

More and more, when people research anything they want to buy, they start on the internet. For some of the younger generation, if you can't be found on the internet you might as well not exist. Your clients will research you and your listings via their computers long before they ever pick up the phone to call you. Furthermore, your clients are more likely to want to e-mail you than to call you.

Obviously, you cannot just slap up a webpage—even a very good webpage—and expect immediate results. Just like in any traditional form of business, you have to market yourself so that people know you are there. In the world of the internet this is known as **traffic**, and you will soon be an expert in guiding that traffic to your internet doorstep. Please understand this point: you could have a better website than the other agent in your office, and if they're more adept at driving traffic than you are they will see more prospects. They will speak to more people, and they will make more sales, and they will make more money.

Knowing how to get people from the vast reaches of the internet is only half the equation, however. You have to get the right people. You need **focused, targeted traffic** who is likely to work with you and buy from you. You do not need or want to waste your time with any other kind of visitor to your web page. So the kind of marketing you do can't just be a wild splash campaign that tries to get as many people to the site as humanly possible. It has to get out there and forge a relationship with the people who want and need you to work with them.

You already know that a new house purchase can be exciting, but scary and stressful as well. The new marketplace focuses on establishing relationships and boosting credibility. Without credibility you cannot get very far in any business today, and when you are asking for a commitment like a house every ounce of credibility you can squeeze out of your marketing efforts is like gold. Therefore the next secret to making a fortune through your presence on the internet is in **establishing yourself as an expert** in the field. Even if you are not yet an expert there are ways that you can use the internet

to convey that you know what you are talking about, that you are professional, and that you are trustworthy. We're going to cover those methods.

Best of all, once you put up your web page many of your most effective marketing methods are **free**. You do not have to spend a great deal of money to achieve what you need to achieve on the internet. In fact, if you are spending a lot of money you're not doing something right. However, each of these methods takes **time and effort** on your part. Even some of the paid methods take time and effort in order to function the way they are supposed to function.

Some of the methods you'll learn are going to seem baffling or difficult at first. You'll have to take our word for it and **jump right in**. Every day you should spend a few hours seeing to your internet marketing efforts. The dividends you will see will make the time and effort well worth it. Just remember, no advertising effort works without **consistent effort and exposure**, so as you start to craft your strategy pick something that you can keep returning to so that you may see maximum results.