

Knock Your Lead Generation out of the Park

In this class, we jumped into the wonderful world of lead generation. We shared how SEO can help you in the long run, as well as strategies to leverage your website to generate more leads, including blogging, custom pages, and creating unique listing search links to attract more visitors to your website.

Successful Online Lead Generation

To be more successful at generating online leads, it's important to remember some key concepts:

- Everything must be connected, it all needs to lead to your website
- Keep content light, informative, and SEO friendly
- Be consistent, especially with blogging and SEO strategies
- Target any kind of advertising geographically and strategically

Simple SEO Friendly Steps

SEO is Search Engine Optimization, and it is the process of adding content to your website to boost your organic search results. These are some general best practices for helping with SEO:

- Build "link love" with links to and within your website
- Create unique, informative content to help SEO
- Don't expect instant results, SEO is a long-term process
- For best results, target hyperlocal or niche markets

Blogging

Blogging is a great way to showcase your expertise, while driving visitors to your website. If you blog on another blog site, keep it up! Just always be sure to link your blog back to your website, and vice versa – remember, it all needs to lead back to you and your site. If you don't currently blog, your Market Leader system has an integrated blog to help you generate online traffic to your website.

[Learn everything you need to get started with your blog.](#)

Not sure what to blog about? Check out these ideas to get your wheels turning:



Local Insights

- Who lives here?
- Specialty shopping
- Transportation culture
- Homes near schools
- Restaurants & dining
- Best parks/hiking trails



From You

- What inspires you?
- Client Comments
- Favorite local images
- Events or fundraisers
- Personal passions
- Your experiences



The Industry

- Buying or selling trends
- Where is the market hot?
- Home improvement
- Niche markets
- How to buy or sell
- Financing news and tips

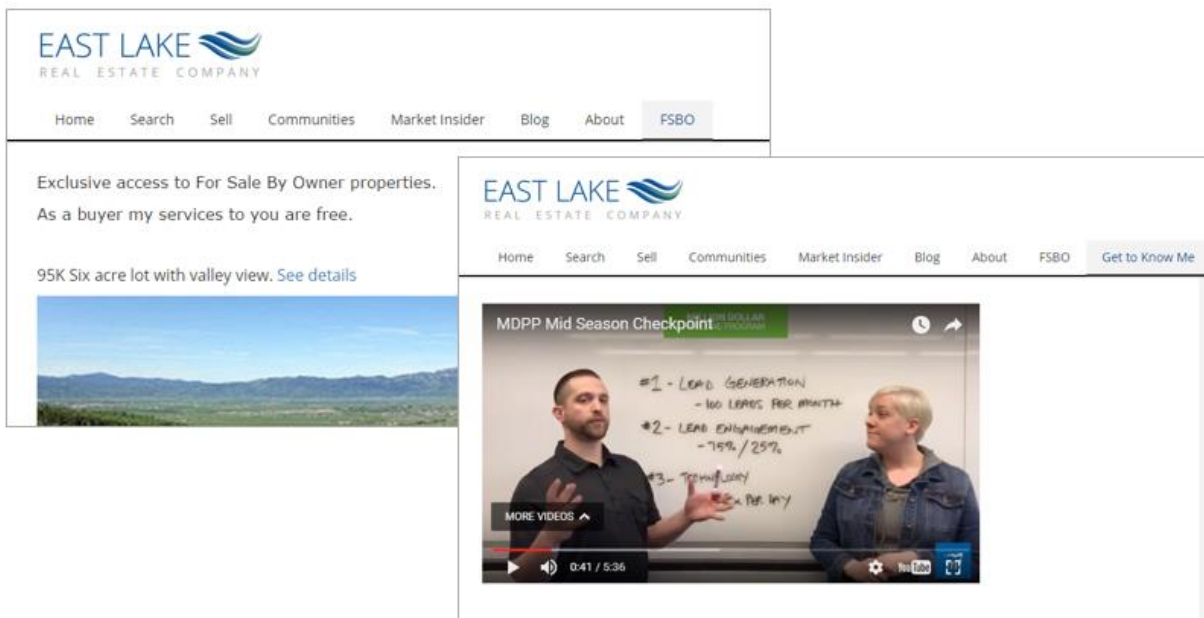
Custom Pages

Did you know your Market Leader website comes with FIVE custom pages? These pages allow you to create totally unique, custom content on your website, and use the URL's to drive consumers there.

[Learn how to create custom pages on your website.](#)

Here are some ideas for your custom page, get creative, and think about what would help the consumer – what service, niche, or specialty do you have or offer? What's interesting about your market or area? What should potential buyers or sellers know about you or the area?

- Listing links by price range
- Special listing types (e.g. short sales)
- High-priced listings
- Niche markets
- Neighborhoods/subdivisions
- Mortgage info
- Buyer/seller testimonials
- FSBO's
- Real estate education
- Community events
- Homes near schools or attractions
- Get to know me video



Leveraging Your Website to Generate Leads

Nearly 90% of buyers find online websites, listing photos, and details about properties extremely helpful in their home search. Your website provides everything a buyer could ever need, so why not drive people there? Here are the steps to create unique listing search URL's:

1. Go to your website and login as a consumer
2. Do a property search
3. Refine your search by applying desired filters
4. Once the listings have updated, click **Save Search**
5. Refresh your website (either click **Refresh** or click on the logo)
6. Now click on the **Search** tab
7. Expand the **My Searches** menu above the map
8. Click on the search you wish to use, then click **Run**
9. Now you can copy the unique URL in your browser and share it!