

Build a Powerful Online Presence

How to leverage free online tools to build a powerful and inexpensive web presence.



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The Key To Online Success?

- ◆ It's easy to build a website.
- ◆ It's hard to make your website relevant or matter.
- ◆ The key is **CONTENT CREATION!**

Create a Strategy First!

- ◆ It's EASY to build a GOOD LOOKING website (you'll see in a second).
- ◆ But this GOOD LOOKING Website is USELESS without a content strategy.
- ◆ Consider specializing in a real estate niche and focusing on that niche online.

Where To Find Content?

- ◆ RSS or “Really Simple Syndication” is a great way to organize information and bring it to you!
- ◆ Create a **google reader account**: google.com/reader
- ◆ Create a **Feedly account**: feedly.com
- ◆ iPad user? Get the Flipboard app!

How To Build *Anything* Online!

- ◆ Don't build anything yourself.
- ◆ There is a HUGE community of geeks out there who have ALREADY built powerful tools for you to use for FREE!
- ◆ Use Google to research these options.
- ◆ Use websites like **elance.com**, **odesk.com**, **freelance.com** to find inexpensive labor to do a multitude of projects for you!

What websites do I build?

🔹 It's all about 2 websites:

🔹 **FACEBOOK.com**

🔹 **Wordpress** (*maybe*)

Facebook Business Page!

- ◆ You must have a “profile” page to use facebook. Don’t use this for business.
- ◆ Create a facebook business page with a custom URL:
facebook.com/PalmDesertRealEstate
- ◆ Visit **facebook.com/username** to give your page a custom URL.
- ◆ Now create Custom Tabs on this page to make it standout!

Add Tabs To Your FB Page

- ◆ Remember, don't build anything yourself. Refer back to your strategy and add tabs that enhance your message. Consider adding the following tabs:
 - ◆ Welcome Tab with pictures and a direct message to visitors on why they should subscribe to your page.
 - ◆ Add an IDX search tab (link to your free MLS IDX search).
 - ◆ Add a Virtual Tour tab.
 - ◆ There are TONS of premade, free tabs you can add to your page to make it useful.

Plug FB With Good Content

- ◆ Use RSS and the web to find good, relevant content to share on facebook. LOCAL content relative to your strategy is best.
- ◆ Don't post info just to post info. If you wouldn't want to read it, then nobody else will either.
- ◆ Yes, it takes TIME, which nobody has. You won't see results immediately, but after time you will see results.

Promote Your FB Page

- ◆ Promote your facebook page (facebook.com/mypage) on all marketing material: email signature, business card, flyers, ads, anything.
- ◆ Consider making a QR code and putting it on all marketing material that points to your facebook page.

Considering a Custom Website?

- ◆ Facebook is THE starting place and THE place to engage and gain an audience.
- ◆ For many, FB is the only website you will need – remember no basic marketing site is really that useful without fresh content and FB offers a free platform with people connecting every day and looking for fresh content.
- ◆ If you have more advanced ideas for your website, want multiple pages, or plan to add a lot of content, you should consider building a custom website.
- ◆ If you add a lot of content (like “blog” a lot), having a custom website is the best way to go. Over time, the more content you add, the more easily findable your website will become.

Wordpress Is Your Answer

- ◆ “Wordpress” is an “Open Source” (FREE) system that I believe is the best platform for building a custom website for REALTORS.
- ◆ The biggest challenge/risk to investing in technology is its shelf life. Because wordpress is so ubiquitous and new features are continually being created, it has the best chance of staying relevant for the longest period of time.
- ◆ By Using wordpress you automatically stay current with the latest technology and benefit from the developer community for FREE.

What is Wordpress?

- ◆ Wordpress is a software package that must be installed on a server and allows a user to create and manage website content through a graphical user interface in a browser.
- ◆ Wordpress was originally created as a blogging system and now is widely referred to as a Content Management System or “CMS”, which means it can be used to create a full website and not just a blog.
- ◆ 2 Biggest Value Points:
 - ◆ Its interface makes it very easy for non-technical people to use.
 - ◆ LARGE Developer community consistently creating new, free functionality.

How Do I Use Wordpress?

- ◆ There are 2 ways to install & use wordpress. There is a separate website for each:
 - ◆ **Wordpress.com:** a hosted version (where you install no software and the domain looks like this: myname.wordpress.com)
 - ◆ **Wordpress.org:** “DIY” version (where you download the software and install it on your own web host. Advantage is that this is installed under your own domain: myname.com)
- ◆ *We are only going to discuss the Wordpress.org approach.*

How Do I Get Started?

- ◆ When building a website, there are 2 fundamental things you need:
 - ◆ Domain name: www.myname.com
 - ◆ A hosting provider. This is the server where the files that make up your website will be stored.
- ◆ The above 2 things must be purchased first and then wordpress can easily be installed on your “host” or “server”.

Choose a Hosting Company

- ◆ Hosting companies have made it easy and consolidated all the steps to create a website into one, “smooth” process. Here are a few companies that have inexpensive hosting and have an all-in-one solution:
 - ◆ GoDaddy.com
 - ◆ 1and1.com
 - ◆ HostGator.com
- ◆ During this setup process, you can also install the wordpress system directly through their setup-wizard.

Hosting Criteria

- ◆ Ideally, find a plan with the following criteria:
 - ◆ Unlimited storage space.
 - ◆ Unlimited bandwidth.
 - ◆ Linux Server.
 - ◆ Under \$10/month.
- ◆ **Geek Note:** Most “Open Source” (FREE) software is based on “LAMP” architecture, which stands for **L**inux(server)/**A**pache(web server)/**M**ySQL (database)/**P**HP (coding language). You want this. Wordpress is based on these systems and you will be able to install other open source products with this feature set.

Configure Hosting

- ◆ Now that you have your domain setup at a hosting company, there will be 2 administrative websites you will want to note:
 - ◆ Your hosting account will have a “Control Panel” where you can setup everything related to your Domain Name. This is located here: **myname.com/cpanel**. Setup things like email here.
 - ◆ Your Wordpress Installation “Admin Console” will be located here: **myname.com/wp-admin**. We will spend the rest of the class using this control panel.

Wordpress Concepts

- ◆ There are 4 main “components” to the admin console:
 - ◆ **Posts:** This is where you create and manage blog posts.
 - ◆ **Pages:** This is where you create and manage web pages.
 - ◆ **Appearance:** This is where you can install and manage your “themes”. You can completely update the look of your website in one click!
 - ◆ **Plugins:** These are “widgets” that you can install on your site to add different functionality.

Adding New Blog Posts

- ◆ When adding new blog posts, consider the following:
 - ◆ Add a detailed title.
 - ◆ Add a category.
 - ◆ Add “tags” that describe the content you are writing about.
 - ◆ Be detailed in your writing and repeat searchable “key words” without making it cumbersome to read. For example, if you’re writing about a certain community, repeat that name in your title and throughout your post. This will make search engines add importance for that community to your post.

Final Thoughts

- ◆ Be consistent! That's the most important thing.
- ◆ Have questions? Your first resort should be google and youtube. There are tons of written and video tutorials on how to do anything and everything related to wordpress!
- ◆ Leverage offshore, inexpensive talent to save you time and money! Post a project at elance.com and see what happens!