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5 Ways to Engage Prospects in Your Web Site

By Michael Russer

Enhance your Web presence so that when prospects visit your Web site, they'll have reason to keep coming back. Try the following strategies:

1. Make your site unique. Target a niche so that you can tailor your site to fit the needs of one particular audience. You'll have an easier chance of standing out among the competition if you concentrate on serving a smaller group than a broad audience. Your target audience will then be more likely to do business with you, since your site talks directly to their specific situation.

2. Give them reason to explore your site. Provide a compelling offer on your Web site along with an attention-grabbing headline that speaks to your target market. For example, you might offer first-time home buyers such articles as "Three negotiating tips you must know before making your first offer" or "How to beat everyone else to the best listings." Have the special offer delivered via e-mail or snail mail so that you can gather contact information, too.

3. Let them hear or see you. To build rapport, add multimedia content to your site, such as online videos or podcasts, which consumers can launch from their computer or download and play from an MP3 or other audio and video players. Topics can be instructional what to expect during an inspection or what to keep in mind about purchase agreements or you can present a brief introduction about yourself and what you can do for prospects.

4. Keep it current. Don't let information get out-of-date, or visitors will have no reason to return. Continually update your site with new information and compelling offers.

5. Interact. Invite visitors to submit questions or feedback to your site about home buying and selling. If you've followed the advice in No. 3, you could even prepare a weekly podcast that responds to consumer questions. By letting visitors pose questions, you encourage them to see you as their consultant.

Source: Michael J. Russer, a technology columnist for REALTOR® Magazine Online