



Driving Prospects to Your Website: The Fundamentals



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How It All Starts

John is notified of a transfer

John notifies his family

What questions do his family ask?

What does he type into the search engines for answers?

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Initial Searches

Denver Schools

Denver Population

Denver Recreation

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Looking For The "Best" Keywords

- Determine the target audience
- They are not necessarily looking for you
- Looking for highly rated websites of their search

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Keyword Optimization

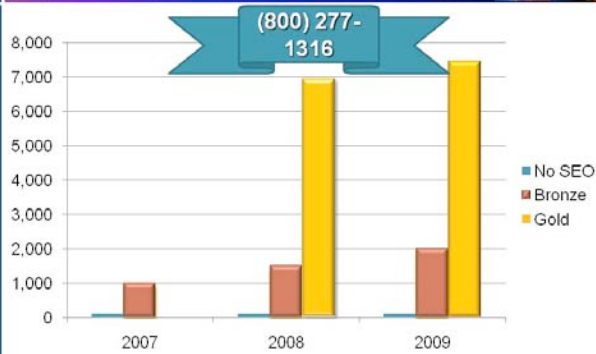
Search engines use various algorithms

- One of the most common links among all search engines is to find good keywords

The 2 most important areas for keyword phrases:

- URL (Website's address)
- Title of your website

"Visibility" Scores (3,000 to 4,000 being "Dominant")



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Domain Names

What is a Domain Name?

Real Estate Technology Training, Speaking



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Domain Names

What is a Domain Name?

A way to identify computers on the Internet



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Domain Names

Why Have a Domain Name?

It Portrays a Professional Image



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"Pointers/Redirectors"

3 Step Process

1. Purchase New **Keyword Rich** Domain Name
2. Move Your Website To This New Domain Name
3. Ask ISP For "**Redirector**" To New Domain Name



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Page Titles



After the domain name itself, page titles are the most important aspect in ranking

Search engine spiders read **top to bottom** & **left to right** in your source code.

Page titles therefore should be one of the first lines in the code

The **most effective keywords** should be first in the title

Do any search and look at the **bolded words** for those websites showing on the first page

Page Titles



Denver	Denver	Denver	Denver	Denver	Denver
	real estate	real estate	real estate	real estate	real estate
		listings	listings	listings	listings and
			luxury	luxury	luxury
				home	home
					sales

Page Title Combinations



- Denver
- Denver real estate
- Denver listings
- Denver luxury homes
- Denver home sales
- Listings in Denver
- Denver real estate listings
- Denver home listings
- Denver luxury listings
- All home sales in Denver
- Real estate listings in Denver
- Real estate home sales in Denver
- Denver real estate luxury home
- Luxury home in Denver
- Home sales in Denver
- Home sale in Denver
- Denver luxury listings
- Luxury home sales in Denver
- Luxury listings in Denver
- Denver real luxury home sales

Denver Real Estate Listings and Luxury Home Sales
