

Search Engine Marketing (SEO & PPC)

87% of all home buyers and 94% of buyers ages 25 to 44 use the Internet to search properties.

While the actual signing of papers still takes place in person, the Internet has streamlined all other aspects of buying and selling a home. As a result, your ideal audience is online. The question is ... can they find you?

Agent1100 has designed new Search Engine Marketing packages specifically for the real estate professional to assist your website in ranking higher in organic search (SEO), local directories and sponsored links (PPC) of the web.



Why Search Engine Optimization (SEO) Matters.

We all use search engines like Google, Bing and Yahoo. Why? Because they're critical in helping us quickly find what we need on the web. Think about how you use these portals. You click through the first couple of results...and never scroll past the second page. Your potential customers search this way too. That's why your website needs to rank high with search engines.



Here's how SEO works.

SEO is the act of improving your website for better search engine visibility in the natural search engines, which equates to more website traffic and general success online. Real Estate SEO is necessary, but it can also be extremely time-consuming. Even worse, SEO done wrong can actually cause more harm.



The SEO professionals with Agent1100 offer real estate professionals solutions to increase your websites rankings in search engines. We can strategically determine keywords to improve your chances of being seen over your competitors and effectively reach your target audience.

Real Estate Pay-Per-Click (PPC) Management Services

Successful PPC marketing is not just about generating a lot of traffic to your website. When you're paying for each visitor you get, you need effective PPC management to make sure that you only target serious property hunters who are highly likely to become your clients.

Whether you require long term PPC services or just a short, focused campaign, with Agent1100 you can have the peace of mind that you're making the most of your investment.

TOP 7 REASONS TO USE AGENT1100 FOR PPC MANAGEMENT

- 1. Our experts have extensive experience in the real estate industry.** We'll quickly grasp all we need to know about your agency, property and clients, and then use this knowledge to your advantage.
- 2. Get more click-to-lead conversions for a lower cost-per-click.** We'll identify the best (and most affordable) PPC keywords for your business to target.
- 3. We identify the ideal PPC search engines** (Google AdWords, Yahoo! Search Marketing, etc.) to use for your property-related advertising. This is based on a number of factors including your keywords, budget and the geographical location of your target market.
- 4. People who click through to your website are likely clients.** Our copywriters have extensive experience in real estate online advertising. They will write search engine ads designed to discourage unwanted clicks from people who are not looking for property in your area.
- 5. Ongoing monitoring and optimizing of your PPC campaign.** We'll continuously improve on results and take maximum advantage of changing circumstances online.
- 6. Get detailed reports on the performance of your keywords.** This will tell you exactly how your PPC campaign is doing and allow you to have an informed say in your online marketing strategy.
- 7. We can track conversions from clicks to actual leads or property inquiries.** Our tracking process allows us to focus your budget on those PPC keywords that generate the best results for your real estate business.

Entrust your PPC campaign to our Pay-Per-Click Management services and get the very most out of your online advertising budget.

Get started today!
Visit www.Agent1100.com,
or call Kelly Eldridge at
615.440.6643 for more
information.

Search Engine Marketing Packages *Minimum 3 month agreement*

Package 1: PPC only **\$75 ongoing monthly fee**

35 estimated clicks per month based on cost per click

Package 2: PPC/SEO **\$175 ongoing monthly fee**

35 estimated clicks per month based on cost per click
or 1 open house ad, 1 key word optimized, Google Local set up

Package 3: PPC/SEO **\$225 ongoing monthly fee**

35 estimated clicks per month based on cost per click
or 1 open house ad, 2 key words optimized, Google Local set up

Source: NAR, November 2008 (Profile of Home Buyers and Sellers)