



Secrets to Marketing Real Estate on the Internet

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Gainesville, VA, September 10, 2007 --(PR.com)-- Has today's real estate market brought your business to a standstill? Home Builders included in the survey results indicated that their highest quality leads come from online sources.

Home builders: Have you seen your inventory rise month after month even though you're spending more on advertising than ever?

Real estate agents: Are you working harder than ever only to see your sales continue to decline?

There's no doubt about it. The real estate market is a tough place to make a living right now. Sales are down, and competition is up. Home builders are forced to offer unprecedented incentives to move properties from their inventories. Real estate agents have many more listings than potential buyers. It's definitely a buyer's market—if you can find a buyer.

e-Commerce Continues to Grow

Commerce is moving to the Internet. According to a recent survey by Shop.org and Forrester Research, total online sales are expected to reach \$259 billion this year. While this is based primarily on retail sales, the trend is clear. And it is continuing.

Many consumers are using the Internet to research major purchases, such as automobiles and homes. In a 2006 survey by the National Association of Home Builders and Move.com, 27 percent of the consumers that responded said they visit builders' web sites when looking to buy new homes. Builders included in the survey results indicated that their highest quality leads come from online sources.

The National Association of Realtors, in their 2006 survey of technology, found that real estate agents surveyed listed the Internet as the second most important source for generating leads (referrals and repeat customers tied for first place). Of the real estate agents responding, 81 percent said that leads generated from the Internet lead to sales, up from 60 percent the year before. And 42 percent of those surveyed received at least 10 percent of their leads from the Internet.

Today's consumer is increasingly savvy, and home builders and real estate agents need to keep pace. Yet the NAHB/Move.com survey showed that while home builders acknowledged the quality of the leads generated through the web, they reported spending less than 20 percent of their marketing budgets on Internet-based marketing. Given the potential for high return on investment on the web, why concentrate on print media?

Two Secrets to Marketing Real Estate on the Internet



The first secret isn't really a secret: Marketing anything effectively on the Internet is hard. If you've concentrated on print advertising, the Internet is a different animal. Web copy requires a different approach than print media, because web shoppers scan text for keywords rather than read. On the Internet, you're always a mouse click away from losing a lead.

The second secret: You need professional help to deal with the first secret. You want competent web designers, people who can give you a sophisticated design, while positioning your site with search engines to pull in prospects. Web copy must be compelling to prospective buyers and structured for the automated robots that web sites use for indexing. There are tricks to this business, and you should be using them. Your web site deserves all the benefits of today's Internet technology.

Affordable Web Design, Inc. solves these problems, and more. They provide search engine optimized web site design and [real estate internet marketing services](#) to increase leads generated from the Internet. They can design a site to include an online portfolio, using professional graphics and clear photos and images. And they can make it search engine friendly, so that you can get the results you want.

They offer:

Complete redesigns of existing [real estate and home builder web sites](#)

Restructuring to make your site more search engine friendly

Registering your site with the best search engines

Creating search engine optimized press releases, so you can get out the word faster and to more people than ever

Google advertising by a certified Google AdWords Advertising Professional

Pay per click ad management services to advertise business web sites on Google, Yahoo, and MSN Search networks.

Email marketing

Link building services

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