
DIGITAL MARKETING PACKAGE

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**Maximise
your
companies
success**

What makes a **successful digital marketing campaign?**

It's one thing having an online presence but to become a successful estate agent, it's important that you create a strong digital marketing campaign, which is what we can help with.

If you find yourself asking the fundamental question of:

How will people find my website?

Then you are in the right place, we can create a suitable estate agent digital marketing plan that will encompass everything you will need in order to gain more revenue, grow your market and boost rankings.

Why do you need a digital marketing professional?

You can't juggle being an estate agent and carrying out a sufficient digital marketing strategy at the same time, you need professional help to become successful in the online world.

What our director says:

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We've all heard the phrase 'it's like finding a needle in a haystack'... But what if that needle was 6 feet long? It wouldn't take long to find, right?

Well that's how we look at digital marketing, if you inflate your presence then it isn't going to take long for someone to find you.

In this day and age, it is hugely important not only to have an online presence, but also to let people know about it, and to create as many pathways as possible to it.

This results in new business, this results in more leads and this is something we are passionate about.

How technology is changing the property industry:

- Over 47% of the UK population used a property search website within the past year.
- There are over 135,000 searches for 'Estate Agents' each month.
- We have over 10 years experience in the property industry.

Digital Marketing Services

We offer a unique digital marketing strategy that suits you, whether you need a one off initial setup or ongoing digital support, we are here to help.



We offer a unique digital marketing strategy that suits you

INITIAL SETUP

Need a helping hand to get started? We will provide all initial setup requirements your estate agency website will need to succeed.

Depending on your unique requirements, Initial setup can include:

>> Initial keyword Research

We will implement a keyword research plan based around your brand, content and target locations. With the focus on increasing conversions through an increased web presence by targeting keywords with the user's intent in mind.

>> Content structure analysis

We will analyse your current content structure, layout and optimisation techniques. From here we will produce a fully comprehensive content report.

>> Image Alt Tag analysis

Alt Tags are used to provide text for website visitors who can't see an image from their browser. We will review all imagery on your website to ensure they have sufficient Alt attributes.

>> Meta Data Structure

Based upon our keyword research, we will create optimised SEO titles and meta descriptions, visible in search engine results.

>> URL Analysis

We will ensure your website URLs are clearly structured and fully optimised.

>> Structured XML Sitemap

We will create a structured sitemap that will provide search engines, such as Google a list of all URLs from your site.

>> Custom 404 page

We will create a custom page that the user will land on if 'the page does not exist'.

>> Check for duplicate content

We will review all website content ensuring no duplicates are found on the web.

>> Google Setup

We will setup a Google Analytics account and verify all Webmaster Tools to monitor your website's performance.

>> Schema Markup

We will insert schema code around your address that will benefit local rankings in all major search engines.

>> Social media creation

Our team have the expertise to get you connecting with the property industry on Facebook, Twitter, LinkedIn, Google+ and more!



From as
little as
**£200 per
month**

ONGOING SERVICE

Need your estate agency website to stay on top in the digital world?

We offer a comprehensive ongoing digital marketing strategy that will help you with this.

Depending on your unique requirements, our ongoing service can include:

>> PPC Campaign Management

We can effectively manage all existing AdWords campaigns for your estate agency website. Because we know this industry well, we will create a cost effective strategy that will generate more leads.

>> Link Analysis

We will build a strong link profile for your website, this will include analysing internal and external links.

>> Newsletter Campaign Management

We will create, develop and distribute unique newsletter campaigns to mailing lists of all sizes on your behalf. We have created successful newsletter campaigns for Property Abroad, Property International, HomesGoFast and many more.

>> Article creation and submission

Content is king, if you need an ongoing digital marketing service we offer outstanding content creation. Submitting articles on your estate agent website regularly is a key concept when improving your website's search engine presence.

>> Social media management

We will create a fully comprehensive social media strategy that will ensure you target all potential customers. With our social media knowhow a strong social presence will give your estate agency an impressive digital footprint.

>> Monitoring SEO performance

We will continuously monitor your company's SEO efforts and strive to implement a unique SEO strategy that will best suit your estate agency.

>> Affiliate Marketing

If you are dealing with property professionals on a day to day basis and would like to generate more income, referring someone to our high performing services will generate that extra income you're looking for.

>> Monitor Search Engines

Need to monitor how well your doing in the most popular search engines? We will provide you with a full analysis that will cut out all the jargon and give you the data you're looking for.

>> Reporting

Each month you will be provided with a fully comprehensive digital marketing report that will highlight all digital work carried out.

Got a Digital
Marketing
question?

Get in touch today!

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