The Fundamentals of Web Marketing

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The Fundamentals of Web Marketing

Presentation Overview

- Your Website’s Purpose and Your Goals
- Understanding Your Audience
- Organizing Your Content
- Usability Guidelines (User Experience)
- Website Analytics
- Search Engine Optimization (SEO)
- StewartSitebuilder
- Channels to Promote Your Website (Social Media, etc.)
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Your Website’s Purpose and Your Goals

What are you trying to accomplish with your website?
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Your Website’s Purpose and Your Goals

When deciding that you want to have a website, ask yourself these questions:

- What’s the point of the website?
- What do I want people to do via this website?
- Who is going to maintain my website?
- How often will I update content on my website?
- What metrics do I want to establish for the website?
- How do I measure the success of my website?

GOALS: **who you are, what you do, and why you have a website** in the first place.

*You have about 5-8 seconds to make an impact with your audience. If you do not engage them immediately, they will leave your website and not come back.*
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Understanding Your Audience

Who is your website visitor? If you offer escrow services, does your content speak to people who need your services?
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Understanding Your Audience

Your online audience is:
• Interested in self-service
• Voluntarily there
• Is goal-oriented
• Is highly fragmented
• Is in control
• Is vocal and influential

Your content’s voice is your company’s personality. To decide on a personality, ask these questions:
• What adjective(s) describe your company?
• What are your core values?
• Are you formal or informal in your dealings with your customers?
• How do you want your customers to feel about your company?
• What does your brand stand for?

Align your content with the people who are visiting your site: playful tone versus business only.
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Organizing Your Content

Karie’s Law: if everything is prominent, nothing is prominent.
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Organizing Your Content

Jakob Nielsen’s Web browser study, tracking eye movement: the F-shaped pattern
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Organizing Your Content

• Company name, logo, explanation
• Clear top-level or left-side navigation
• Services offered
• About us, contact us, meet the staff
• Online title order form
• Breadcrumb trail
• Testimonials
• Newsletters
• Technology tools, such as GFExpressQuote, rate calculators
• Engaging home page – embedded videos from YouTube, latest news, etc.

Keep calls-to-action (CTAs) prominent and obvious.
Usability Guidelines (User Experience)

Don’t make the user think – make your action items clear and obvious.
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Usability Guidelines (User Experience)

Remember: who is the focus of your website?

7 Usability Check-Points

1. You don’t use pop-ups, or keep their use to a minimum.
2. You don’t change users’ window size.
3. You don’t use too small font sizes.
4. You don’t have unclear link text.
5. You don’t have dead links.
6. You have at most one animation per page.
7. You make it easy to contact you.

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Website Analytics

How do you know how well your website is performing if you do not have metrics?
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Website Analytics – www.google.com/analytics

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**Pages**

- **Pageviews**: 4,818
- **Unique Pageviews**: 4,617
- **Avg. Time on Page**: 00:01:27
- **Entrances**: 4,089
- **Bounce Rate**: 95.48%
- **% Exit**: 84.87%
- **Page Value**: $0.00

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**Primary Dimension**: Page

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<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
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(888) STEWART
Content is the foundation for your website and is more important than design.
Search Engine Optimization (SEO) - Basics

• Use keywords in <H1, H2, H3> tags.

• Incorporate keywords or terms when hyperlinking content. Avoid a click here link and use the keywords that are on the next page.
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Search Engine Optimization (SEO) - Basics

• Hyperlink to external resources that are in your industry (associations, news organizations).

• Use keywords in alt tags for images.

• Label your titles of your web pages in the meta tag area of your websites:
  - title tag `<title>`The Value of Title Insurance | Why Have Title Insurance? | What Title Insurance Covers</title>
  - description `<meta name="description" content="Title insurance protects real estate ...">`
  - keyword `<meta name="keyword" content="title insurance, real estate, lenders">`

• Use keywords in your page names, separated by hyphens.
The Value of Title Insurance

The Title Industry is an important part of every American's life. It may seem like a grandiose claim, but the work we do benefits not only each individual policyholder, but the nation as a whole. And yet, many people are unfamiliar with what title insurance is, what it does for them and the benefits of having a healthy title industry. So we'd like to offer a quick glimpse into what we do for our customers day in and day out at Stewart and the benefits all Americans receive from the work done by the title industry.

We protect policyholders from the unknown

More than likely, your home is your biggest investment, and we protect your interest in that investment. Title insurance protects real estate owners and lenders against any property loss or damage they might experience because of liens, encumbrances or defects in the title to the property. Each title insurance policy is subject to specific terms, conditions and exclusions. While other types of insurance (such as flood, auto or homeowners insurance) provide coverage that focuses on possible future events, title insurance protects against loss from hazards and defects already existing in the title to a property. Some examples of such defects might be improperly executed documents from a previous sale of a lien against a previous owner. You can view a list of many of the protections provided by title insurance here.

Over half of all real estate transactions have a problem somewhere in the chain of title, we find these issues and assist in taking corrective action to enable the transactions to go through and allow our customers to have peace of mind about their new home purchase.

Title insurance provides valuable protection at a good value

Another difference between other types of insurance and title insurance is in how the policies are paid for. Title insurance is purchased with a one-time premium and provides coverage for as long as the policyholder or their heirs own the property. This is unlike the annual or monthly premiums you must pay for other insurance types.

Examine the cost of title insurance over the life of the policy versus other types of insurance and you'll find that policyholders receive a great value for the money they spend.
StewartSitebuilder

How StewartSitebuilder benefits your agency:

• 25 designs, three-tiered pricing packages (free, $99.95, $149.95)

• pre-populated, title-related content (shared content)

• online title order form

• GFExpressQuote, SureClose login and SureClose mobile app availability

• mortgage calculator

• site administration tool for your convenience

• Google Analytics reporting integration

• www.stewartsitebuilder.com
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Step 1: Select your Package

Select the sitebuilder package that best suits your needs. Each package has a variety of customizable options.

StewartSiteBuilder Lite
○ Free
○ package details

StewartSiteBuilder
○ $99.95 ○ $179.95
○ with banner ○ without banner
○ package details

StewartSiteBuilder Pro
○ $149.95 ○ $249.95
○ with banner ○ without banner
○ package details
Committed to Perfecting the Closing Transaction

ABC Title is committed to providing nothing less than a magnificent customer experience each and every time we have the pleasure of serving you.

You are not just another real estate transaction; you are important to us. We combine state-of-the-art technology, customer driven personal service, and in-house legal expertise to cost effectively enhance your closing transaction.

Realtors, lenders, mortgage brokers, and consumers can count on a closing experience like no other. A relationship well beyond the day of settlement.

Call us today at (888) STEWART to find out how we can help you with your real estate title needs.

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Password:

Forgot password?

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SureClose Mobile App

With the SureClose iPhone® app, you can access all of your transaction information through your mobile device.
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Channels to Promote Your Website

Facebook – B2C

• Real Estate Professionals
• Consumers (Home Buyers and Home Sellers)
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Channels to Promote Your Website

LinkedIn – B2B

- Mortgage Professionals
- Lenders
- Banks/Credit Unions
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