

“Catching” Clients Online

*Getting RESULTS with Your Internet Marketing
by Optimizing Your Web Presence*

Instructor

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Using The Internet Is A Lot Like Fishing

What do you need to increase your chances
of catching fish?

- _____
- _____
- _____

Fishing for Clients on the Internet is the Same Idea!!

- **Bait-** _____

- **Fish Finder-** _____

- **Poles-** _____

The Right Bait

- Content
 - _____
 - _____
 - _____
- Keywords/Phrases
- Index-able



"See, Dad-I told you these gummy worms would work"

Fish Finder

- **Google Analytics**
 - Keyword Tools
- **Longtails**
 - _____



Multiple Poles

- Syndication ??? Which would you rather have:



Remember, to increase your chance of SUCCESS,
you must have as many poles in the water as possible!

property nut.com

The **ULTIMATE** Listing Tool!

#1

You or
PropertyNut
Optimizes Your
Listings.



HOW? Using
words that match
your listings to
the words that
Searchers use!

#2

Then your
“keyword rich”
Listings are fed
into multiple
Search Engines!



Results? Your
Listing on PAGE 1
of Google!
Yep! Page 1!

#3

Your Listings are
then Syndicated
for you to top
Buy-searched
websites.

Google
msn.
YAHOO!

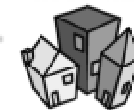
...and many other
Web Directories
& Search Engines!

craigslist



vast

backpage.com.



hotpads.com
the place to find your place™

Overstock.com
Your Online Outlet™



oodle

...and many,
many more...

Does your craigslist Ad look like this?

Phoenix Bank Owned Properties Great prices!! Page 1 of 1
 phoenix craigslist > phoenix north > real estate - by broker email this posting to a friend

Starting a discriminatory preference in a housing post is illegal - please flag discriminatory posts as prohibited

Avoid scams and fraud by dealing locally! Beware any arrangement involving Western Union, Moneygram, wire transfer, or a landlord/owner who is out of the country or cannot meet you in person. [More info](#)

Phoenix Bank Owned Properties Great prices!!

Reply to: hous-882065208@craigslist.org
 Date: 2008-10-16, 4:04PM MST

These are homes bank owned at below market prices....
 For more info:
www.azreconsultantmatthew.com

- it's NOT ok to contact this poster with services or other commercial interests

PostingID: 882065208

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<http://phoenix.craigslist.org/nph/reb/882065208.html> 10/16/2008

Brand new home, Travertine tile, custom kitchen, full basement w/media Page 1 of 2
 phoenix craigslist > phoenix north > real estate - by broker email this posting to a friend

Starting a discriminatory preference in a housing post is illegal - please flag discriminatory posts as prohibited

\$750000 Brand new home, Travertine tile, custom kitchen, full basement w/media (Gilbert)


Reply to: evl1906
 Date: 2008-10-13, 12:45PM MST

Your new custom built dream home
 Price: \$750,000 (View details)



WEST USA
RE/MAX

Contact: Paul Jones, 480-776-7621, Phone: 480-473-9827



Call: Paul Jones

Beautiful! This custom home is new and never been lived in. Attention to detail throughout! Travertine tile and custom kitchen. Full basement with media room and private office with built ins, also theater room. No time and much more. Two master suites, one w/golf and spa, and all other with separate entrance. Beautiful granite counter and stainless stls. Large 3rd bed for any use and 8'7" gable plus finished full garage. Best looking model on the lot. In much more. A few photos to show already completed home in exchange of being able to call or text from home, or to come.

General Information

Category: For Sale - Homes
 Type: Single-Family, For Sale
 Address: 12375 Lakeside Court
 City: Gilbert, AZ 85204
 Sub Price: \$750,000

Water URL for \$750,000 or Other Currencies

Basic Information

Space/Storage: 1500
 Number of Bedrooms: 3
 Number of Bathrooms: 3
 Number of Stories: 2
 Garage Spaces: 2
 Year Built: 2007

More Features

Granite Countertop/Island: Yes
 Security Guard/Gated Community: Yes
 Children's Play Area/Park: Yes
 Hardwood Floors: Yes
 Phone/Facsimile: Full Service
 Primary Number: 480-473-9827
 Other Number:
 Email Me:

Community Information

Sub: 80 Miles/Year: 1 year/1 month
 Avg. HOA: none - 15000
 HOA: None - 20000
 School Information:
 Elementary School: within 1 mile
 Middle School: within 1 mile
 High School: within 1 mile

WEST USA
RE/MAX

Contact: Paul Jones, 480-776-7621, Phone: 480-473-9827

<http://phoenix.craigslist.org/evl/reb/868819906.html> 10/13/2008

Are you on Page 1 of Google?

The screenshot shows a Mozilla Firefox browser window displaying a Google search for "scottsdale home for sale near mayo". The search results page shows 10 results out of approximately 25,500. The top results are sponsored links from RealEstate.com, PropertyNut.com, and GreaterPhoenixAreaHomesForSale.com. The search bar contains the text "scottsdale home for sale near mayo" and the search button is labeled "Search". The browser's address bar shows the URL "http://www.google.com/webhp?hl=en&enq=scottsdale+home+for+sale+near+mayo&saq=f&saq=&fp=-JGT48CrJA". The browser's taskbar at the bottom shows several open applications, including Microsoft Outlook, Microsoft PowerPoint, and a file explorer window.

scottsdale home for sale near mayo - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/webhp?hl=en&enq=scottsdale+home+for+sale+near+mayo&saq=f&saq=&fp=-JGT48CrJA

Most Visited Sign In Pandora Radio 123Together Merchant Services, M... Email Marketing & Sur...

Web Images Video Maps News Shopping Mail more

dean@salesev.com | My Account | Sign out

Google scottsdale home for sale near mayo Search Advanced Search Preferences

Web Show options... Results 1 - 10 of about 25,500 for **scottsdale home for sale near mayo**. (0.30 seconds)

Find Homes in Scottsdale Sponsored Link
RealEstate.com 1000s of Homes in Phoenix Area. Buy Now - Prices & Rates are Low!

PropertyNut.com - The Internet Real Estate Marketplace Sponsored Links
Near Mayo Clinic. Pinnacle Reserve Home For Sale. Scottsdale AZ Home For Sale Near Scottsdale Road and the 101. North Scottsdale Homes For Sale. ...
https://www.propertynut.com/find.aspx?r=details...13642 - Cached - Similar -

PropertyNut.com - The Internet Real Estate Marketplace Sponsored Links
Arizona Homes for Sale Near Mayo Clinic. Grayhawk Village. DC Ranch. Scottsdale Arizona Home For Sale In Grayhawk. Outside BBQ. Scottsdale Homes For Sale. ...
https://www.propertynut.com/find.aspx?r=details...13658 - Cached - Similar -
More results from https://www.propertynut.com »

Grayhawk gated community Cherry wood floors model condition Sponsored Links
Scottsdale AZ Houses For Sale. Grayhawk. DC Ranch. Near Carefree, AZ. Scottsdale AZ Home For Sale Near Mayo Clinic. Near the 101. Phoenix AZ Homes For Sale ...
phoenix.craigslist.org/nph/reb/1238247900.html - Similar -

Casa Norte Subdivision high ceilings remodeled kitchen great schools Sponsored Links
Casa Norte 4 bedroom home for sale in Scottsdale near Mayo Clinic North Scottsdale ...
Scottsdale home for sale is centrally located near Mayo clinic, ...
phoenix.craigslist.org/nph/reb/1230469963.html - Similar -
More results from phoenix.craigslist.org »

Homes for Sale in Arizona (Scottsdale) Sponsored Links
Homes for Sale in Arizona (Scottsdale) ... of approx 250 UDC built homes. Located in the

Done

start Inbox - Microsoft Out... scottsdale home for s... tri-phx.pub - Microsof... tri-phx.jpg - Windows... Microsoft PowerPoint ... 1:16 PM

Would you like to be???

How does it work?

First:

Open an account with Propertynut.com.

If you want just one listing advertised with propertynut.com then it is \$9.99 per month until it sells.

OR

If you have more than one listing, sign up for the \$39.99 per month for up to 20 listings.

****Remember: How many poles do you want in the water?***

Second:

Hire Propertynut.com's Optimization Team to:

- Research the best keywords for your property.
- Upload your "improved" information and photos to Propertynut.com.

Cost: \$10 per listing one-time fee. To hire them, just email your buyer page from the MLS to [**adposting@propertynut.com.**](mailto:adposting@propertynut.com)

Third:

Activate your Listings. You will receive an email from the Optimization Team that your listing has been "updated". So you log into your PropertyNut.com account and go to your MyPropertyNut page, review your listings and click, "**Activate**".

Then watch the RESULTS!






**property
nut.com**

PropertyNut.com - The Internet Real Estate Marketplace - Windows Internet Explorer

https://www.propertynut.com/members/my_property.aspx?r=active&sortBy=Unique%20Visitors:%20Highest%20to%20Lowest

File Edit View Favorites Tools Help

PropertyNut.com - The Internet Real Estate Marketpl...

	Click to Edit Ad or Mark SOLD	Edit Photos	Add/Edit an Open House		
(11) add'l photo(s)	Email Your Ad	Cancel This Ad			
	<i>For Sale - Homes Single Family Re-Sale</i>	Chandler	\$279,900.00	Active Paid	276 05/01
(11) add'l photo(s)	6993 S Sharon Ct	PropertyID# - 13588			<input type="checkbox"/>
	Click to Edit Ad or Mark SOLD	Edit Photos	Add/Edit an Open House		
	Email Your Ad	Cancel This Ad			
	<i>For Sale - Homes Single Family Re-Sale</i>	Mesa	\$125,000.00	Active Paid	260 05/01
(4) add'l photo(s)	10638 E Emerald Ave	PropertyID# - 13537			<input type="checkbox"/>
	Click to Edit Ad or Mark SOLD	Edit Photos	Add/Edit an Open House		
	Email Your Ad	Cancel This Ad			
	<i>For Sale - Homes Town Homes</i>	Mesa	\$239,900.00	Active Paid	213 05/01
(11) add'l photo(s)	6202 E McKellips, unit 119	PropertyID# - 13595			<input type="checkbox"/>
	Click to Edit Ad or Mark SOLD	Edit Photos	Add/Edit an Open House		
	Email Your Ad	Cancel This Ad			
	<i>For Sale - Homes Single Family Re-Sale</i>	Gilbert	\$299,900.00	Active Paid	196 05/01
(11) add'l photo(s)	3117 E Packard Dr	PropertyID#			<input type="checkbox"/>

Trusted sites 100%

How do I sign up?

Signing up is easy, just go to PropertyNut.com and click on **“REGISTER NOW”**.

The screenshot shows the PropertyNut.com website in a Mozilla Firefox browser window. The address bar displays "https://www.propertynut.com/Default.aspx". The website header features the PropertyNut.com logo and the tagline "Agents get seller property Listings FOUND on Search Engines and TOP Realty Websites for proven Results!". Navigation buttons include Home, Find a Property, Advertise a Property, Find an Open House, and MyPropertyNut. A central banner promotes "Questions? Help? CALL 888.825.8503 - 7 Days as Week!". The main content area is divided into three columns: a "Find a Property" button, a testimonial about winning the Google Game, and a "Selling Realtors TELL YOU WHY" section with several testimonials and contact information for realtors.

PropertyNut.com - The Internet Real Estate Marketplace - Mozilla Firefox
File Edit View History Bookmarks Tools Help
https://www.propertynut.com/Default.aspx
Most Visited Getting Started Latest Headlines

propertynut.com
Agents get seller property Listings FOUND on Search Engines and TOP Realty Websites for proven Results!
Give us your comments
NutNews | Price Plan | The NutStory | FAQ | MARKET ME NOW Sign In | Contact Us

Questions? Help? CALL 888.825.8503 - 7 Days as Week!

Home Find a Property Advertise a Property Find an Open House MyPropertyNut

Find a Property

Advertise a Property

WIN the Google Game!
41% of Listings Posted Here
SOLD and RENTED in November
Read below HOW PropertyNut connects Buyers with Listings
Does YOUR Realtor have your Property Listed HERE?

Selling Realtors TELL YOU WHY

- Better than anything I've ever used! "In all the years I have been selling real estate I have never found, at any price, a better way to find buyers. - [read more...](#)
Scott Hamblen, Century 21 Phoenix, AZ or just ask Scott, Realtor 602.370.8655 [Scott's Website information](#) -
- Great website for Bank Owned Selling! "I specialize in Bank Owned properties and I receive most of my activity and most of my buyers from PropertyNut.com! - [read more...](#)
Wally Juris- CityWide Real Estate Phoenix, AZ 602-980-7995
- "This is the best Agent property marketing website." - [read more...](#) - Bobbi Mathues, Broker, Owner takes great care of all your referrals in and around Simsbury, CT - 800.658.800 [Great Connecticut property Website](#)
or call Bobbie Mathues locally 860.214.0260
- a huge marketing tool for my business. "You don't have to be a computer whiz to use the site. Unlike many other sites THE CUSTOMER SERVICE IS GREAT! I am still amazed at just how affordable the site is. - [read more...](#)"
Julia McKernan, Home Smart, AZ 480-343-0075
- Thank you for sharing leads with your clients. "I have been getting calls - one of the properties is under contract now directly linked

Conclusion

Make sure you have:

- The Right Bait
- Fish Finder
- Multiple Poles



GOOD LUCK and Happy Fishing!