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Introduction

Your website is a powerful tool when marketing to your local market and it is one of the few platforms you have complete control over. To get the most out of it however you need to attract users to your site, convince them of about who you are and then convert them into leads and customers.

This eBook will explore the simple things you can do to improve your office's website and digital presence to drive more traffic and convert more users into leads.

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Website Content & Blog

The content on your website is key to both attracting visitors and then converting them into contacts.

While a variety of factors go into your website SEO (search engine optimisation) to get it ranking at the top of Google, one of the most important and easiest to control is your site content. A page's content is what makes it worthy of its ranking, as Google is all about connecting its users with the website best equipped to answer the question in their search.

What should you do?

First, you should ensure your website's home page has relevant content on it. This is the first page Google will index so you need to ensure there is content for Google to read when it crawls your website. You can get an idea of the content visible to Google on your home page by going to it, pressing 'ctrl' + 'a' to highlight all of the text and then pasting it into a word document.

For example, we suggest having the first text heading on your website to read something like "*We sell, rent and manage real estate in Suburb/Region*". Then somewhere on your home page you should have a bit of background about your office, below is an example of text you can edit and add to your site.

Example home page text:

First National Real Estate is your first choice for Australia's most advanced real estate services. We sell, rent and manage [insert suburb's] best homes, using industry leading digital marketing, creating the most competitive marketing packages you'll find.

For us, it's all about delivering the best customer experience and outstanding results.

Whether you choose First National Real Estate [insert trading name] to buy, sell, rent or manage your property, you can be sure we'll offer you carefully tailored solutions, the highest level of professionalism and the most experienced, highly regarded real estate agents in [insert main suburb] and surrounding areas – [insert additional approved trading suburbs].

You should look to develop a basic content strategy to keep building up your websites content to

be an expert on real estate and the local area.

Focus on answering the questions that your customers have, these are the types of things people are always searching so why not get this traffic coming to your site by providing the answers.

Page ideas:

Why you should let us sell your home
Why you should let us manage your property
Tips for selling your home
Tips for buying your home
How we sell your home
Suburb profiles
Frequently asked questions

Suburb Profiles

Having detailed suburb profiles is an easy way to demonstrate yourself as an expert in your area. With the help of ChatGPT, creating suburb profiles is now easier and quicker than it's ever been.

Step 1: Head to https://openai.com/ and sign up. If you already have an account, you can skip this step.

Step 2: Once logged in, click on ChatGPT.

Step 3: Send ChatGPT a prompt to write a suburb profile on one of your trading suburbs. You can easily copy paste below prompt.

Write a suburb profile with 1,000 words max that is written in third person without pronouns, in Australian english for (insert suburb, State, Australia) that will improve my website's SEO. Include information about its population, schools, housing options, local attractions, local amenities, any future development plans, and public transportation availability. Include demographic on current people living there and end with why people should live there.

Step 4: Wait as the magic happens.

Step 5: Read it, make sure you're happy with it, copy & paste on your website.

Example:

Default (GPT-3.5)

KI Write a suburb profile with 1,000 words max that is written in third person without pronouns, in Australian english for Richmond in Victoria, Australia that will improve my website's SEO. Include information about its population, schools, housing options, local attractions, local amenities, any future development plans, and public transportation availability. Include demographic on current people living there and end with why people should live there.

ChatGPT's response:

Richmond, Victoria: A Vibrant Neighbourhood of Opportunities

Nestled in the heart of Melbourne, Richmond stands as a pulsating suburb that seamlessly blends tradition and modernity. With a dynamic population and an array of amenities, schools, and attractions, Richmond has emerged as a prime residential destination that appeals to a diverse range of individuals and families.

Population and Demographics: A Diverse Tapestry

Richmond's population is as diverse as its offerings, comprising individuals from various walks of life. Young professionals seeking the urban buzz find solace in its trendy cafes and vibrant nightlife, while families are drawn to its reputable schools, parks, and family-friendly environment. The suburb's demographic mosaic is a reflection of Melbourne's cosmopolitan culture, fostering an inclusive and welcoming community.

Schools and Education: Nurturing Minds, Shaping Futures

Richmond's commitment to education is evident in its exceptional range of schools. From well-regarded public institutions to renowned private academies, parents have a plethora of options to provide their children with quality education. These institutions focus not only on academic excellence but also on fostering well-rounded individuals equipped with critical thinking and life skills.

Housing Options: Where Dreams Find Abode

Housing options in Richmond cater to various preferences, offering a mix of architectural styles. Victorian-era houses line the streets, narrating tales of the past with their timeless charm. For those inclined towards contemporary living, modern apartments with sleek designs and convenient amenities grace the skyline. The competitive property market reflects Richmond's desirability and its potential for a long-term investment.

Local Attractions: A Tapestry of Experiences

Richmond offers a vibrant array of local attractions that cater to every taste. Sports enthusiasts can revel in the electric atmosphere of the iconic Melbourne Cricket Ground (MCG), where thrilling matches and events unfold. Art connoisseurs can explore the Australian Centre for Contemporary Art (ACCA), an avant-garde hub that exhibits innovative artworks. The historic Bridge Road presents a shopping haven, with boutiques and vintage stores offering unique finds.

Local Amenities: A Tapestry of Experiences

Richmond is adorned with amenities that provide convenience and fulfilment. The culinary scene is an eclectic fusion of international cuisines, with restaurants, cafes, and markets offering gastronomic delights. Victoria Gardens Shopping Centre offers a one-stop retail haven, housing major brands and entertainment options. Residents can bask in the tranquillity of green spaces such as Citizens Park and Gleadell Street Market, where fresh produce and community spirit flourish.

Future Development Plans: Paving the Way for Progress

Richmond's future holds exciting prospects with planned developments that aim to enhance its liveability. Urban renewal projects seek to create contemporary spaces that harmonize with the suburb's heritage. These initiatives focus on sustainable design, green spaces, and community engagement, ensuring Richmond remains a forward-looking neighbourhood while preserving its distinct character.

Public Transportation: Seamlessly Connected

Richmond's connectivity is a highlight for its residents. The suburb's accessibility is enhanced by a well-integrated public transport network. Trains, trams, and buses provide efficient links to

Melbourne's CBD and other key destinations, making commuting a breeze. For those who prefer cycling, dedicated paths and bike-sharing initiatives encourage eco-friendly transportation.

Why Choose Richmond: A Place to Flourish

Choosing Richmond as a place to live means embracing a lifestyle that offers the best of both worlds. Its bustling urban environment coexists harmoniously with green pockets of serenity. The suburb's dynamic community fosters connections and friendships, creating a sense of belonging. From its diverse population to its exceptional schools, cultural attractions, and future-oriented developments, Richmond presents a tapestry of opportunities waiting to be explored.

In summary, Richmond is not just a suburb; it's a vibrant canvas of experiences that caters to a diverse range of individuals. Its blend of history, culture, and modernity provides an unparalleled living environment. Whether you seek excellent education, cultural enrichment, or a balanced lifestyle, Richmond invites you to be a part of its evolving narrative. Discover the heart of Melbourne in Richmond and experience a neighbourhood that embraces your aspirations and offers a vibrant tapestry of life.

For more information on ChatGPT and the power of AI for real estate, click on the link below:

How You Can Use Artificial Intelligence In Real Estate

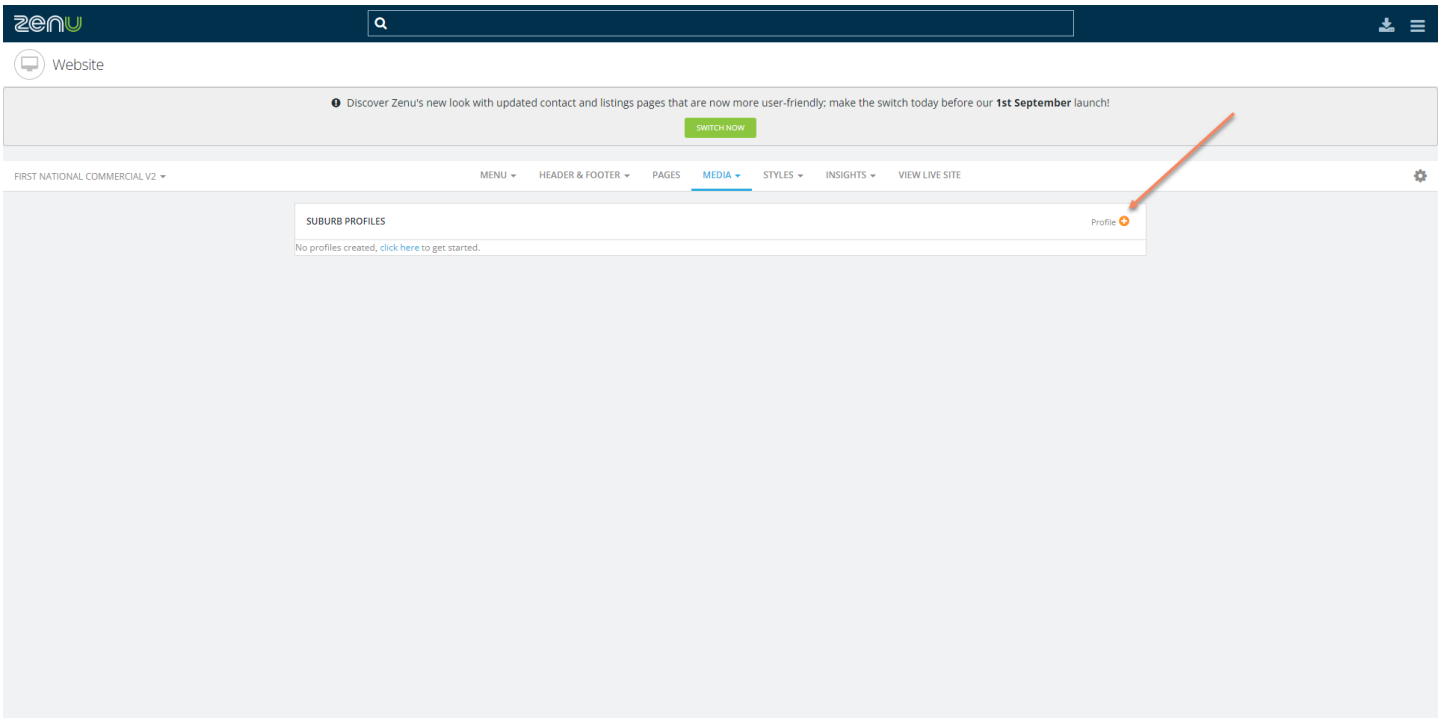
Once you have created your suburb profile, you can now add this to your website. Below are the steps to create a suburb profiles page on your website, and upload the content delivered to you by ChatGPT, depending on your website provider:

On Zenu's New Builder?

1. Log in to Zenu and select **Website**.

2. Select the **Media** dropdown and click **Profiles**.

3. Click the **Profile +** icon at the top right to add a new profile.

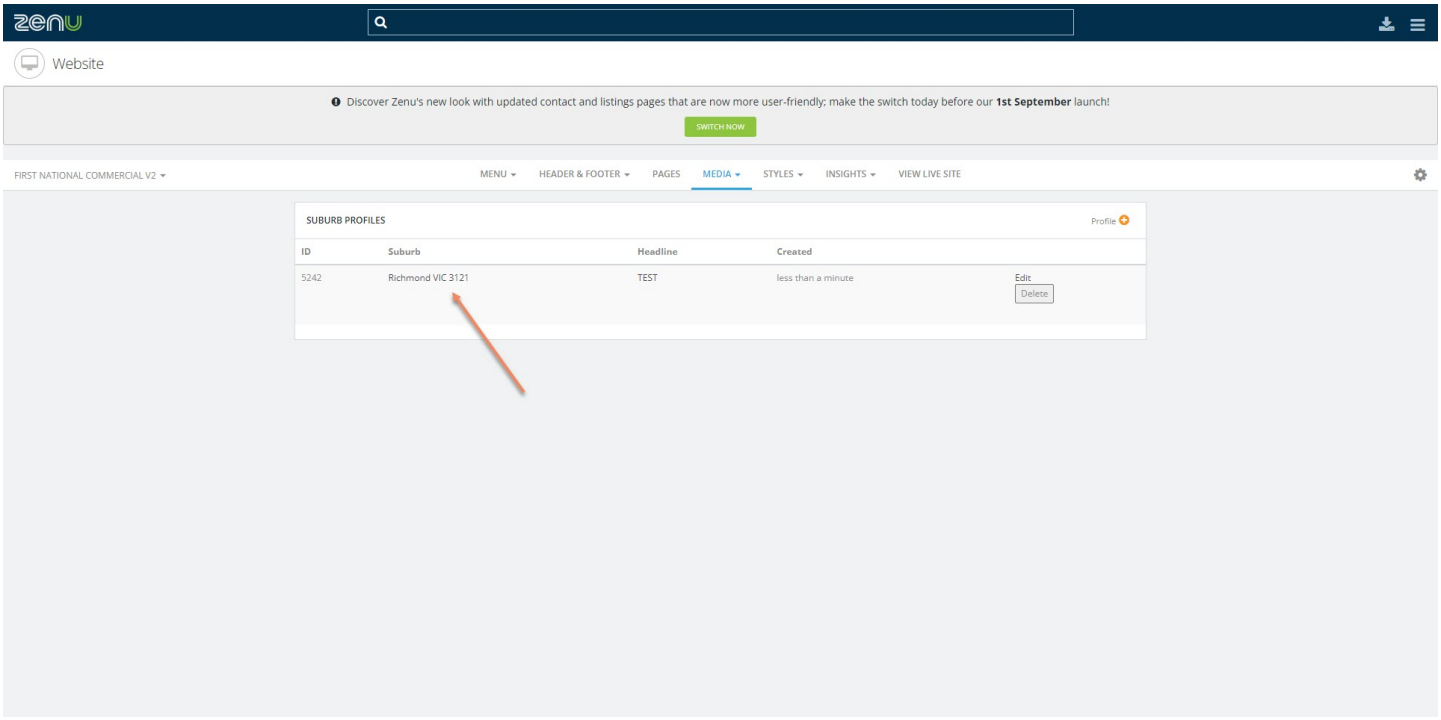


4. Once you're in to the **New Suburb Profile** page, you can head to the dropdown list and locate your suburb of choice.

5. Next you can input the Headline, Blurb, and Body. The headline will be title of your suburb profile, the blurb will be a lead in to the suburb profile, and the body will be the suburb profile itself.

6. Once you have filled out the fields you can select **Save** at the bottom right.

7. Once saved, you will be taken back to the suburb profile list. To add an image, click on the suburb profile that you have created.



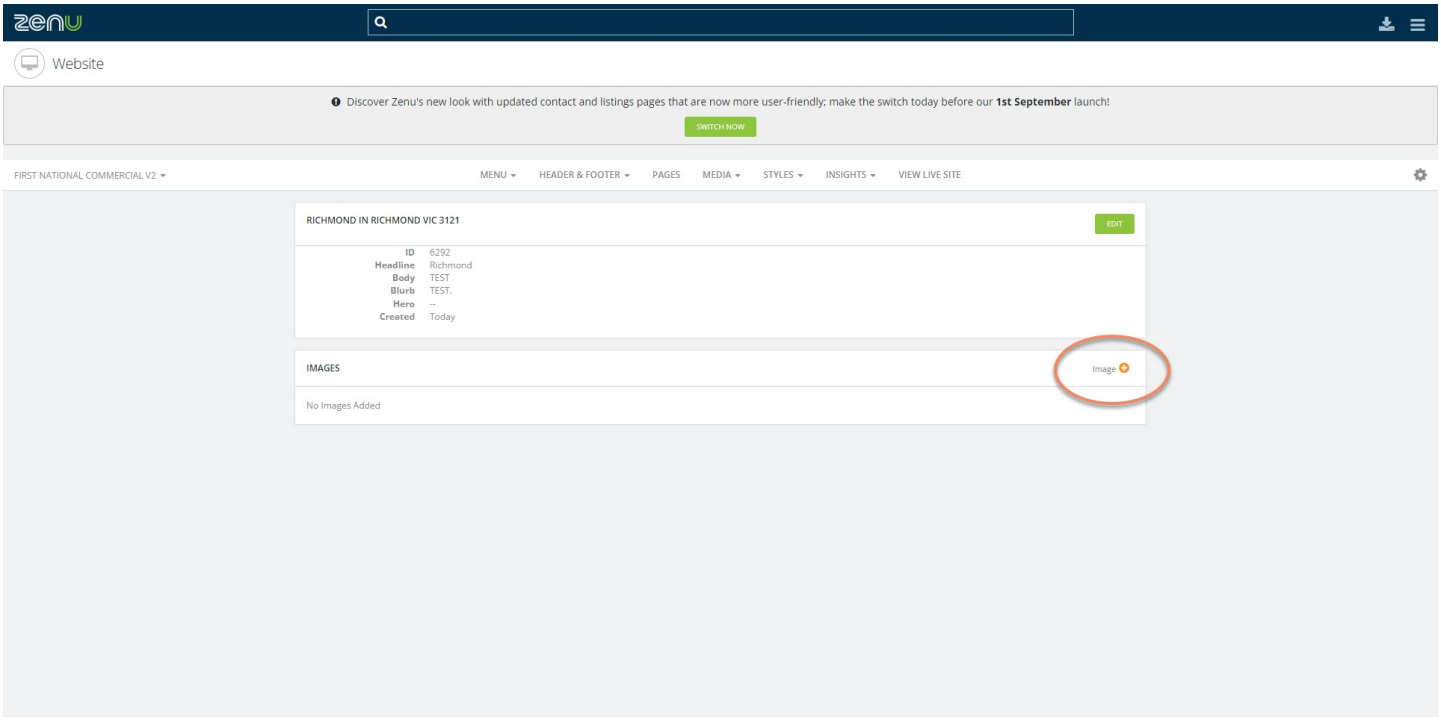
8. Click on **Image +** and then **Select Files**

9. Once you have selected your image, click **Upload Files**.

10. You can also include places of interest in your suburb profiles. Click back into your suburb profile and select **Places +**.

11. Similarly to the suburb profile itself, you will then be prompted to add in the Headline, Blurb, and Body. After these fields have been filled in, click **Save**.

12. To add an image, click on the place of interest and then select **Image +**.



13. Follow the same image selecting steps highlighted in step 8 and 9.

14. For more information on how to add a page to your website to house your suburb profiles, click here and follow these steps from Zenu.

On A V1 Zenu Website?

If you are utilising a V1 Zenu website, you can contact the Zenu support team via email at support@zenu.com.au, or via phone on 1300 136 063. They will be able to advise the best way to go about adding suburb profiles on their V1 builder.

With Another Provider?

If your website is with a provider other than Zenu, you will need to make contact with their relevant support team, so that they can advise how to go about uploading suburb profiles to your website.

Blog

Having a blog on your website is a great way of increasing site traffic and attracting new visitors. It also makes your website more memorable to visitors as they are consuming your content rather than flicking over your home page. When a user reads your blog they are engaging with your site and your office, this improves the chances that they will remember you over competitors where they just browsed a generic home page.

Not all of your blogs have to be property or real estate related however. The blogs put out by head office have a focus on 'lifestyle' to widen the appeal of the article and push out the First National brand. For example, our blog 'Autumn Arts & Crafts for the Extended School Holidays' which we released in March 2020 has been viewed more than 60,000 times. Other blogs like 'What to do in self-isolation', 27,000+ views and 'Handy hints for your home while housebound', 21,000+ views, also saw high levels of traffic through to the site.

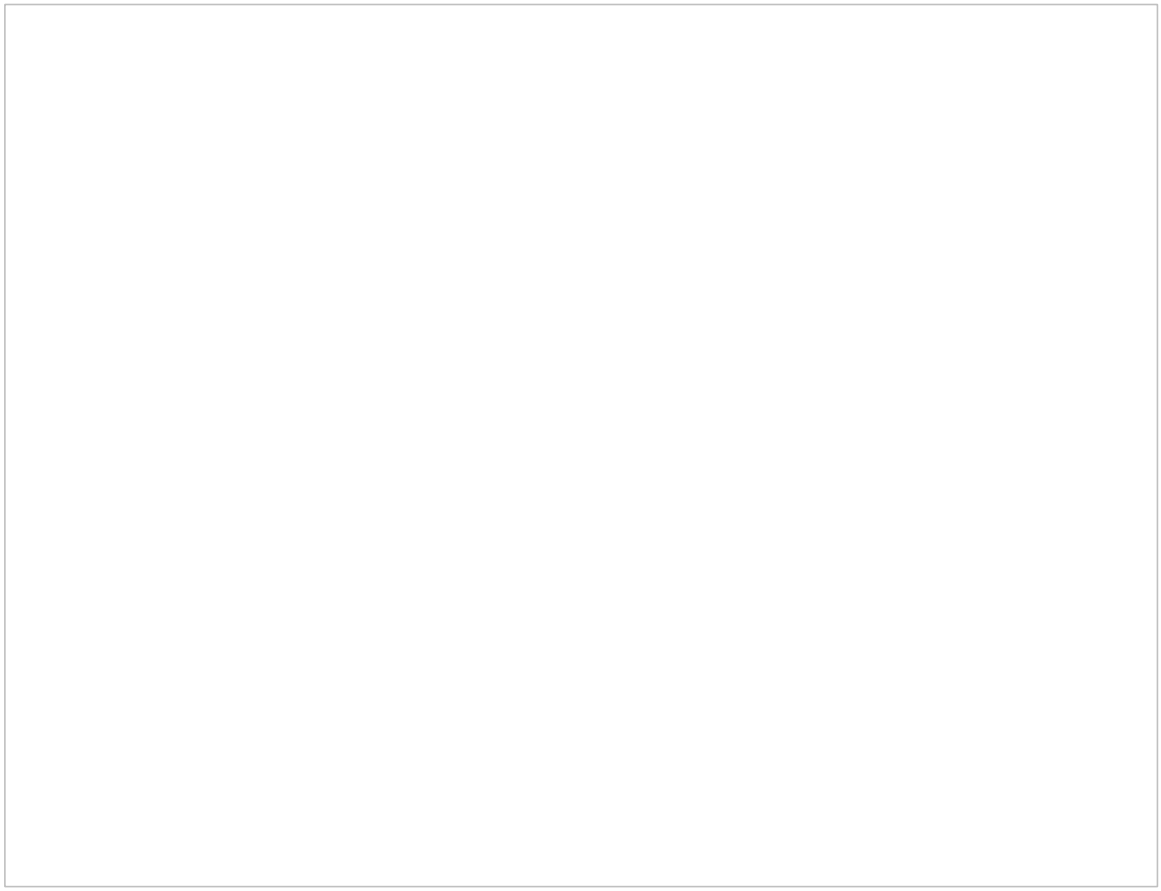
How to come up with blog topics

Coming up with topics consistently for your blog can be tough and can ultimately be what stops people from writing a regular blog.

Look at what is happening in your local area like large development projects or community events.
Write about law changes to do with property management or sales to demonstrate you are always on top of legislation - COVID was a great opportunity for this, especially for blogs targeting landlords not satisfied with the service and level of communication their current agency was giving them.
Tips and tricks for readying your house for sale or quick ways to improve the value of your home.
Common questions you get asked by clients - you can just look through your inbox and see what consistently pops up.
Look at what your competitors are writing about for inspiration
Things going on in the office - awards, staff achievements or work you do with the local community charities.
General lifestyle blogs on things that your average consumer would be interested to read - https://content.firstnational.com.au/blog/category/lifestyle/

The below offices are some good examples of blogs:

First National Westwood - https://www.westwoodfn.com.au/blog
First National Palm Beach - https://www.palmbeachfn.com.au/blog
First National Rayner - https://www.raynerrealestate.com.au/articles/
First National Byron Bay - https://www.byronbayfn.com.au/property-locals-lifestyle/
First National Wal Murray - https://www.walmurray.com.au/blog
First National Neilson Partners - https://www.neilsonpartners.com.au/blog



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Google Reviews

Google Reviews are a powerful tool to get your website ranking and to position yourself locally as a leading agency.

Your Google reviews are important for two key reasons; they are tied with your rankings in the Local Map Pack results, where your goal should be in the top three, and the organic ranking of your website. These results are especially prominent on mobile devices where around three-quarters of people make their real estate searches.

Make sure the Gmail account linked to your Google My Business (GMB) listing is configured to send you email alerts when somebody leaves a review. All reviews, positive or negative, should receive a quick response as this signals to Google that your business is active, responsive, and worthy of being listed higher in search results.

To reach a prominent (top 3) Local Map Pack position and elevate your website's ranking to the highest possible position, it's essential to ask for Google Reviews at the moment customers are most happy.

What should you do

You should put in place a process within the office to follow up recent satisfied clients for Google Reviews. If you need help in establishing a plan to get Google Reviews you can contact Stewart Bunn the Chief Communications Officer at Stewart.Bunn@firstnational.com.au.

You should then be responding to all reviews, either thanking clients for positive reviews or resolving conflict with negative reviews. If you need guidance on responding to negative reviews you can go to FN Central or contact Stewart Bunn.

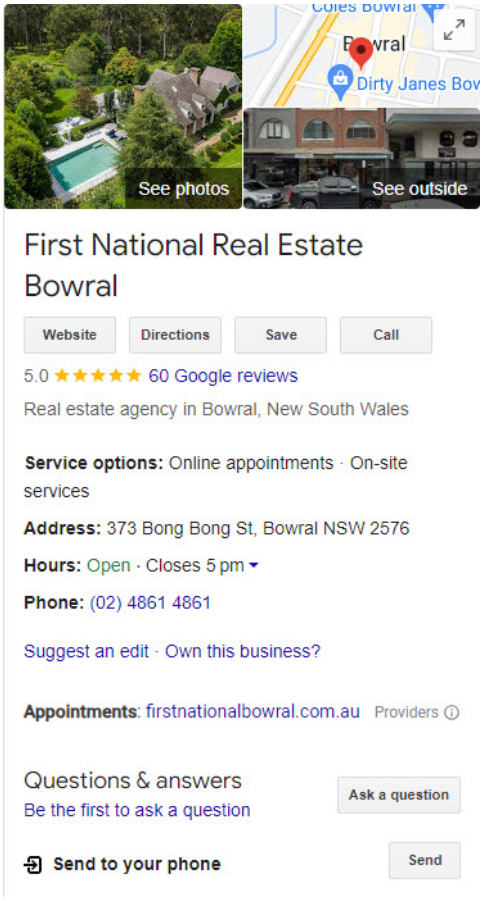
As you are up against your local competitors for the top rankings on Google you can easily benchmark your reviews against theirs. As a basic guide you will want more reviews than your direct competitors and a higher ranking. While this isn't a guarantee to place above them immediately, in the long term having more reviews and a higher average will have you well placed.

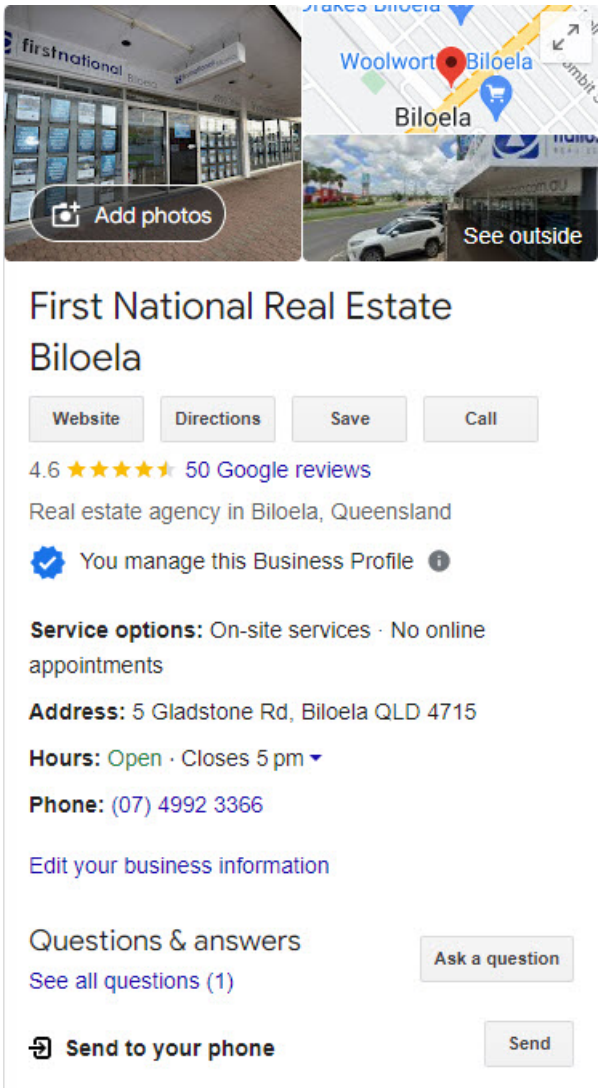
Google Business Profile

You should delegate one person within your office to follow up recent satisfied clients for Google Reviews when a salesperson or property manager asks. Ask your Business Growth Manager for a Google Reviews acquisition template or contact Chief Communications Officer, Stewart Bunn at Stewart.Bunn@firstnational.com.au.

Your Google Business Profile account is important in ranking in Google as it is a Google product and the more you use it, the more you can expect to get out of it. Therefore, you should make sure you have completely filled out all of the information. On top of that, you should try and post new photos to your profile periodically to keep it fresh.

You can also make posts from your Google Business Profile account which will be viewed by people looking for your office or real estate offices in your local area. Some good things to post are OFI's, new listings or the latest blog articles you release. This can be automated through Social Express just like your Facebook and Instagram posts.





Google Review Implementation strategy

1. Principal holds sales meeting and tells everyone Google reviews are the priority until the agency dominates the number of reviews and star rating in the Google 'Map Pack'

2. Salespeople arguing that their REA or Rate My Agent review panels are more important are informed that while these portals hold value, they provide no SEO benefit to the agency's website's organic ranking – and while the agency doesn't appear in the top 3, everybody loses business to competitors

3. Everybody is then regularly reminded that when something good happens, we ask for a review and say we will email a link to our review panel

4. One person should then be delegated the role of sending out the proforma emails

5. The sales staff and PM staff then tell him/her to send the buyer, vendor, tenant or landlord pro forma review request when appropriate (and provides the email address to send it to)

6. Time is of the essence. The email MUST arrive straight after the request is made

SEO Tips

There are some key best practices you should follow on your website to set it up the best you can for it to rank. Below are some of the easier to implement things you can do on your website.

Meta Tags

On each page of your website and any new blog articles you should be adding a meta tag and a meta description. These tell Google what the page is about and are also what users see when they get to the Google results page. They don't directly influence the rankings of your pages but they do influence the click-through rate of users which the higher it is can boost a page's ability to rank.

Therefore, it should accurately describe what the page is about. As a general guide, put your office name and the page title in the meta tag and then a short summary of content in the meta description.

Your title tag should be 50-60 characters in length and your meta description should be 150-160. It should be noted they can be longer but will be cut off at 60 characters (for title tags) and 160 characters (for meta descriptions) so it is recommended you keep them in this range.

Page Speed & Images

Websites that load slowly are penalised by Google and are much harder to rank, on top of this users will drop off by closing the tab and going to a competitor if it doesn't load in a reasonable amount of time.

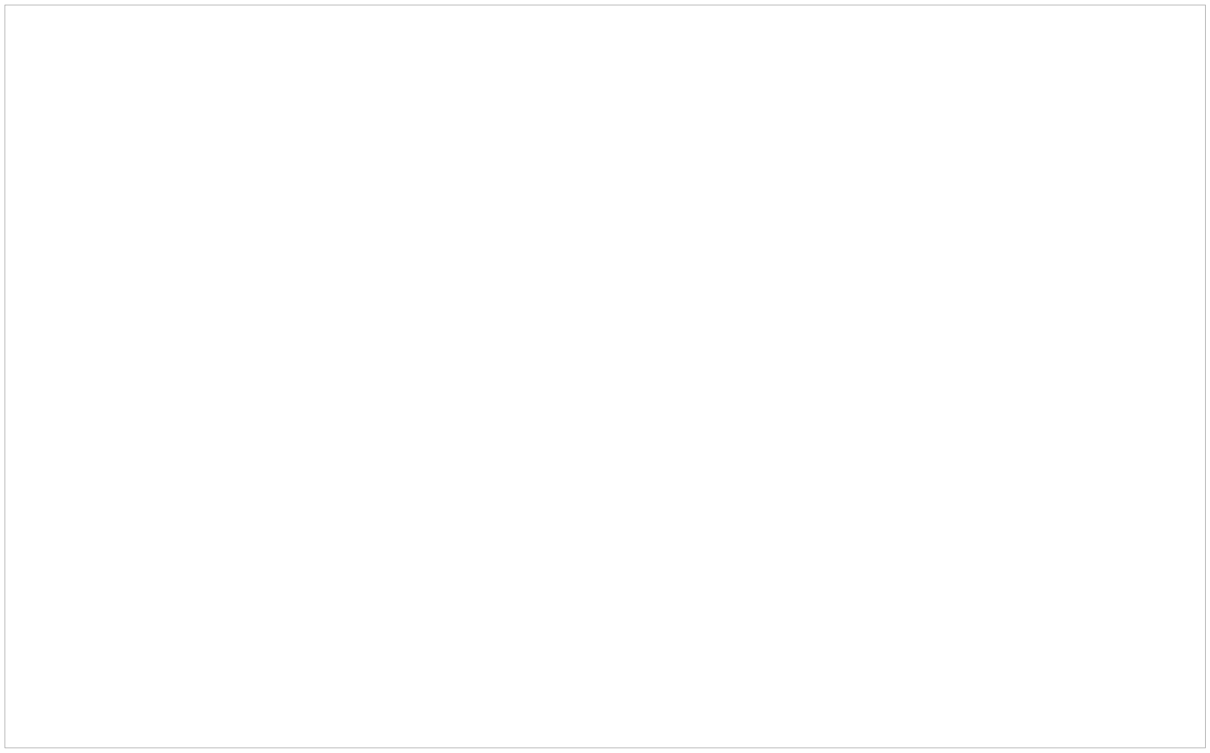
The most common reason for slow load times on agent sites can be put down to the huge file sizes of high-quality listing images that sit on the home page. Therefore you (or your photographer) should be reducing the size of these images before being loaded into your uploader.

As a guide you shouldn't be using images over 1MB in size, try get them closer to 500KB while also maintaining image quality. There are a variety of tools that can be used for reducing image size, for example Tiny JPG is a free and easy to use online tool.

Google Analytics

Google Analytics is a great tool for tracking website traffic and looking into how visitors engage with your site, what pages they visit, how long they spend on your site, where they are located, what device they use and countless other things.

If you don't know if you have a Google Analytics account or need one set up, contact Head Office at support@firstnational.com.au and we can help set one up for you.



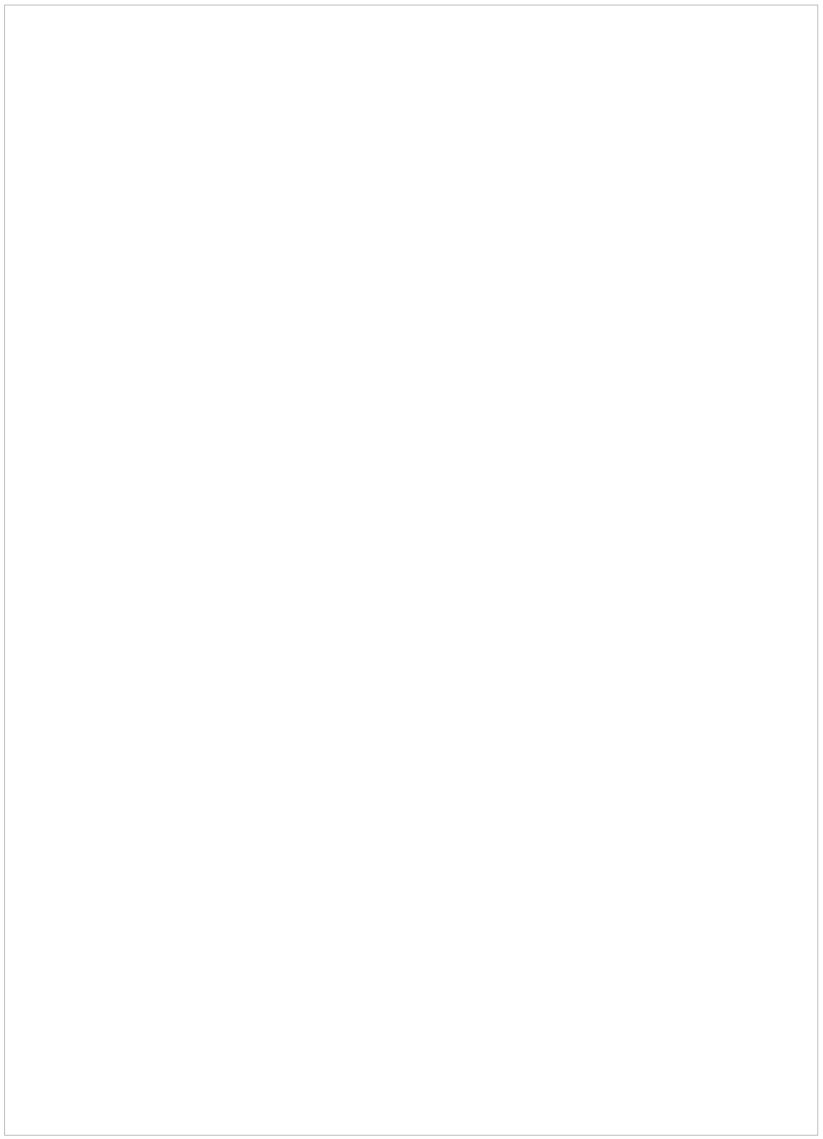
Social Media & Paid Advertising

Social Media

Being active on social media can have positive impacts on your website performance as well. It is good to allocate some budget each week or month to boost posts on Facebook that link back to your website. This might be a new listing or your latest blog article.

When posting on social media without boosting the post you can expect to reach around 6.4% of your audience, so if you have 500 likes on your page about 32 people will see it. This can change depending on how much interaction (likes, comments, shares) the post gets, the more interactions on a post, the more people it will get shown to. Therefore try to boost posts where appropriate to make sure you are getting in front of the people who might be looking for your services or interested in your content.

At head office we have been promoting our lifestyle blog articles across social media, seeing really positive results. Over a 4 week period, our '[Autumn Arts & Crafts for the school holidays]' blog received over 60,000 page views from being pushed out on Facebook. This is an example of a lifestyle type blog that can be used to build awareness. The blog targeting activities for families to do at home during lockdown restricted school holidays had wide appeal to users who likely wouldn't have click on a real estate blog.



Hyperlocal Advertising

Online advertising is a really effective way of driving users from your target market to your website. It gets your office and brand in front of potential buyers, sellers, landlords and tenants depending on your goals.

Hyperlocal is First National's online advertising platform and it makes it easy for offices to launch digital ads targeting a qualified audience of people interested in property. It then drives these users back to your own website, rather than the main portal site like REA and Domain. This means you are paying to drive traffic to your website rather than someone else's site with your competitors' listings, and Google will notice the increase in traffic to your website and be encouraged to lift your position in search results – so it's an excellent investment.

For more information on Hyperlocal, including the campaign options and how to launch a campaign contact head office at 1800 653 666 or email support@firstnational.com.au. You can also find out more about Hyperlocal and other products by checking out our Products & Services eBook.