

Site Stickiness

A website's Stickiness factor refers to how effective the site is in engaging it's target audience.

Once you've achieved significant web exposure for your real estate offering, how then do you convert a visit into a sale?

Websites that convert real estate prospects into buyers have a return visitor ratio of 250+ uniques a month. This translates into approximately eight unique returnees a day.

These people found your website, became interested in your property and are continuing to check back for updates and/or price changes.

So what kept these people on the site long enough to make your property one for the Short List?

A website that successfully sells real estate, be it raw land, new developments, luxury homes or condos has the stickiness factor covered.

How do you make your real estate offering sticky?

Here's some quick pointers:

Site Navigation needs to be smart. Limit a visitor's choices, but make sure you've got the nuts & bolts in place.

Imagery is Key. Especially for American buyers.

Content...use words that put people on the property. Filter lot descriptions into their imagination. Evoke a dream.

Interactivity...sticky websites gives their visitors stuff to do. Clickable image maps/ plot plans & Request for Protective Covenants in multiple languages (both good ideas). Sweepstakes and "Buy Now" Incentives are also effective interactive elements to deploy when marketing real estate online.

The longer you a keep a new web visitor on your website, the far better the chances he or she will become a repeat visitor. Once a repeat visitor the odds of them making contact increase dramatically.

For many property owners and brokers the return visitor ratio of 250+ has been reached. Some of you may have web stats that reflect even greater numbers of repeat visitors. If you're not moving land or selling homes, something is wrong with the website.

Land Merchants monitor the statistics running on all of our client campaigns. When our campaigns reach 250+ repeat visitors a month our clients sell property. Regardless of property type.

The websites & strategies we deploy for our clients are STICKY. They're updated with good info on a regular basis. New incentives are being deployed all the time.

Land Merchants is offering a discount on "Sticky Copy for Real Estate." May through June 2009, land owners and brokers needing to increase a visitors' time on site will receive professional SEO copy writing services from Land Merchants at 15% discount.

New visitors who found us through our most recent Newsletter syndicated through Land and Farm .com can sign up to receive our newsletter directly and be entered to win a free website evaluation of your website's 'effectiveness in online conversion.'

Get sticky, call or email us today.