

## Real Estate Web Marketing Analytics

Breaking down the Data To generate qualified leads and sell land online, one must steadily build a repeat visitor audience. Most people making a purchase visit a web site on several occasions over several months before making contact. Things start to happen when the collective number of repeat visitors exceeds 250 individuals. Most of Land Merchants' client web marketing campaigns have reached this level and are growing at the rate of 40 – 50 persons each month. Top Pie Chart Image represents the results of a carefully planned and executed marketing campaign for a Real Estate Broker, with nearly all traffic sources being equal. Geographical Overlay Map of the US represents another client campaign, the aim of which is to develop product awareness & interest throughout the US. The Map indicates how many people visited the client's site from each state. Allowing us to identify 'hot spots.' The Graph (bottom right) shows 'time on site' peaking at 11 minutes, 40 seconds. Graph is taken from Sawmill Landing, a campaign launched in 2005, in which 95% of Phase I Riverfront lots sold out within 2 years. Sawmill's Campaign involved onSite & offSite SEO. Buyers included Germans, Floridians, Bahamians, Virginians and Canadians from the West Coast. We rely heavily on data generated through our analytics programs. Land Merchants' has worked with various Analytics applications. We are able to train our client's staff how to interpret reports and identify the most relevant information pertaining to their web marketing campaigns. For help deciphering your data get in touch.