

# January 2012



## Realtor® Website & Complete Online Marketing System

### NEW Theme, NEW Layout, NEW Look: Streamlined Theme

Your InCom Real Estate website has another brand new theme to choose from for both agents and brokers. This new Streamlined Theme offers a new way to display your widgets and content on your homepage, as well as provides a fresh new look.

The content area within the Streamlined Theme is completely open, allowing many different layout options for widget and content layout. Plus the

navigation tools appear in a sleek design across the top of the webpages and a unique frame along the bottom finishes off the clean, crisp look. If you are looking to fill your entire homepage with informative material and buttons this could be the theme choice for you!



### Introducing a NEW website feature: City Properties Widget

The InCom development team has been hard at work, creating new features for InCom agent and broker websites this new year. What better way to ring in 2012 than with a new widget to add to your webpages. This innovative widget is called City Properties and not only will it add color and content to your website, but it provides your guests with quick access to city and property type-specified listings. City Properties is another tool added to our list of InCom website features that promotes user-friendly navigation and is easy to implement.



To get started, remember to log in to the back office of your InCom website. Access your widget toolbar through the Widgets Manager and simply click and drag City Properties into the desired area. For customization, select the settings button on the widget and begin to localize. Add this new widget to your homepage to instantly inform your new visitors, that your website holds the information they seek and can get them there in just one click.

### Did You Know?

Your InCom website has many themes to choose from and all are completely colour customizable. After you select a theme option from your Theme Manager, you are not limited to the default settings. In fact, you can get extremely specific and change minor color details that just aren't working for you. In your Theme Manager, select the tab "Theme Customization". You will be able to view multiple pre-set options, but if you continue to scroll down and select "Custom" you will open up a panel below that allows for precise colorization.

### Question of the Month

**How many keywords should I use for search engine optimization?**

When you begin optimizing your InCom website for search engine rankings, use 5-10 keywords. This is a suggestion coming directly from Google. The reason why the limit is set to 10 is because too many keywords can spread your website out too thin and can even cause your website to get flagged as spam, resulting in an elimination from search engine rankings entirely. Aim for 10 keywords in total.

## Tips & Suggestions

Creating a website bio for your homepage is an important step in personalizing your InCom website and communicating with new visitors. If you are concerned about your homepage appearing too content-rich, consider eliminating unnecessary, flowery words and focus on what is important. You can also split up your paragraphs into short 2-3 sentences each for easy reading.

If you are at a loss of what to write for your Website Bio, try including:

- A unique selling point - What will one get out of choosing to use your services?
- Explain your area of expertise
- Mention the experience that you bring to the table

### FREE InCom Website Training Webinars

**RSVP Today!**

#### Basic Website 101 Techniques

This seminar will cover all of the basics with detailed step-by-step instructions and a live demonstration. We'll touch on all of the major editing options you have available to you as well as web marketing best practices and valuable promotion tips.

#### Advanced Website Techniques

A more in-depth look at your website's social media, SEO, and blogging capabilities. Learn how to streamline and integrate your online marketing initiatives and identify website tactics you can use to create a dominant web presence. We will be covering more advanced editing options, so we recommend attending Basic 101 first if you are not familiar with the basics.

Basic 101 InCom Website Training	Advanced InCom Website Training
Tuesday Feb 21 <sup>st</sup>	Thursday Feb 23 <sup>rd</sup>
Tuesday Mar 27 <sup>th</sup>	Thursday Mar 29 <sup>th</sup>
Tuesday Apr 24 <sup>th</sup>	Thursday Apr 26 <sup>th</sup>
Tuesday May 29 <sup>th</sup>	Thursday May 31 <sup>st</sup>
Tuesday Jun 26 <sup>th</sup>	Thursday Jun 28 <sup>th</sup>
Tuesday Jul 24 <sup>th</sup>	Thursday Jul 26 <sup>th</sup>

To RSVP, send an email indicating which session you are interested in attending to [learning@incomrealestate.com](mailto:learning@incomrealestate.com). Be sure to include your name and website URL in your RSVP.

\*\*Dates subject to change

You can also access video tutorials online at our InCom website

[www.incomrealestate.com](http://www.incomrealestate.com)

#### Looking for more tips and tricks?

We post marketing tips, technology tricks, social media strategies, and real estate articles to our social media profiles. Connect with us to stay on top of real estate marketing trends.

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#### Signing Off With a Smile

A broker was dismayed when a brand new real estate office much like his own opened up next door and erected a huge sign which read 'BEST AGENTS.' He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading 'LOWEST COMMISSIONS.'

The broker panicked, until he got an idea. He put the biggest sign of all over his own real estate office. It read:

'MAIN ENTRANCE'

**Have a great day from all of us  
at InCom Real Estate Web & e-Marketing  
Solutions**

