



# INCOM

REAL ESTATE

Web & e-Marketing Solutions






## Sort & Conquer

### Pre-Construction Condo Upgrade

Pre Construction Condos Real Estate | Page 1

City:	Occupancy Date:	Condo Type:	Apply
<input type="text"/>	Any <input type="button" value="v"/>	Any <input type="button" value="v"/>	
Builders:	Project Status:	Sort by:	
Tridel <input type="button" value="v"/>	Any <input type="button" value="v"/>	Any <input type="button" value="v"/>	

		
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Our Pre-Construction Condo page has been updated with new sorting options to make navigating your website even easier for website visitors. Your clients can now sort through your pages of pre-construction condos to access condos of interest in just minutes.

Looking to add InCom's pre-construction condos directory to your website menu? Simply follow the instructions below:

1. Log into your website using your Username/Email and Password.
2. From the Dashboard, select your Menu Manager.
3. Select "Add Item".
4. Fill in the Menu Item title and description (optional).
5. Under "Destination Link Options" select "Pre-Defined Pages".
6. For the "Path/Page Name", open the drop down menu and select "Pre-Construction Condo List - Pre-Construction Condos".
7. Select an icon (available on selected themes).
8. Move the menu item up or down within the menu by choosing the corresponding buttons.
9. Click Submit.

# ***Social Media Corner***

## ***Facebook Part 1***



### **Should I have a Facebook Account for my real estate business?**

You definitely want to have a Facebook page to represent your real estate business over social media. So if there is ever a time to dive in - the time is NOW.

### **Why Facebook?**

Facebook currently has over 500 million users worldwide, with 50% connecting daily. The amount of traffic that is generated on Facebook matches that of Google. With the abilities to "like" and "share", this is a great medium for gaining referrals. Many people use Facebook to find information and recommendations, and offer their own positive feedback/opinions by simply clicking "Like" on a post or page.

### **On Next Month's Social Media Corner:**

Facebook Part 2: Now that I have a Facebook Account, What do I do Next?



## Question of The Month

### What are Unique Visitors?

The Unique Visitors section within your Visitor Traffic Report tracks new visitors to your website. Every number represents a person who has visited your website for the first time.



## Tips & Suggestions

For better Search Engine Optimization results, replace pre-written content on your website with original content. Your Buyer and Seller tips are a great place to start.

You definitely have some tips of your own, so add them or create new pages with your own information.

Original content looks great to search engines.



## Did You Know?

Did you know that the term 'Sticky content' refers to content published on a website, with the purpose of getting a visitor to return to that particular website or hold their attention and get them to spend longer periods of time at that site?

Tools such as **Blogging**, **Videos**, **Up-To-Date Real Estate News**, and **Save Searches** available on your InCom website work together to help generate stickiness.

## Free InCom Training Webinars

Basic Website Training Webinar	Advanced Website Training Webinar
Monday June 24th, 2013	Wednesday June 26th, 2013
Monday July 29th, 2013	Wednesday July 31st, 2013
Monday August 26th, 2013	Wednesday August 28th, 2013
Monday September 23rd, 2013	Wednesday September 25th, 2013
Monday October 28th, 2013	Wednesday October 30th, 2013

**RSVP by email to register for our webinars at [Learning@InComRealEstate.com](mailto:Learning@InComRealEstate.com). Within the email indicate which sessions you will be attending. Include your name and website URL.**

You can also access video tutorials in your Dashboard under the HELP FACILITY.

## ***Interested in More Tips & Tricks?***

We also 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.



## ***Take a Break, Have a Laugh!***

