



WORDPRESS

As The Core Of Your Web Presence
by Brian Tercero

Senior Vice President Marketing & Technology
Prudential Santa Fe, Sandia, North Valley, InterMountain, Real Estate

Connect with me on:
[Twitter.com/briantercero](https://twitter.com/briantercero)
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Coming Soon:
LittleLightInteractive.com
Inspired Wordpress Web Design



Goals of this class

- To present an online marketing strategy showing how everything should come together so that way we have a clear direction
- To understand why we should use Wordpress
- To be able to buy a domain name
- To be able to setup our web hosting
- To be able to setup a Wordpress site, install plugins & themes and see how easy it is to add content
- To encourage you to take action

“A journey of a thousand miles begins with a single step.”

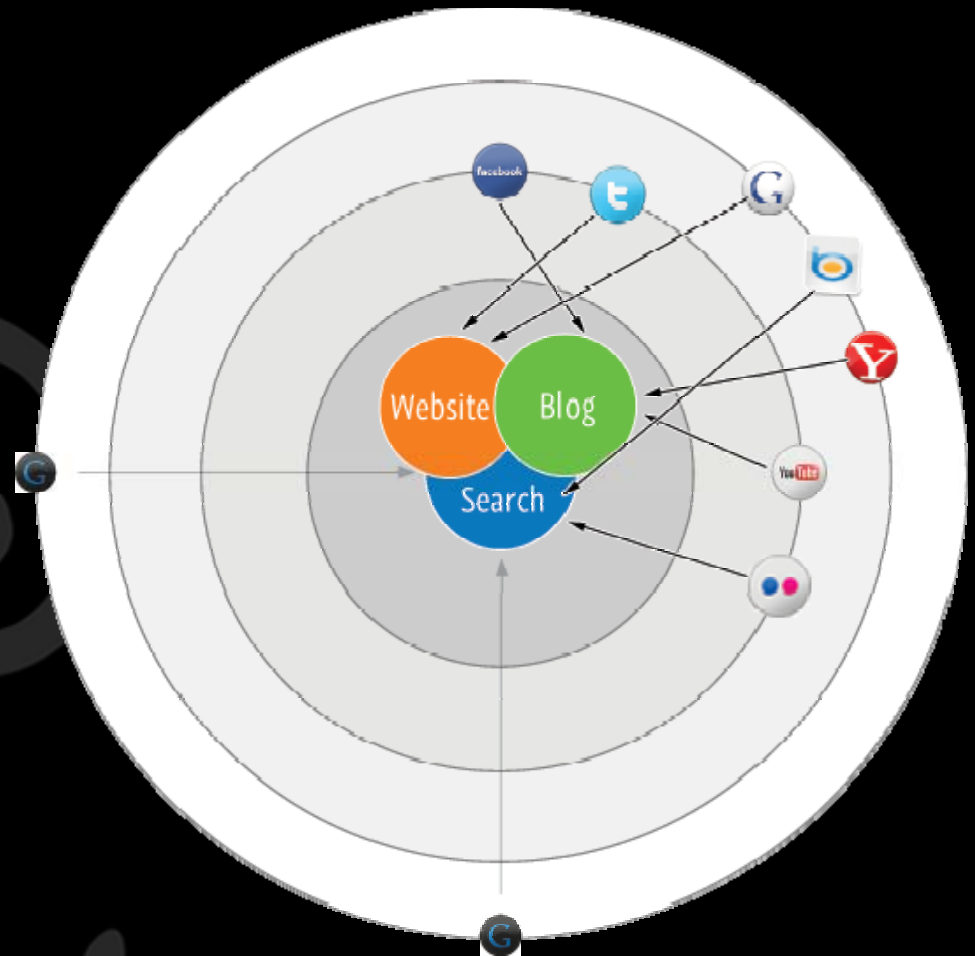
Outline

- An online marketing strategy
- What is Wordpress?
- Why Wordpress?
- Select a domain name
- Select a web host
- Installing Wordpress
- Recommended Plugins to start
- Installing themes & plugins
- Publishing content
- Adding a real estate search with lead capture
- Answer the important questions

Do you remember the good OLD days? (2 years ago)

- We needed a web site to sell ourselves
- We needed a blog to do daily updates
- We needed a web site with a real estate search
- How do we tie all these together?
- Having multiple sites makes it difficult for the average person to be effective.
- It is difficult to focus search engine marketing and social media efforts because you have too many targets.

Without a CORE, efforts in other areas are going to be ineffective.



Some STILL don't have a CORE site

- Some people are investing time in social media without a CORE in place.
- This makes it extremely difficult to do business.
- All your efforts should direct people to your CORE.
- Operating without a CORE is like standing outside on the street with a GRAND OPENING sign before you have even finished building your restaurant.



Wordpress – Keep it simple!

- With Wordpress, we can consolidate web sites and focus on building one, powerful, web site.
- Wordpress is your web site.
- Wordpress is your blog.
- Wordpress is your search site.
- ALL online marketing efforts can be aimed directly at your core.
- Focus on creating valuable content on a consistent basis.
- Provide a user friendly real estate search.



What is Wordpress?

- WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time.
- More simply, WordPress is what you use when you want to work with your web site software, not fight it.

"No action, no change.
Limited action, limited change.
Lots of action Change occurs."

Why Wordpress?

- User Friendly
- Its Free!
- SEO Friendly – 90% of it is done automatically
- Easy to change the design
- Used by over 18 million users
- Lets you focus on publishing your content
- Its NOT just a blog, its your web presence.

"You're a doer, because you're prepared to make the necessary effort to translate your dream into action."

Wordpress.com vs Self-Hosted

- Wordpress.com hosts your blog for you. You are limited in control and what you can do with it.
- Self-hosted Wordpress you have full control over it. You will need full control to add the themes, plugins, real estate search tools necessary.
- Bottom Line – You Need To Go Self-Hosted!

"Use the word PERHAPS to change your negative beliefs to possibilities that invite ACTION and, ultimately, to positive beliefs and probabilities."

Domain Name

- Use Google keyword tool to estimate traffic
- Make it keyword rich, target the traffic
- Make it memorable (Vanity domain for branding)
- Domain extension (.com, .net, .org?)
- Domain names are like bottles of wine. The more they age, the more valuable and desired they become.
- Domain names do not do you any good sitting in your account. Activate them and build a one page web site and let them start building credibility.
- GoDaddy.com – (480) 505-8877 – Customer Service – Call, they will walk you through it.

"Personal action is your
pathway to success, even if it
is a little bit at a time!"

Web Hosting

- Pick the right web host and keep it simple.
- Hostgator.com - 1-866-964-2867
- Purchase the \$4.95 per month plan
- One Click Install of Wordpress with Fantastico
- Web hosting is inexpensive and worth the \$

"Let your first hour set the theme of success and positive action that is certain to echo through your entire day. Today will never happen again."

Installing Wordpress

- Wordpress is famous for the 5 minute install.
- Sign up for hosting, login to the cpanel, go to Fantastico one click install, install Wordpress.
- Lets go install Wordpress!

Don't let the fear of the time it will take to accomplish something stand in the way of your doing it. The time will pass anyway; we might just as well put that time to the best possible use.

Recommended Plugins to Start

- Google XML Sitemaps – Tell Google to stop by and visit
- Google Analyticator – Track your statistics
- Contact Form 7 – Be able to be contacted
- Akismet – Block spam
- Social Bookmarking: AddToAny, Sexy bookmarks, pick your favorite
- All in One SEO Pack - Or use the Thesis theme

“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

Adding a Real Estate Search

- A good real estate search is critical.
- It should be user friendly.
- It should provide detailed info of MLS listings.
- It should call people to action
- It should alert you when an inquiry is made.
- Diverse Solutions
- iHomeFinder
- Lets go see some of these searches in action.

“I don't wait for moods. You accomplish nothing if you do that. Your mind must know it has got to get down to work.”

Publishing Your Content

- Wordpress lets you focus on your content
- Good content will attract visitors.
- Great content will produce customers.
- Wordpress has lots of help, Google it.
- Lets go add some content.

“Work while you have the light.
You are responsible for the talent
that has been entrusted to you.”

Selecting a Theme

- Thesis - \$87
- Headway - \$87
- Brian Gardener Agent Theme - \$99.95
- Or use a free one.
 - Strive for simplicity
 - Check for Browser Compatibility
 - Be Aware of the Terms of Service
 - Don't spend a terrible amount of time on design right off the bat.
 - Focus on your CONTENT!!

“I know the price of success:
dedication, hard work, and an
unremitting devotion to the things
you want to see happen.”

Success By Design

- Use graphics sparingly and with purpose
- Simple is better
- Direct visitors to the following with strong calls to action (graphics or large fonts)
 - Search for Homes
 - What's Happening With The Market
 - Tour Neighborhoods
 - Read our Blog
 - How Much Is My Home Worth

Need ideas for content? Visit the Tomato blog.

“Don't waste life in doubts and fears; spend yourself on the work before you, well assured that the right performance of this hour's duties will be the best preparation for the hours and ages that will follow it.”

This Presentation in 6 Steps

- 1) Google “keyword tool” and find out where the searches are.
- 2) Visit GoDaddy.com and buy a domain name.
- 3) Visit HostGator.com and buy hosting.
- 4) Call GoDaddy.com and ask them for help to point your domain to your new web hosting account.
- 5) Log in to your control panel, and install Wordpress with Fantastico.
- 6) Log in to your new Wordpress site, and get busy!
 - Add a real estate search
 - Add your plugins
 - Install your theme
 - Start adding content

Tech Support are your friends! Call them and let them walk you through it!

Godaddy: (480) 505-8877

Hostgator: 1-866-964-2867

Now we know how to take control of our web presence, and we can begin to build our CORE and a powerful web presence.

Closing Thoughts

- There are no excuses for not having a web presence.
- If you are not updating your web site at LEAST once a week, you need to start doing so.
- If you are unable to update your web site yourself, you need a new web site.
- A strong web site allows you to build long term equity for yourself and your business on the Internet.
- Wordpress lets you focus on your message.
- Wordpress is easy, its free and its powerful.
- Wordpress has quickly become a staple in the Real Estate industry.
- You have to take action!
- If you have MORE MONEY then you have time, hire a professional to do the work for you. If you are TIME RICH, you can do it yourself.

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