**Real Estate Website Sitemap**

**Home**

Nav:

Home

Services

About

Contact

Portfolio (“Web Designs” for now setup like template page, and like the template page, it can’t take up the whole screen vertically so people can see that they can scroll). – Case Studies, Testimonials, Web Designs

Templates

Resources

Main Section:

* Welcome
* We help real estate agents utilize innovative technology and digital marketing efforts to bring in more high quality leads.

Slider

* Consulting, Email Marketing, Social media marketing, Online PPC Ads, Content Marketing, Web Design, SEO

Home Section:

Case Study

What We Do:

* Consulting, Email Marketing, Social media marketing, Online PPC Ads, Content Marketing, Web Design, SEO – Setup with one half of the page having the services in 2x8 column and then the description on the side change every time one of them is clicked.

Our Process & How We Work

Listen – Understand the situation

Plan – Formulate a plan

Implement – Implement the plan

Evaluate- Analyze the results

Optimize- Readjust and optimize

Latest Blog Posts

Contact

**Services**

* Consulting, Email Marketing, Social media marketing, Branding, Online PPC Ads, Content Marketing, Web Design, SEO – Have own separate page for each of these and for each different viewer. On these pages, describe what we do, and then how it helps them. At the bottom, list the other marketing services that we offer. It goes overview and some sentences, then key features bullet points, then how it helps you key features and bullet points, then statistics, then other services we offer. Have the “who we help” at the bottom as well.

Side image ideas:

Consulting: People Talking one-on-one with books in the background.

Email Marketing:

Social Media Marketing: Lots of technology with social media icons photoshopped in.

Online PPC Ads:

How This Helps You:

Tells Your Story

Increases Visibility

Saves Time

Handled Professionally

Our Process & How We Work

Listen – Understand the situation

Plan – Formulate a plan

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Evaluate- Analyze the results

Optimize- Readjust and optimize

Ready To Start A Project? Contact form

(Make separate page for 3 different people, as well as one generic one)

**About Us**

Circles with video page

Who We Are & What We Do

Our Values

Our Main Goals

Our Process & How We Work

Listen – Understand the situation

Plan – Formulate a plan

Implement – Implement the plan

Evaluate- Analyze the results

Optimize- Readjust and optimize

**Contact**

Basic contact page. Look at other websites for inspiration

Medium amount of text with some business info on one side with the contact box on the other.

**Design Portfolio**

Look for inspiration for this page.

Make them take up 2 per page before we have enough to make collection of them.

**Testimonials**

Find inspiration for this page.

Make them take up 2 per page before we have enough to make collection of them.

**Agents**

We help Real Estate Agents get more clients and maximize their potential through strong online marketing efforts.

Unlock your growth by building your digital brand.

From building you a beautiful website, to creating & running online ads, to 1-on-1 consulting, we operate across your entire online marketing strategy.

Our digital marketing services can help the ambitious achieve their goals faster. You can focus on sales, and leave all the marketing to us.

New client demands, new competition, and evolving technology. Let us make sure you’re always operating with the best and current marketing efforts.

How This Helps You:

Tells Your Story

Increases Visibility

Saves Time

Handled Professionally

**Web Development**

**Home Body Text & Services Page Text**

* Having a website

Your website is what represents your real estate business in the online digital world, why not have the nicest place on the road? Whether you want a beautiful template or a fully-custom website unique to yourself, we got you covered with a high-quality site that is going to stand out and deliver powerful results. According to \*Blue Corona, 48 percent of people cited that a website’s design is the No. 1 factor in determining the credibility of a business. You want to make sure your web design is in good hands; and with us, it is.

**More Info Heading Text**

* A nice website attracts more prospects
* Our main goal is to produce a beautiful web design for your business to make sure it’s represented online in a stunning fashion. Leave it to us to create something that will increase your online exposure and attract more clients.

**More Info Body Text**

* You need a website that’s going to represent your business well in the online world and that’s exactly what we can help you accomplish here at ePalace. We work with real estate professionals both big and small to create awesome websites that produce results.
* At ePalace, we want are websites to come with more than just amazing looks. All of our websites are mobile responsive, google friendly, SEO optimized, and built to generate more leads and bring you more clients.
* We take pride in producing high-quality websites and come to work inspired and ready for new opportunities to be creative and make beautiful digital solutions for businesses.
* We always make sure to take your wants, desires, and needs into consideration so your website can be perfectly tailored to your real estate business and be aligned with your bottom line goals.

**How It Benefits You**

Establishes your credibility

* Your website will serve as the first impression of your real estate business for most of your leads. Having a nice easy-to-use website lets people know that you take your business seriously and gives them reason to trust in you and your credibility.

Gives You An Online Presence

* In the 2019 digital world where most people perform a lot of their activities on electronic devices like computers, tablets, phones, etc., it’s a good idea to have an online presence in order to reach more people. Having a website establishes your online presence and gives your real estate business its own space to be found in the digital world.

24-7 Availability

* When you have a website with helpful information on it, clients are able to your site, get assistance, and have some of their questions answered online whenever they need to. If a client is up at midnight thinking of selling their home, they can find you and find you and your services. This can really save you some time and effort.

Easily Updated

* Not the case with all websites, but if you decide to work with us, you will be able to keep your website updated with your current ideas and listings by using the user-friendly CMS we build into our websites. We understand that a real estate agent needs to update their website consistently without hassle, and we got you covered.

Create Return Business

* Your client will probably lose your business card after some time, but they’ll always be able to find you online if you have a website they can search for.

Online Shoppers Are Fast Buyers

* People who shop online are shown to be quicker and more eager to make purchases. This is huge when it comes to real estate! You want to get the people who are most ready to make a deal, and those people are online.

Information

* Having a website allows people to visit it and get all the information you can possibly provide to them through digital means. Prospects don’t want to wait to satisfy all of their curiosity. A website can answer enough of their questions to hold them over before they’re able to meet with you. It also makes it easier for them to prepare good questions of their own.

Branding

* You can establish your brand and overall feel with a nice website custom to your liking. Colors, fonts, images, and more that all relate to the feel you want to create.

We work with those (agents/Brokers/Investors) who, big or small, are forward thinking and looking to give their visitors the user experience that they desire when they come to a website.

Web design is what we truly specialize in and originally how our business came to be. Your online representation is in GREAT hands.

All of our websites are also Google friendly and built to rank well in the search engines. You can read more about that in our SEO section here\* if you’d like.

How A Nice Website Benefits You:

* Establishes your credibility – Your website will serve as the first impression of your business to most of your leads, and we can make sure that you make a fantastic one. If you get a website from us, you will be represented online in a nice and professional way. The info on it can display your expertise and knowledge on real estate
* Makes You Available At All Times – Clients are able to find help and have some of their questions answered online. If a client is thinking of selling their home at midnight, they can find you. Which can also save you time.
* Accessibility – Having a nice website people can help you get in front of new eyes and stretch your market. People search online first for everything nowadays
* Easily Updated – You can keep your website updated with your current ideas and listings with the user-friendly CMS we build into our websites.
* Gives You An Online Presence – Having a website allows you to connect with prospects through a new outlet.
* Create Return Business – Your client may lose your business card, but they’ll always be able to find you online if you have a website they can search for.
* Initial Introduction To Prospects – Having a website allows you to put your desires, goals, previous work, and more in a place where people can see it before they even meet you. You control what goes on the website, so you have some control over their initial impression of you. We can help you make sure it’s a great one to say the least!
* Information – Having a website allows people to go there and get all the information you can possibly provide to them through digital means. Prospects don’t want to wait to satisfy all of their curiosity. A website can answer enough of their questions to hold them over before they’re able to meet with you. You can give them digital products
* Branding – You can establish your brand and overall feel with a nice website custom to your liking. Colors, fonts, images, and more that all relate to the feel you want to create.
* Online Shoppers Are Fast Buyers – People who shop online are shown to be quicker and more eager to make purchases. This is huge when it comes to real estate!

Stats:

84% of consumers believe that small businesses with websites are more credible.

Our Process:

Preparation- Meet with you to discuss goals and preparation for project

Wireframes – Create the black and white skeleton of the site

Design – Add in colors, fonts, images

Program the site – Actually put the site on the web.

Training – Train you how to use the site and make updates to it yourself

Launch – Launch your site out into the world.

Prices:

**Consulting**

Home Text -

The climate of the business market is always changing, especially when it comes to Real Estate. With fluctuating customer demands, new competition, and evolving technology, it’s important to be always be adapting to the times and optimizing your marketing strategy by using the most effective strategies that are bringing results right now in the current market. We do all of the studying to provide you with the info you’ll want in order to perform at your best.

Save Time

* By allowing someone to do a lot of the marketing studying and research for you and then consult with you about it, frees up all of that time you would have to spend doing it yourself.

Concentrate Forces

* You can expend a lot more time, energy, and focus on other aspects of your business that need your attention by letting someone consult you on how to maximize your efforts.

Synergy Effect

* By combining your knowledge with the knowledge of an expert marketing consultant, great ideas that wouldn’t have come about by either person alone can be brought to the surface and executed on to get tremendous results.

Lifetime ROI

* Marketing methods and the ones that work will always change with the times, so half of the knowledge you gain by consulting with an expert will be obsolete within a few years. But, that other half is made up knowledge that will last 10 years, 20 years, or even your whole career. The ROI on consulting with a marketing expert is tremendous.

We don’t just handle your marketing, but we provide 1-on-1 consulting so you can understand everything going on and provide your unique input as well.

We make sure to keep our knowledge up to date

We serve as the man in your corner that makes sure your marketing efforts are not only effective, but optimized to be the MOST effective they can be.

We can support your Real Estate business all the way from forming a marketing strategy, to closing a deal.

We take your goals into consideration to find which tools, platforms, strategies, and other resources will work best for you.

A digital strategy for Real Estate enables Agents/Investors/Brokers to achieve their goals faster and accelerate the growth of their business.

Our consulting process is highly collaborative and we ensure good communication so we can understand ideas and come up with the best and most creative strategies.

There’s an overwhelming amount of marketing strategies out there that you can try out, our marketing expertise can help you find which strategies and outlets will work best and be most effective for you and your goals.

You can’t hit a target if you don’t aim for it. We help you get specific about the goals you want to accomplish and the milestones you want to achieve. Once we know what we’re shooting for, our team will make sure we hit the shot.

Not only do we want to help strategize a plan to help bring you more leads and clients, but we also make sure the plan revolves around bringing you optimum efficiency across your whole business. We keep the results high, and your stress low.

More statistics

**Email Marketing**

**What We Do**

Home Text – Your competitors are in your prospects email inbox, so you want to be there as well. According to Campaign Monitor, for every $1 spent on email marketing, you can expect an average of $44 in return. At ePalace, we take your businesses objectives and turn them into well-designed and created emails that land directly in the inbox of your prospects.

Continuously strengthen relationships

* Having someone on your email list allows you to reach out and communicate with them on an on-going basis. Deliver things to their inbox that are of value to them so they begin to trust you and before you know it they may become a paying client.

You Keep Them Forever

* Unless the person unsubscribes from your email list, that person is someone you will be able to market to forever. While someone may only stumble upon your ad, website, social media, or other marketing outlet a single time, if you can get that someone on your email list, you can put your business in front of their eyes many more times in many different ways.

Stay Top of Mind

* Popping up in someone’s email inbox consistently will place you at the top of the prospects mind when it comes to real estate. This is huge considering

Promote Services/Products all the time

* Having an email list that you engage with consistently allows you to have an audience that you can always promote to. If you have a listing that needs to get sold, send it out to your email list. If it’s large enough, it may bring in amazing buyer leads. If it’s not very large, it will soon get there if you hire us to work on growing it!

Increase website traffic

* The bottom line is to of course increase your businesses revenue, but increasing website traffic can play a pretty decent role in making that happen so it’s something that should be considered as well. Marketing to prospects through email is a great way to always be driving more traffic to your website; which results in more leads, which results in more deals, which ultimately results in more revenue.

Immediate Results

* Marketing through email offers immediate results. Once an email campaign is sent out, you may have subscribers responding to it within minutes. There’s also lots of trackable data when it comes to email marketing and you can really see how effective your efforts are in getting resuls.

Not only will we create emails to send out to your email list, but we will creatively write and design them to get opened and engaged with.

We take your business objectives and turn them into well-designed emails that land in the inbox of your prospects.

We’ll develop an email marketing strategy that includes:

* Newsletters
* Lead nurturing through marketing Automation
* Listing announcement emails
* Emails about upcoming events
* Valuable Content Emails
* & More!

We always analyze the results to see what kind of changes we can make to keep improving the results.

* Custom emails to your marketing needs
* Professionally designed templates
* Promotions
* Growing your email list
* Detailed reporting

How This Helps You

* You get to be in the email of your prospects with VALUE

More Statistics

**Social Media Marketing**

Marketing on social media is a very powerful tool that you can use to get your real estate business in front of more eyes, resulting in more leads. According to Sproutsocial, social media is the most relevant advertising channel for 50% of Gen Z and 42% of millennials. Engaging with people through social media can massively assist in building a strong bond of trust between you and your prospects, thus resulting in them choosing you over a competitor.

Dramatically increase website traffic

* Like advertisements, marketing on social media serves as the gateway to where you really want your prospects to go, which is to your website where they can find all the info they want/need to know about you and your services. Marketing on social media can really increase web traffic.

Establish more trust

* A website establishes some initial trust, social media marketing makes it more personal and takes it to another very impactful level.

Reach an unlimited amount of people

* Part of the reason why social media is so effective for marketing purposes, is because of the limitless ability for the content on it to spread. Your content has the potential to be shared and put in front of a lot more people than just those who follow you.

Cost Effective

* The best part about social media marketing is that it’s free to sign up to pretty much all major social media outlets and begin posting your content. You don’t have to pay to use Facebook or Instagram, yet.

Learning - Getting to know your target audience better

* Interacting with people on social media allows you to get inside the head of your prospects and find out what they want/expect from a real estate professional. It gives you instant feedback that you can use to better yourself.

1-on-1 Communication

* Marketing on social media and interacting with prospects allows you to give them the online 1-on-1 communication that most of your competitors are not giving. A 1-on-1 appointment is what you really want, but being very open and easy to reach online makes it easier for the prospect to, when ready, schedule that appointment with you, rather than someone else.

**Online PPC Ads**

Home text –

Pay-per click advertising is a great way to get both a nice and an immediate ROI for your efforts. According to Disruptive advertising, 86% of American consumers use the internet to search for local businesses that can take care of their wants/needs, and 46% of internet users can’t tell the difference between a ppc ad and an organic search result. By targeting the right people, you can be showing up at the top of the search results when people search for your real estate services.

New eyes

* Using PPC ads allows you to put your business in front of people who may have gone their whole lives not knowing your business even existed without seeing the ad. Running ads put your business in front of brand new people who may go on to become clients.

Increase traffic

* Running ppc ads allows you to really increase traffic not only to your website, but to your social media following and email list as well. An ad serves as the landing place for potential leads. Email marketing and social media marketing are your gateways. Closing a deal is the destination. A ppc ad is the tip of the iceberg that sends prospects down the whole system.

Easily measurable

* One of the best things about running online advertisements is that the results you gain from them and all the statistics you’d like to know are easily trackable and viewable. You can track just exactly how much you spent per click and/or sign up. If you run an ad to get people to subscribe to your email list, you can track how many people signed up. After that, you can track how many signs ups it takes for you to get a good lead, and how many of those leads you need to close a sale. Very powerful and useful info that you can easily track by using ppc ads.

Targeted

* One amazing thing about ppc ads is that they can be targeted to only show up in front of those who are searching for exactly what you’re selling. Unlike a tv commercial where you’d be paying for your ad to sometimes be shown to 10 year olds who aren’t interested or even able to buy a property, you will only be put in front of people who are searching for Real Estate and you will only pay for those who click the ad.

Independent

* Running ppc ads is almost totally independent of anything else. You’re going to want to have a website of course, but other than that, all you need to have is the money to pay for the clicks. Other forms of marketing generally require lots of work/content on a consistent basis, whereas an ad just needs to be designed and have a budget to get it in front of people.

Solid investment

* PPC ads are such a good investment for your dollar because you only pay when someone clicks. Those clicks may not always turn into clients, but at least you will only be paying for people who are actually interested enough to invest their time into checking you out, whereas other traditional forms of marketing have a much higher risk yielding no positive results.

**SEO**

Methods for succeeding with SEO (Search Engine Optimization) have come and gone like a fad, but the importance of SEO has not. Search Engine Optimization is here to stay and ranking high in the search engines delivers good measurable results time and time again. If a user searches online, they might find you if you’re towards the bottom of the page, but they almost surely won’t if you come up on the second page or anything later. While the businesses who show up towards the top of the first page are getting the very large majority of the traffic.

Increased web traffic

* While there are other forms of marketing that will increase web traffic, SEO may have the largest effect due to organic search being the most often primary source of web traffic.

Local Strategy

* SEO helps websites grow locally. For online businesses, this isn’t a factor, but when it comes to real estate, being “popular” in your local area is huge! SEO can help you get there.

Be on page 1

* SEO will help you rise in the search results and put you on the first page. When was the least time you went to the second page of search results on Google? Let’s face it, if you don’t come up on the first page, you’re likely not going to be seen by that potential prospect.

Helps equalize you with large competitors

* SEO can help you out with your larger competitors. If your able to show up towards the top of the search results, you can get some of that traffic to your site, that would normally go to them.

Puts you on the main road

* SEO pretty much puts your business on the main road in the online world. Instead of being in the back alley where no one can find you unless they already know to look for you there, you’re able to be on the main road where everyone can see you.

Organic

* While other forms of marketing work great and can really help your business, there’s nothing like a completely organic lead. Ranking high in the search results allows lots of prospects to search for and find you on their own, without you doing anything on your part (Besides SEO to get ranked high). They come to you, rather than you going to them. If you like organic leads, SEO can really help you generate more.

**Content Marketing**

Content marketing goes hand and hand with your other marketing strategies and supports them. If you have a website you want to drive traffic to through SEO and ppc ads, it should have nice web copy, blog posts, nice photos, and other good content for users to see and navigate through. To be successful with email marketing, the content sent to your list needs to be helpful, interesting, and well-designed. This is content marketing, and we can help make sure the content you put out is great and what your prospects are interested in seeing.

**Allows you to display expertise**

* Putting out content allows you to show that your business understands what it’s doing and can really help anyone who needs help with a real estate deal. It builds trust and adds credibility.

**You’re the teacher, rather than someone else**

* Putting out content allows you to be the one that your prospects are learning from. If they find your website, see you’re local, and learn from a blog post, they’ll probably trust you enough to schedule an appointment with you when they are ready to take action.

**Build your brand while helping others, giving**

* Putting out content for others also helps the whole real estate community as a whole. You get to build your brand and establish yourself as an authority, while gaining the moral satisfaction of helping those who learn from your content.

**Promotion without selling yourself**

* Any content you put out that’s educational/beneficial to others, promotes you without you having to try and sell yourself. Instead of you telling them how you can help them, you start helping them through some content that they can learn and/or benefit from.

**Improve trust through lead nurturing**

* Putting out content helps build trust between you and your prospects. In the case of real estate, building trust through content marketing can work out very well because buying/selling a home is something people generally think about at least a bit before pulling the trigger. If you get a potential seller on your email list, you can send them informational content for the few weeks it takes them to finalize their decision and now that they’re ready to make the move, who better than to a deal with than the person that’s giving them help at the top of their email inbox, and at the top of their mind?

**Lots of one time investments (make an eBook one time)**

* The cool thing about content marketing is that it can be easily duplicated, especially online. If you write an eBook or create an informational video, that can be sent to all of your current prospects, and one’s who come in the future. There’s various examples for this, but essentially they all mean the same thing. You can distribute the same content to every individual person. Content must be updated to keep things fresh, but you can make one blog post and send it to the entire 2,000 people on your email list.

**Branding**

Having a consistent brand message across all marketing outlets is one of the most important factors to bringing in successful results with online marketing strategies. We will take your businesses objectives, beliefs, and values, and make sure they are at the base of all our marketing strategies and that they become known to your prospects. People like to do business with the brands that they relate to and hold their same values.

You become trustworthy as a business by having brand standards

* By having a brand that adheres to certain values and standards, you build trust with those who agree with your values and standards. As long as you can deliver, people will come back.

You become trustworthy and relatable as a person as someone they want to work with

* Branding yourself as a real estate also turns you into a relatable person that people will want to work with if they like your style. There are tons of options they can go with when it comes to real estate. Your personality and who you are has the power to make them decide to go with you, over all of the others who the only thing they know about is how they look from a headshot.

Having a brand magnifies the effect of all other forms of marketing

* When email, social media, content, advertisement, and all other forms of marketing are not pointing in the same direction carrying the same message, the results will be mild at best. But, when all forms of marketing are aligned with your brand and its values that you keep consistent, very very special things start to happen and the results grow exponentially.

Memorable

* Having a brand gives you a much better chance at remaining in your clients head for referral or repeat business opportunities. If your brand delivers a great client experience, you will not be forgotten.

You become more than just a real estate agent.

* When you establish your brand, you become much larger than just a real estate agent. You’re no longer just running it like a business, but it becomes a business that’s more relatable to the traditional term. You will begin to see it as something that has the potential to turn into so much more.

You become unique. You stand out from competition. As long as your brand is good, it’s okay if others have brands.

* Establishing your brand allows you to become more unique in the eyes of your potential leads. It helps you stand out from the competition. Most prospects aren’t making a personal decision when deciding on a real estate professional, they’re making a professional one that they believe is going to leave them in good hands. If that’s what you stand for, let it be known by building your brand up around that in a unique way.

Packages:

Standard - $499/Month

* Free Audit
* Free Template Website
* SEO
* 1 Hour web maintenance
* 2 Hours consulting

Upgraded - $1499/Month

* Free Template Website
* Free Audit
* 1 Hour web maintenance
* SEO
* Social Media Marketing
* Email Marketing
* Content Marketing
* Online Ads Creation
* $100 in monthly ad spend
* 2 Hours Consulting

Premium - $2499/Month

* Free Custom Website Creation
* Free Audit
* 1 Hour Web maintenance
* SEO
* Social Media marketing
* Email Marketing+
* Content Marketing+
* Online Ads Creation+
* $500 in ad spend
* 5 Hours consulting

**Resources**

List out all of the resources real estate agents can use.

* Courses
* Books
* Softwares
* Tool
* Blogs

**Social Media Marketing**

**Content Marketing**

**SEO**

**Online PPC Ads**

**Branding**