



2016 National Land Conference
ALC accreditation White Paper
By Michael Murphy M4 Ranch Group

Attended

Building a Business Web Site for Success

Leverage Digital

Understanding your Market and Goals:

With millions and millions of websites floating around in cyberspace the days of setting up a static site are long past. The Real Estate professional needs to have a true and realistic understanding of their organization's needs and how the multi levels of digital marketing fit within your cyber goals.

Today's Cyber Marketplace:

There are several questions that need to be answered before a website can even be designed.

Cost: sites can range from just a few hundred dollars to tens of thousands of dollars just to go live. These sites always seem to have a life of their own create a realistic budget then add 20%. The complexity of your site will not only cost to create but also to maintain.

Time: In today's world a site can be created to receive all the listings from a single source such as the Multiple Listing Service (MLS) or they can be created to feed hundreds of websites. A website can require as little or as much time as your company can afford.

Functionality: Understanding what works for you is a simplistic key to what your sites needs to do. Sites can do so many wonderful things but if you write the code for a tricked out 4 X 4 and don't maintain the content not only will it work like Pinto it can create liability issues.

Reach: Where is your market... if you're a neighborhood broker selling new track homes the site can be created as a digital brochure more of a limited information center. If your goals are to create a state or regional site one needs to look into multiple levels of information.

- Photos
- Descriptions
- Virtual tours
- Information links
- Video
- Contact page



Social : Sites today can be created to automatically feed your companies social world. In the site planning process list and prioritize your social channels. Facebook, Twitter and Instagram just to list a few are a real part of digital marketing don't forget to ad social to your site design.

Platform: There are several types of platforms that a Broker can use (or have a programmer use) to generate different results. Some are blog based or others just info based. They type of language your site is written in, can have a very dramatic impact on your SEO (Search Engine Optimization) do your research this is one of if not the most critical part.

Once you have the basics figuredcost, time needed for updating your site, functionality and reach then it is time to work with a programmer and designer. I would suggest prior to the initial meeting create drawings as to what the site will look like (remember your site is your Ranch Gate) it's your 1st impression. Not only draw out your home page but each and every page thereafter. These drawing will change with ideas from your web team but they will be crucial in conveying your feel for the site. Time is money and every time you make a change your price will reflect the difficulty of the change.

Plan your work and work the plan and oh yes hire the best web team you can afford. Web sites can be very rewarding and profitable if you have the goals of the company and find the right web team.

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