
Top Producer Websites Tips and Tricks

Volume 1

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1 Keep your Website and Online Presence Fresh

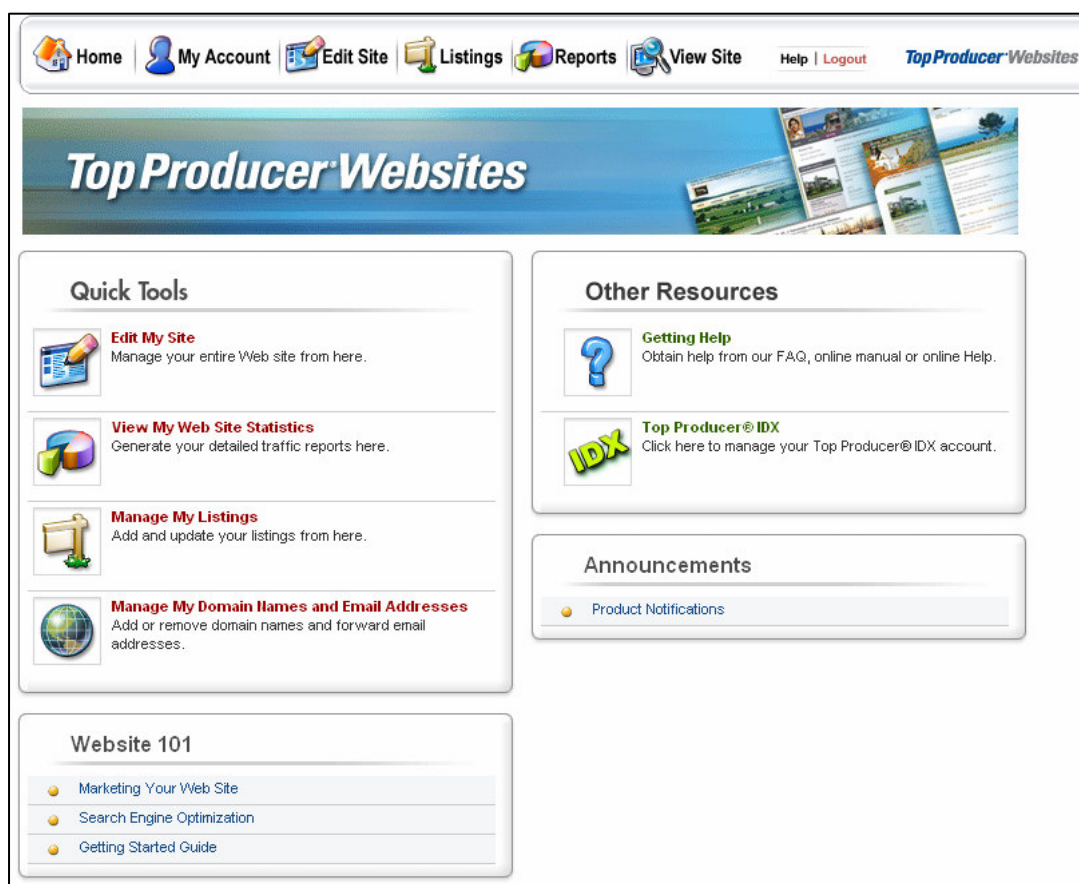
It is important to keep your website fresh and vibrant. One of the easiest ways of doing this is to change the theme (or look) of your website. Some agents like to do this to match the seasons, and some do so during specific times of the year.

1.1 Changing a Website Theme or Look

Step 1: Log into your Top Producer Website account from the following URL.

<https://www.topproducerwebsite.com/>

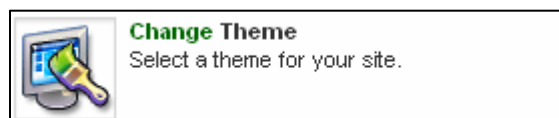
Step 2: Type in your Username and Password and click on **Login**. You should be displayed with a screen similar to the one below.



Step 3: Click on the **Edit My Site** link on the left hand side.

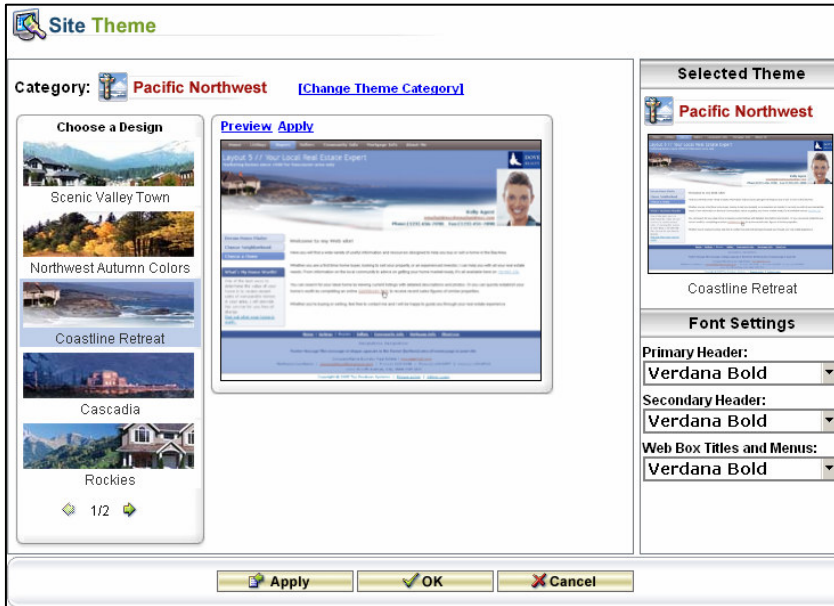


Step 4: Click on the **Change Theme** link on the left hand side.



There are many ways to change your site from changing the font style, the colors, or the complete theme. In this exercise we will change the entire theme.

When displayed with the screen similar to below, it will show you which theme you already have applied to your website. (In this sample I have Pacific Northwest). You may also notice that there are several designs under this category, but we are going to go back and view all possible themes.




Step 5: Click on Change Theme Category.




Step 6: Select the theme that you would like to change your Website to and **click** on it. If you are unable to choose, for this step we will select **Interior Spaces**. (if you don't like this one, you can always click on change theme category to go back and try a different one)

Now that we have chosen the theme that we want to go with, you can chose a design that is modeled after the theme, and even adjust the colors too.


Step 7: Click on a design theme on the left hand side and it will show you a small preview of what your sight might look like when it is applied. For this step we will use **Simply Eclectic**.

Category:  **Interior Spaces** [\[Change Theme Category\]](#)


Choose a Design




Simply Eclectic




Dining In





Urban Renewal



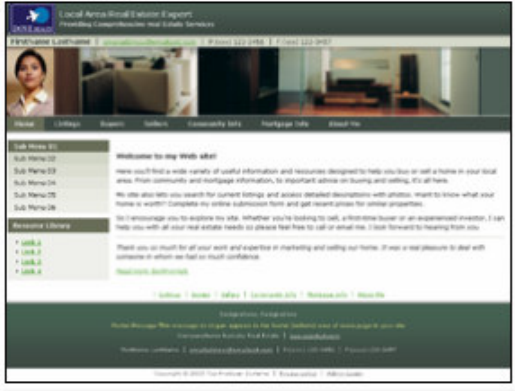
Moving In



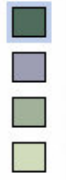
Family Home

 2/2 


Preview [Apply](#)




Colors



Selected Theme

 **Pacific Northwest**






Coastline Retreat

Font Settings

Primary Header:
Verdana Bold

Secondary Header:
Verdana Bold

Web Box Titles and Menus:
Verdana Bold

 **Apply**
 **OK**
 **Cancel**

Step 8: Select the color that you would like your site to have, and click on **OK** at the bottom.

The theme has now been changed on your website and you are welcome to follow these steps and change it as often as you want.

2 Connecting Top Producer to your Website

One of the biggest advantages of using a Top Producer Website in conjunction with Top Producer 7i is the ability to easily integrate the two solutions together. The seamless integration between the two applications reduces repetitive data entry, and can also allow you to become more efficient with your customers and prospects that visit your website.

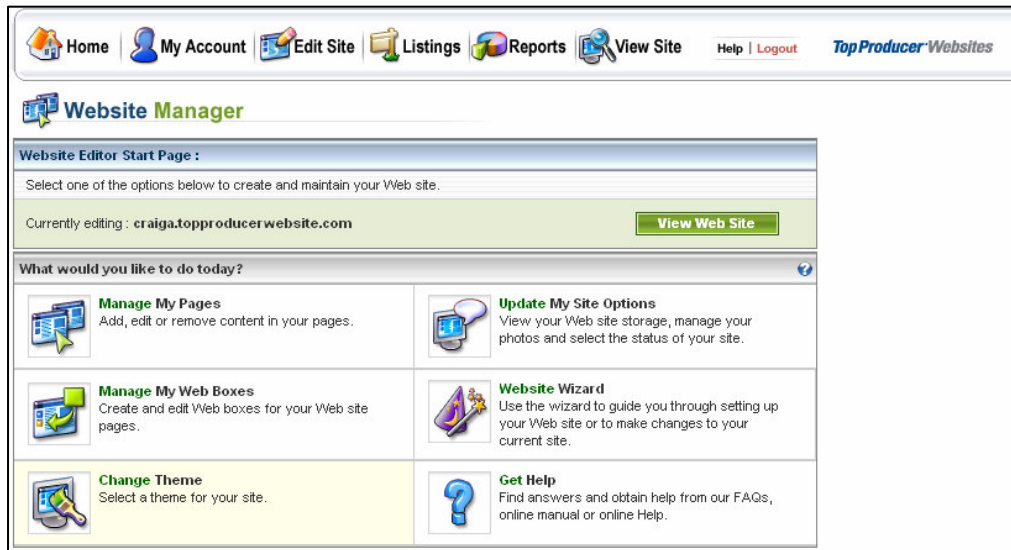
Instead of just being delivered an email when a consumer requests information from your website, have it automatically create a contact record in your Contact Management solution, Top Producer 7i.

2.1 Reduce Data Entry, and Integrate Your Business Solutions Together.

Step 1: Log into your Top Producer Website account from the following URL.

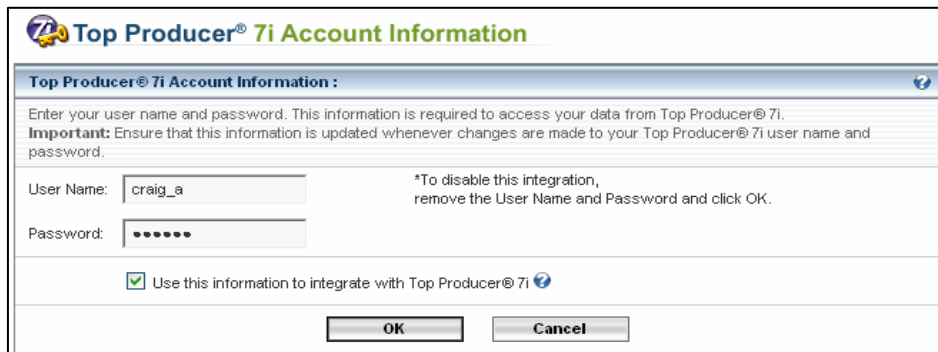
<https://www.topproducerwebsite.com/>

Step 2: Type in your Username and Password and click on **Login**. You should be displayed with a screen similar to the one below.



Step 3: Click on **My Account**.

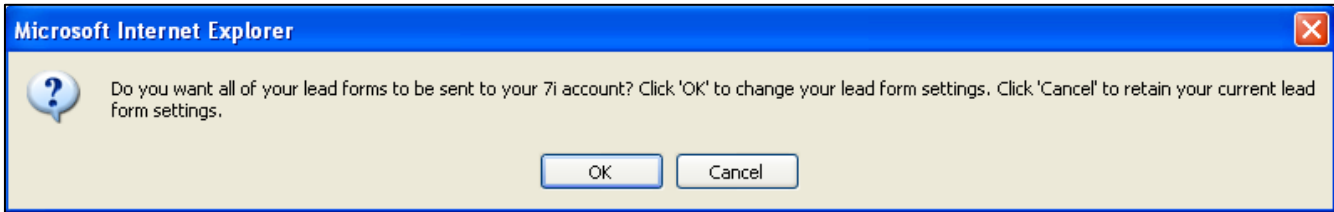
Step 4: Click on **Import Profile** button on the top right hand side. You should see a screen similar to the following:

The screenshot shows a dialog box titled 'Top Producer® 7i Account Information'. It contains the text 'Enter your user name and password. This information is required to access your data from Top Producer® 7i.' and an 'Important' note: 'Ensure that this information is updated whenever changes are made to your Top Producer® 7i user name and password.' There are two input fields: 'User Name:' with the value 'craig_a' and 'Password:' with masked characters. A note states: '*To disable this integration, remove the User Name and Password and click OK.' At the bottom, there is a checked checkbox labeled 'Use this information to integrate with Top Producer® 7i' and two buttons: 'OK' and 'Cancel'.

Step 5: Enter in your **Top Producer user name** and **Password** and then place a check mark in the box to use this information to integrate with Top Producer 7i.

Step 6: Click on **OK** at the bottom of the screen.

If prompted with similar screen as the following, click on **OK** and it will tie Top Producer 7i and your Website together.



Step 7: Click on **OK** at the bottom of the screen one last time to complete the steps.

Now anytime a consumer requests information from your website, it will automatically feed their contact information directly into your Top Producer 7i saving you time and allowing you to easily follow up.

3 Setting Up Web Boxes to Drive Traffic

When consumers find relevant information on your website, they tend to return to your site more often, and also recommend your site to friends and family. There are many ways to improve your site and one of those is to introduce “Web Boxes” on your site.

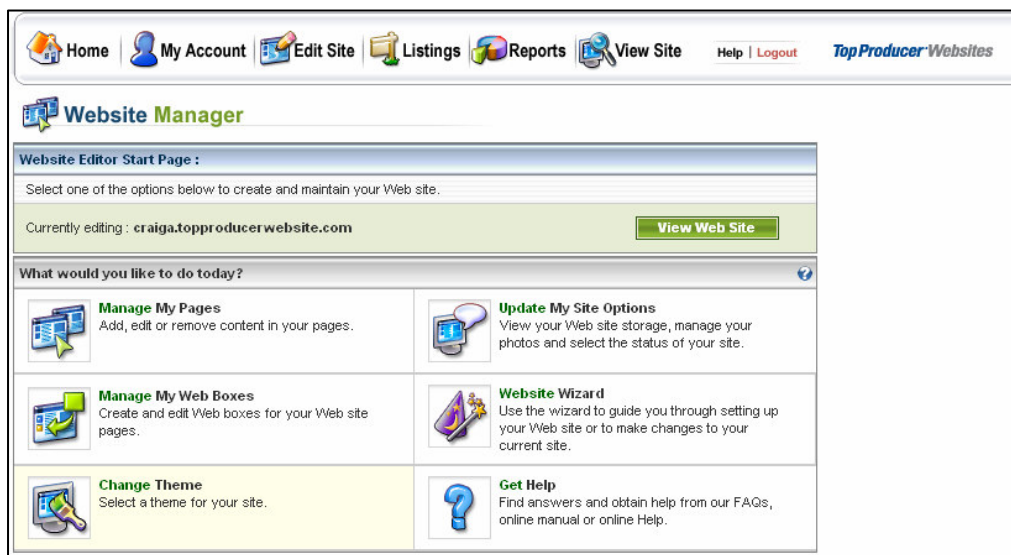
A Web Box allow you the ability to include short informational text such as buying and mortgage tips, quick links such as your top 5 listings, RSS feeds, weather feeds, or even Market Snapshot trends. The information can be organized into individual Web boxes and can appear either on the left or the right side of your page. The exact location depends on the theme that you chose for your site.

You will be allowed to add up to 3 Web Boxes on your site.

3.1 Make your Website Appealing to Consumers

Step 1: Log into your Top Producer Website account from the following URL.
<https://www.topproducerwebsite.com/>

Step 2: Type in your Username and Password and click on **Login**. You should be displayed with a screen similar to the one below.



Step 3: Click on the **Edit My Site** link on the left hand side.



Step 4: Click on Manage My Web Boxes.

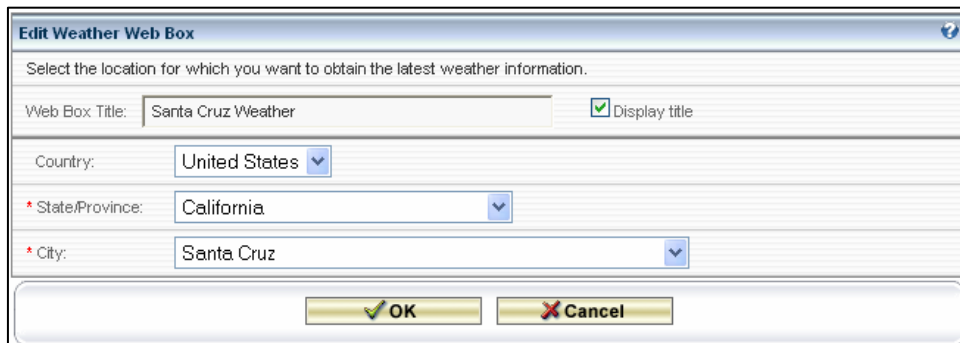


When displayed with the Web Box Manager, it will show you the current Web Boxes you have setup, new Web Boxes you can set up, and what pages on your site you can add the Web Box too.

Note: To be able to add feeds like Top Producer IDX, it will require you to subscribe to that application. For more information on how to display the entire MLS listings on your site, give me a call.



Step 5: Click on **Weather** to add a Web Box that will show your clients what the current weather in your area is.



Step 6: Type in the name for your Web Box and then select the **Country, State/Province, and the City** to display weather from that location.

Step 7: When completed, click on **OK** and it will return you to the Web Box Manager and you should see your new Web Box in the top left corner.



The next step is to select where you want that box on your site.

Step 8: Click on the new Web Box you created to highlight it.



Step 9: Place a **check mark** in all the pages you want the box to be displayed on your site. For example since I put a check mark in the Listing box, this new weather box will show on that page.

Step 10: Click on **Done** at the bottom of the screen to complete the process.

Now go and view your site and you should have a new weather box that looks similar to the one below.



4 Increase Your Website's Effectiveness

Recent NATIONAL ASSOCIATION OF REALTORS® research shows that home buyers and sellers are increasingly researching their real estate options online. A well built and well marketed website will help you attract more visitors, build your contact base and boost sales.

Try these proven strategies to increase targeted traffic and generate more business.

1. Focus Your Marketing Campaign Using Your Website

- Make your website a dynamic part of your entire marketing strategy. Integrate your sales, promotions, sales, press releases and open house messaging onto your website (i.e. when you do something marketing-wise, don't forget to add this information onto your website whenever appropriate).
- Keep your website's messaging, design and layout consistent with your printed material, advertising and personal brand identity.
- Advertise and promote your website address on all your advertising and promotions including stationery, business cards, signs and sales packages.

2. Plan Carefully

- **Get It Down on Paper** - A little bit of planning goes a long way. Take the time to plan a strategy for your website's design and marketing *before* you start development.
- **Name Your Site Right** - Website addresses that are easy to remember typically get more website traffic. Avoid dashes and awkward spelling wherever possible.
- **Keywords and phrases** - Learn about how keywords and key phrases are used in websites. These are terms people use when trying to find specific information. Make sure you take advantage of these terms. Effective use of these make your website easier to read and help your site rank higher with search engines.
- Research articles on keyword research online.
- Consult an Internet marketer to plan effective use of keywords and phrases for your website.
- Use online keyword research tools to your advantage. For example, wordtracker.com provides a free test drive of their software and is easy to use.

3. Make Your Website Visible

- **Getting Eyes on Pages** - If you've used Google or Yahoo! to find something, you've used a search engine. Learn about search engine optimization. Research various ways to drive targeted traffic to your website. There are many excellent books and websites, such as www.wilsonweb.com or www.highrankings.com that provide excellent Internet marketing resources.
- **How to Make Search Engines Work for You** - Search engine optimization refers to managing your website's content and programming so that search engines will rank it higher for specific keywords. Good website content that utilizes targeted keywords will help visitors find your website. For example, if you are selling real estate in Small Town then use "Small Town Real Estate" and related keywords and phrases throughout your website.

Ranking well on the search engines for specific keywords typically gets a better return on investment than paid marketing initiatives like pay-per-click advertising (but keep in mind that it often can take many months before your newly launched website will rank high with search engines).

4. Pay for Visibility

- **Advertising Programs** - Pay-per-click advertising can provide immediate visibility for your website on search engines. The two most popular pay per click advertising programs are Google's AdWords and Yahoo! Search Marketing programs. With pay per click advertising you only pay when website visitors click on your text or image ad which directs them to your website.
- **Directories: The Human Touch** - Pay to be included in directories like Yahoo! Directory or Business.com. Editors review websites before submitting them to their directory. Passing directory submission standards typically helps with rankings from Search Engines. Make sure you submit to the Open Directory Project (dmoz.org). Submission to this free directory can take awhile to get acceptance but it is well worth the effort. However, when submitting to directories be aware. There are many well respected directories that submitting to will help drive traffic to your website. However, there are far more that won't help you at all. In fact, they may even have a negative effect. Stay away from FFA (free-for-all) directories.

5. Link Up with Others

- Search engines like websites that have credible, respected and related websites linking to them.
- As a rule of thumb, the more websites that link to yours the better.
- Learn more about how you can increase incoming links to your website through reciprocal linking programs, paid marketing programs and press releases.

6. Take Advantage of Email

- Use an email signature that includes your name, website address, phone number, etc.
- Publish an email newsletter and grow your mail list. It's a great way to stay in touch with your clients and get them to return to your website. Newsletters, or "e-zines", that provide quality content can drive traffic to your site and build relationships with your readers.
- Let the folks on your email list know when you update your site. A simple "e-postcard" can do the trick.

7. Show Yourself as an Expert

- Continually adding good content on your website that is relevant and helpful to your clients will help you look like the expert. And typically, people like to deal with people that appear professional and well informed.
- Write your own copy or hire a ghostwriter to develop website content for you.
- Send out teaser "e-postcards" when new content is available.

Following these tips are good strategies to increase traffic, leads and sales from your website. Utilizing Internet Marketing best practices can have a positive impact on your business. Research

information online, take a course, or hire an experienced Internet Marketer are additional ways to make your site really work for you.