

BRAND AWARENESS.
Are the "GO TO" web site for your industry?
Do you loose customers who "GO TO" your competitors web site?

Best of all, you get ME!!
I am not a hero. But if you review my proven results, this may get you excited.

Site Visitors

TODAY: 17,500 Monthly

WHAT IF YOU HAD THESE RESULTS? (one year from today)
70,500
MONTHLY VISITORS?
282,000
MONTHLY VISITORS? (2 years from today)
1,128,000 (3 years from today)
4,512,000
(4 YEARS FROM TODAY)

You can't fix what you don't know!

Web Site Analytics. Don't Guess. KNOW!

TODAY. How much does it cost you today to obtain a new lead?

Current Lead Cost VS> new lead cost

TOMORROW. After 1 year of SEO?

MY EXPERIENCE?
HUGE!

Increase your Data Base! What impact would this have 2 years from today?

How would your bottom line increase if you were found for search terms such as Fairfield Real Estate AND Fairfield homes for sale, Fairfield Homes, Fairfield Realtors, Fairfield Relocation?

Missed Opportunities

Measuring. Continued research for what is working and continuous testing to improve conversations.

Establish Benchmarking Need an Analytic Program. Where are you today? Do you even know? Where do you want to be?

Today. How do customers relate to your web site?

Customer Experience

6 months from now. A Great Customer Experience!

TODAY Number of Leads directly from web site?

1 year from now. How many leads do you WANT from your web site?

Conversions

SEO

Short for search engine optimization, the process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that site will be visited by a user. It is common practice for Internet users to not click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site.

What is the severity of not obtaining a strong online presence?

Search Terms Found

TODAY

	A	B
1	KEYWORDS YOUR SITE IS RANKED FOR PAGE RANK	
2	william pitt real estate greenwich	3
3	sir william pitt	5
4	town of simsburyct	7
5	greenwich sothebys	10
6	sothebys greenwich	12
7	ct greenwich sothebys	13
8	property in waterford	14
9	william pitt stamford	15
10	relocation services guilford connecticut	18
11		
12		

WHAT IF YOU HAD THESE RESULTS?

	A	POSITION
1	KEYWORDS YOUR SITE RANKED FOR	
2	Bethel Real Estate	1
3	Danbury Real Estate	1
4	Darien Real Estate	1
5	Essex Real Estate	1
6	Fairfield Real Estate	1
7	Guilford Real Estate	1
8	Madison Real Estate	1
9	Monroe Real Estate	1
10	New Canaan Real Estate	1
11	Newtown Real Estate	1
12	Newwalk Real Estate	1

Site Validation. Is your site visible to the search engines?

NO! The search engines are having problems reading your site.

GET YOUR SITE UPDATED!!!