October 2008

Learn To Dominate in Domain-land
Learn more at www.incomrealestate.com
Latest News

New Website Feature Updates

Be on the lookout for fresh new features we've updated on your agent or brokerage website. This section will keep you up-to-date on any improvements we have recently implemented to your website. Remember to check out next month's e-newsletter for more!

- A **Customizable Website Menu** where you can:
    - Edit menu button titles
    - Edit menu button icons (if applicable)
    - Edit menu button link destinations
    - Change menu button position
    - Add/delete menu buttons
    - Add/delete unlimited pages
- **HELP Manuals** that walk you through every feature, tool and option with step-by-step instructions. Try printing a copy of the WebHelp Manual for handy desk-side reference. The QuickStart Guide gets new users started, while the WebHelp Manual provides complete detailed instructions for every user level.

*These features have been integrated into Gold & Platinum Package websites at no additional cost

We've Changed Our Online Image!

InCom Real Estate's corporate website has a fresh, new style. Take a look at our updated website with new features, package options, and services for you to choose from or upgrade to. Take a closer look at **www.incomrealestate.com**. If you would like to contact us, call us toll-free at 1-866-883-8951 or send an e-mail to:

Customer Service: **info@incomrealestate.com**
Sales: **sales@incomrealestate.com**
Support: **websupport@incomrealestate.com**
Employment: **jobs@incomrealestate.com**

Articles

Search Engine Optimization: Does Size Matter?

Small business owners are often limited by small marketing budgets and manpower. But that doesn't mean they can't compete against larger businesses or websites when it comes to search engine optimization. SEO is a basic marketing tool that everyone should use regardless of size.

Can the small websites compete with the big guys? Small business owners often wonder if they stand a chance against larger websites when it comes to organic search results. The answer: size doesn't matter. When it comes to improving natural search results, it's all about the keywords you choose and how competitive those keywords are.

What makes a keyword competitive? One way to determine the competitiveness of a search term is to simply type that search term into Google and notice the number of web pages that contain that search term. This number appears in the upper right-hand corner of the search results page and appears as, "Results 1 - 10 of about 228,000,000 for [your search term here]."
The large number you see gives you an indication of how many websites contain the keyword term or phrase you're searching for. Not all of these sites would necessarily be competitors, but have been indexed by Google none-the-less. Usually, when this number is less than 1 million, the particular search term would not be all that competitive in regard to keywords.

How do you determine just how competitive the search term is? There are a variety of methods to determine true keyword effectiveness. However, if you're just a regular person trying to figure out how difficult it will be to rank well for a particular keyword, consider the following. In addition to the number of sites that contain your keyword, how well optimized are the top 3 sites that appear on the search result. You can determine this by:

1. Visiting the site and determining the Google PR of the page. This information is available by downloading the Google toolbar and looking in your browser. You will see a green bar and ranking (ex: PR5), which tells you how Google ranks this page/website with regard to popularity. Any site with a Google PR6 or better is well established and will be difficult to outrank in the near term.
2. Visit Google and type, "link: www.example.com". Be sure to replace 'example' with the website name you are researching. Remember, this should be a website that appears on the Google search result for the keyword term or phrase you're researching. This will tell you how many sites are linking to this particular website. The larger the number, the more difficult it will be to outrank.

Using the above will give you a good sense of whether of not you can compete for given keywords. As you've figured out by now, a company's size is no indication of their level of experience in optimizing their website. You'd be surprised at the type (and size) of companies that utilize SEO for their website. Keep this in mind the next time you think that size matters!
Click here for more information about SEO services offered by InCom Real Estate, or contact us at 1-866-883-8951.

Source: Michael Fleischner

Special Offers

FREE InCom Real Estate Website Training Seminars

You will learn how to:

- Use your website's administration capabilities with a step-by-step walk through of the features and functions
- Take advantage of your built-in search engine optimization capabilities
- Use the lead-generating and prospecting features
- Reach more people with drip email marketing
- Promote your website with advanced search engine optimization, organic search results, pay-per-click advertising and link building to increase your search engine rank and website traffic

We design our websites with an ultra user-friendly interface that allows you to access your administrative capabilities and control the content of your website. We also have a complete built-in help manual to promote self-management. Although we make it simple and easy to edit, upload and change information, we would like to offer you, our valued customer, some extra one-on-one support, and an opportunity to learn how to promote your InCom Real Estate website. Find out how to make the most of your investment!

Take advantage of this FREE service and sign up today! Learning seminars are scheduled once a month, and since space is limited, we register clients on a first-come, first-serve basis. To register, simply send an email to learning@incomrealestate.com. You will then receive a confirmation email with the date, time and location details of your learning seminar. Register today!

Success Story

See how our real estate websites & e-marketing tools are creating pathways to success for Agents and Brokerages everywhere!

"Dear InCom Real Estate Web & e-Marketing Solutions,

I've had my real estate agent website with your company for just over a year now. I wanted to express how impressed I am with the impeccable customer service, new additional updates and features, and the helpful ideas on how to promote my website. Since I purchased my site with InCom Real Estate, the traffic has been on a steady rise, with a good spectrum of visitors. I also receive many phone calls each month from customers who find me online. Many visitors fill out the lead generation forms, which helps to build my clientele base. I feel that my website has kept me in line with the needs of today's buyers and sellers. Thank you for the helpful support and kind service you have extended to me. I wish you all the best and highly recommend you to others so they too can benefit from your professionalism."

Sincerely,

Anna Dinardo
Sales Representative
< ca Y@Z˝7]a Yfa Ub˙F YU˙9 gHUhY˙@HX˙Z6 fc_YfU[Y!¨