

HOW TO:

Enhance Your
Real Estate Website
with Market Reports



HOW TO: Enhance Your Real Estate Website with Market Reports

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Portland, Oregon Market Report

[Change Location](#)

05

LISTINGS SOLD
TODAY

48

NEW LISTINGS
TODAY

83

OPEN HOUSES
THIS WEEK

[Sign up](#) to receive email updates on your Portland, Oregon Market Report.

Active Listings

[View All Active Listings](#)

Property Type	Avg Price	Active
 Residential	\$610,183	3,687
 Lots And Land	\$423,781	300



In today's changing market, home buyers aim to be savvy and informed. They turn to statistics and data to help with buying (and selling) decisions.

As the real estate professional, when you provide market data and expert knowledge in an attractive, easy-to-understand format, you'll get a leg up on the competition.

**Part
I**

THE BASICS

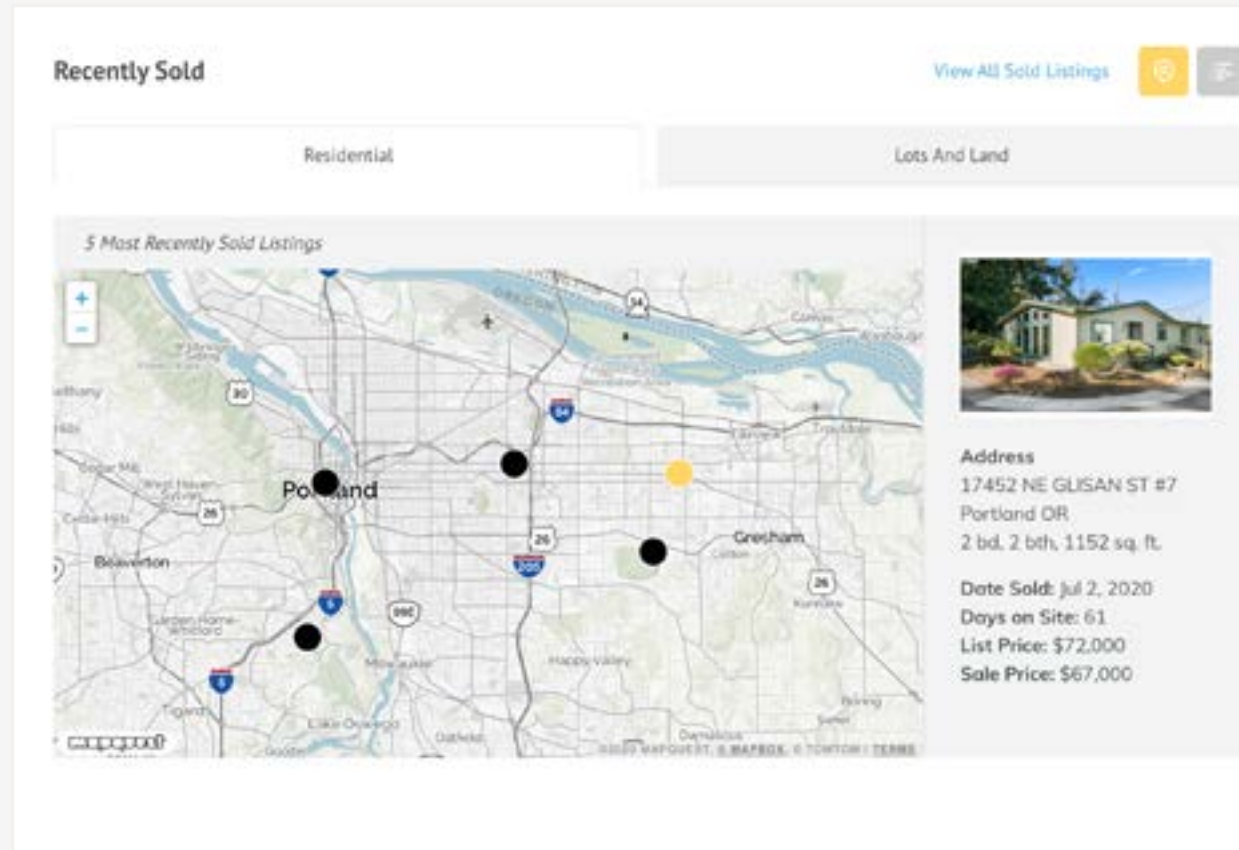
What is a Real Estate Market Report:

A real estate market report offers an overview of what's trending in the real estate industry. Reports can be curated on a national level, but local statistics are most valuable for leads, clients and your SEO.

Why Create Real Estate Market Reports:

Market Reports offer more opportunities to connect, and equip you with meaningful insight. Real estate professionals should create and leverage monthly Market Reports for several reasons, but primarily to generate leads and enhance the lead experience.

By curating Market Reports, you can:





ESTABLISH LOCAL EXPERTISE

The creation of Market Reports can help you learn (and share) more about the areas you serve. This will improve your confidence and your credentials as a local expert!



GAIN TRACTION ON SOCIAL MEDIA

When your Market Reports include beautiful data visualizations as well as valuable information, you're bound to garner more shares and engagement across social media.



CLIMB THE SEO RANKS

Market Reports add dynamic, hyper-local, and hyper-effective content to your real estate website making it more appealing to both browsers and search engines!



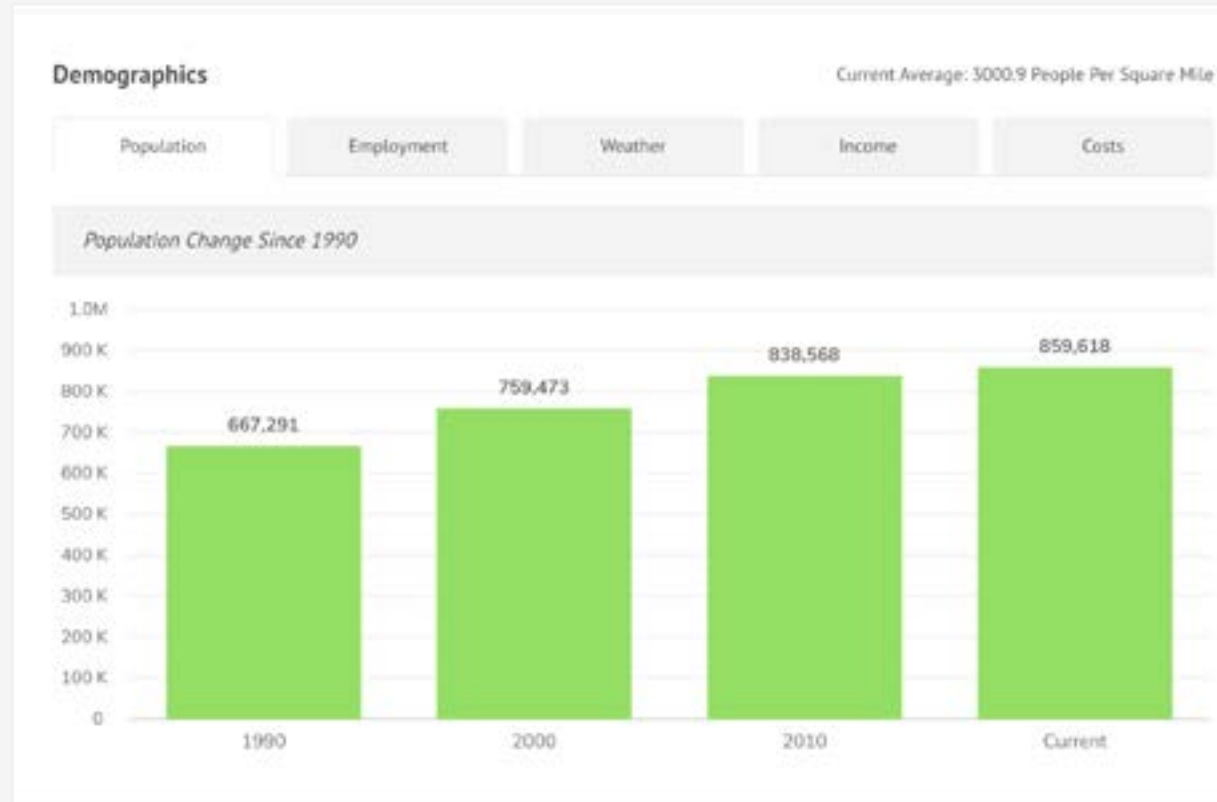
CREATE CONTENT FOR EMAIL MARKETING

If prospects aren't ready to take action right away, you can stay top of mind and keep them engaged with monthly Market Report email updates.

What to Include:

The information covered in Market Reports includes all residential real estate (single-family homes, town-homes, condos) as well as lots and land. Data should be comprised of pertinent information such as:

- Recent Listing Activity
- Market Data
- Price Trends
- MLS Sold Data
- Demographics





SOLD DATA

Market Reports are made exponentially more powerful with Sold Data. Sold Data not only enhances the top-level view of a particular area, it also gives insight into the list and sold price, with this information originating directly from your MLS system.

Pro tip

Define areas that interest you or your leads, and be the first to publish this information in your Market Report.



DEMOGRAPHICS

Add an additional, more granular layer of insight into the location of a property with demographics. Consider adding additional visualizations for data points such as:

- Cost of Living
- Average Income
- Employment
- Population
- Weather

**Part
II**

THE OPTIMIZATION

How (and Where) to Include Market Reports on Your Real Estate Site:

Market Reports should be linked on your homepage! Whether prominently displayed and linked to via an image, or placed in your top-level navigation, they should be easy to find.

Why? Because building and including hyper-targeted Market Report pages on your site (especially in your top-level site navigation) is a great way to create more entry points for a visitor to see value and opt to become your lead!

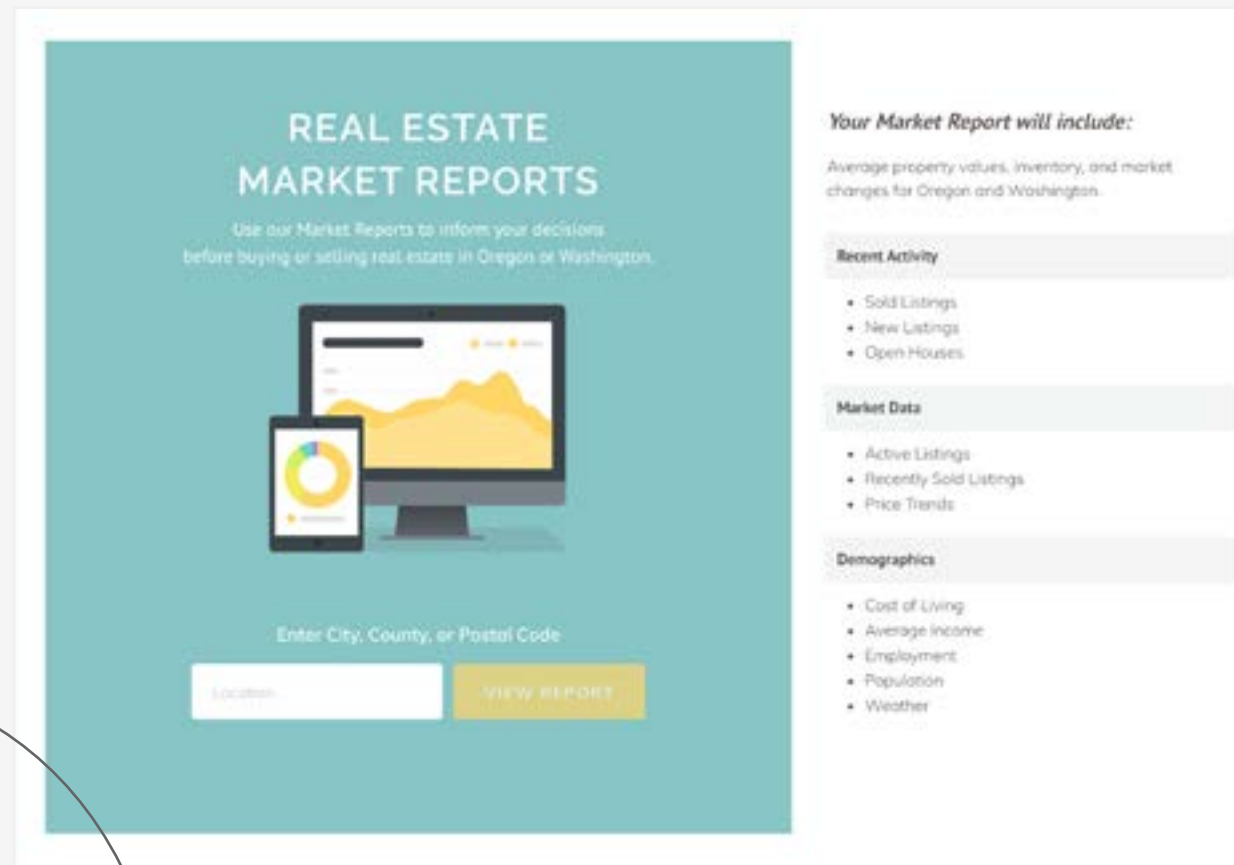
Adding Market Reports to your homepage also provides a better opportunity to rank on the search engines and be found.

Pro tip

Build reports based on the niches and neighborhoods you specialize in. Add them to the corresponding community pages on your real estate website.

How to Optimize Market Reports for SEO:

The same way you would a community page or blog post. Consider your keywords, title, the slug and the snippet that shows in search results:



TITLE

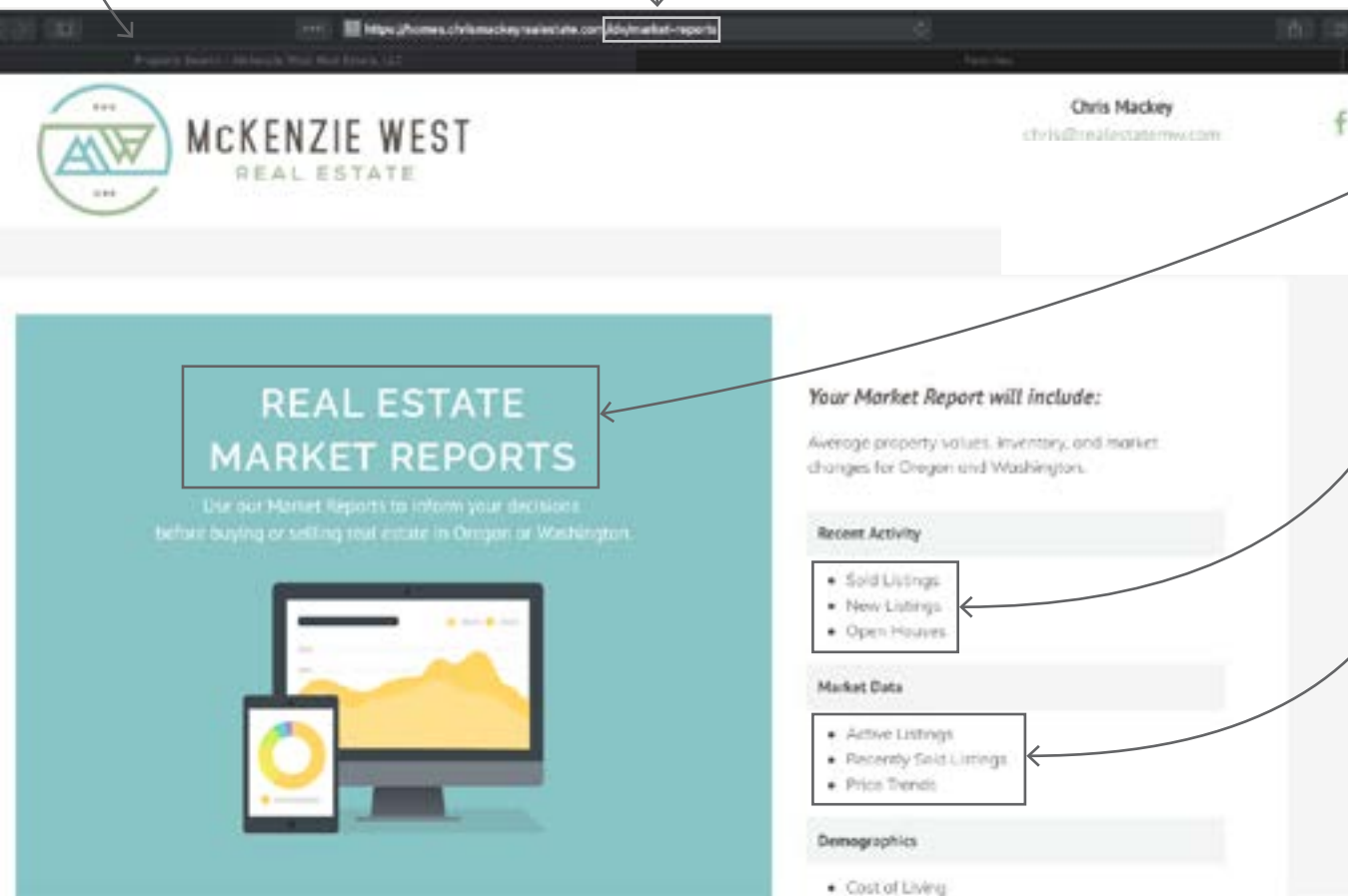
The title of your page should be succinct, straightforward and it should contain your focus keyword.

SLUG

Your slug is what appears after your website address in a link. For example – localrealestate.com/community-real-estate-market-reports

KEYWORDS

Your keywords should make it easy for Google to understand what your content is about. They should encompass the words and phrases that browsers would potentially search for, as well as words and phrases describing what can be found in the market report itself. Include the obvious “Real Estate Market Report” plus words like house, home, data, statistics, demographics, housing, listing, price trends, etc.

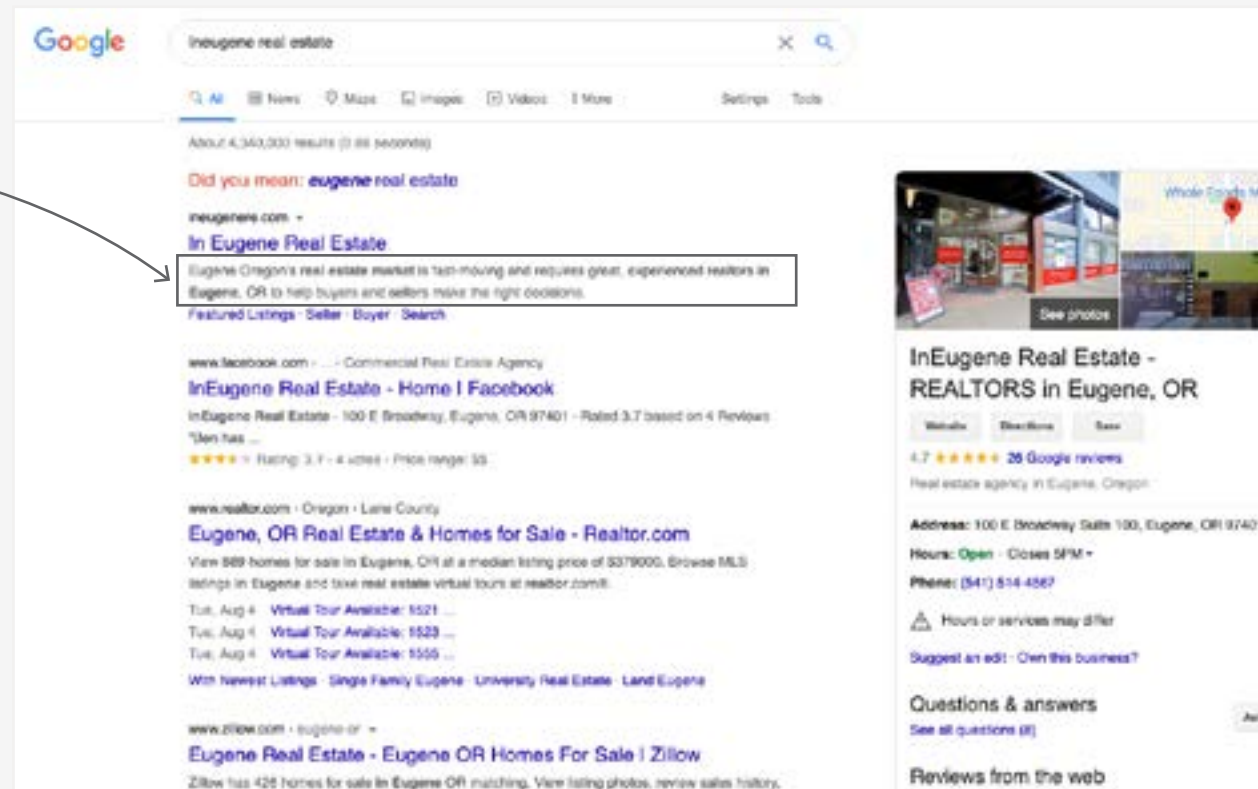


SNIPPET

The snippet is the description of your page that is displayed underneath your link in search results. This paragraph should aim to answer any potential queries that users may have.

Pro tip

With IDX Broker Market Reports, this is already done FOR you.

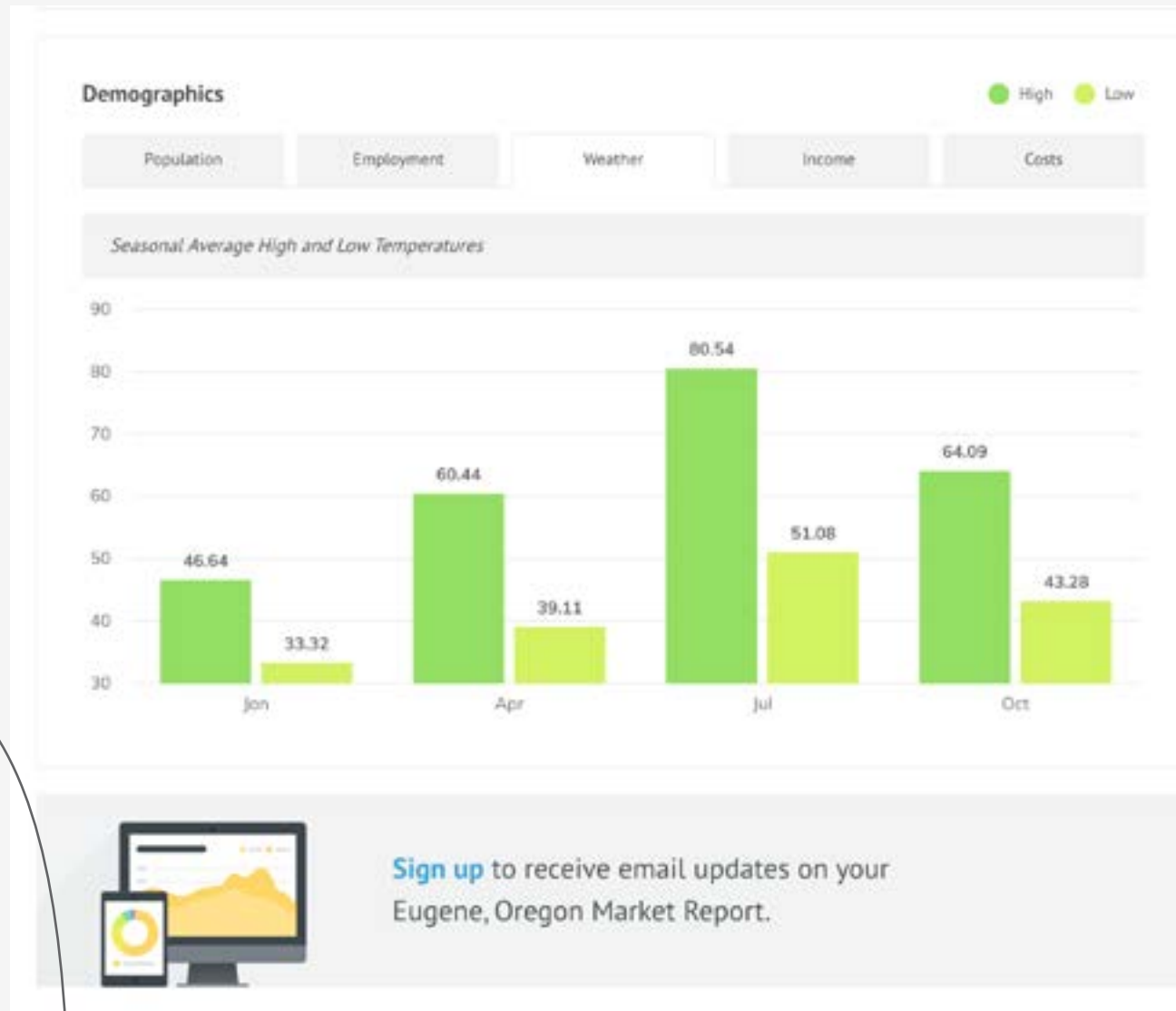


**Part
III**

THE STRATEGY

Besides adding dynamic and effective content to your real estate website, Market Reports also offer more opportunities to connect with your clients and leads!

How to Use Market Reports to Generate Leads:





ADD TO TOP LEVEL NAVIGATION

Placing a link to Market Reports in your top-level site navigation creates an obvious entry point for your site visitors to see value and opt to become your lead!



STRENGTHEN COMMUNITY PAGES

Adding Market Reports to your community pages helps position your site as the most relevant source for local neighborhood information – plus it enhances your indexability. When combined with saved searches, sold data and your robust community knowledge, you'll quickly become a trusted local resource.



INCLUDE CALLS-TO-ACTION

Buyers and sellers want to be informed – you can generate leads as they search for answers! When adding Market Reports to your website, be sure to include Call-to-Action buttons to sign up for email updates on the city, zip code, and/or county your leads are searching for.



LEVERAGE SOCIAL MEDIA

Share your Market Reports on social media! When your valuable data is attractive and easy-to-understand - you're sure to gain more traction and shares.



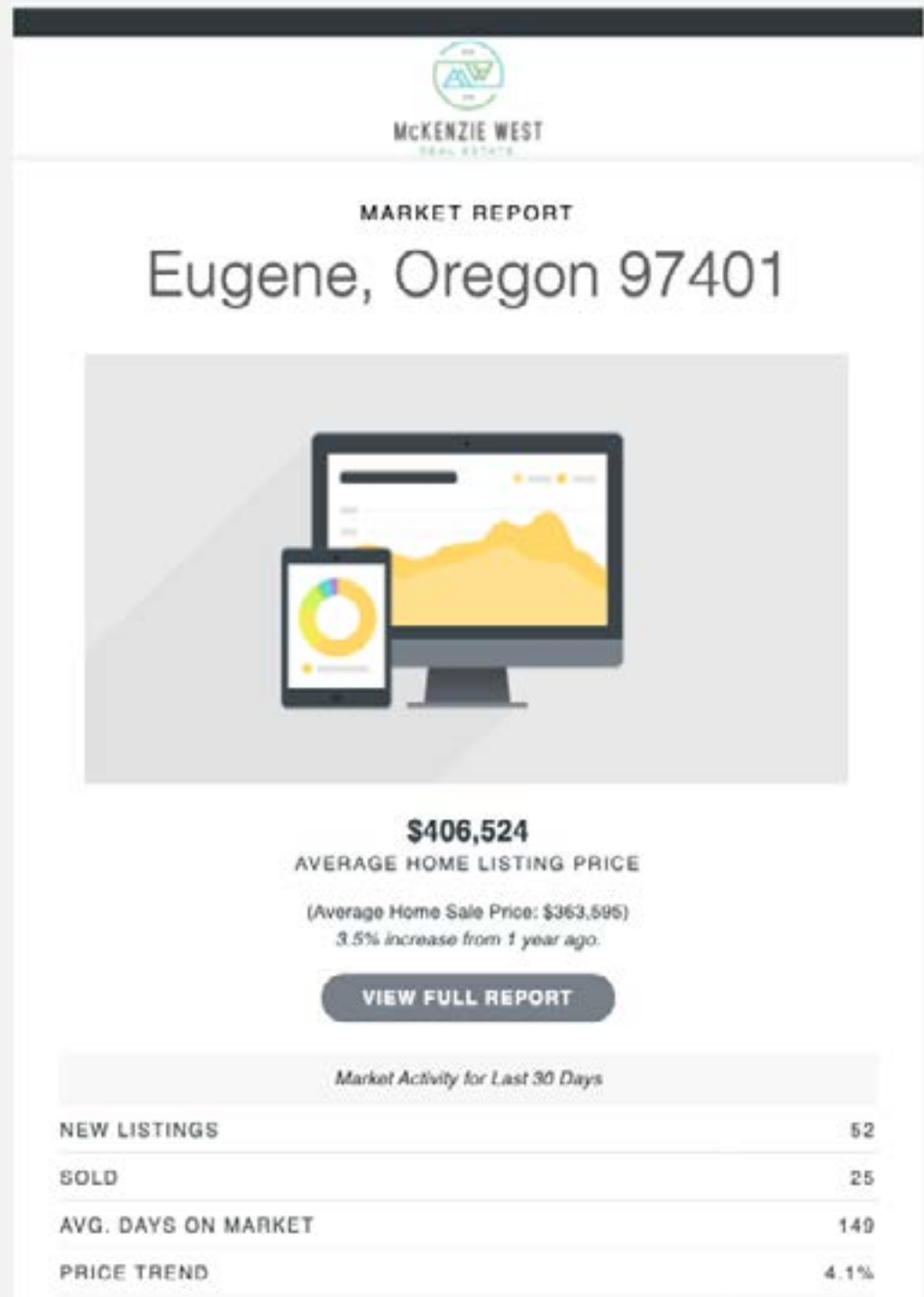
USE PRINT MARKETING

Print out copies of your Market Reports to include at your next open house or client meeting as take-aways with your business cards.

How to Use Market Reports to Nurture Relationships:

UTILIZE EMAIL MARKETING

If your leads aren't ready to take action right away, stay top of mind and keep them engaged with monthly Market Report email updates.

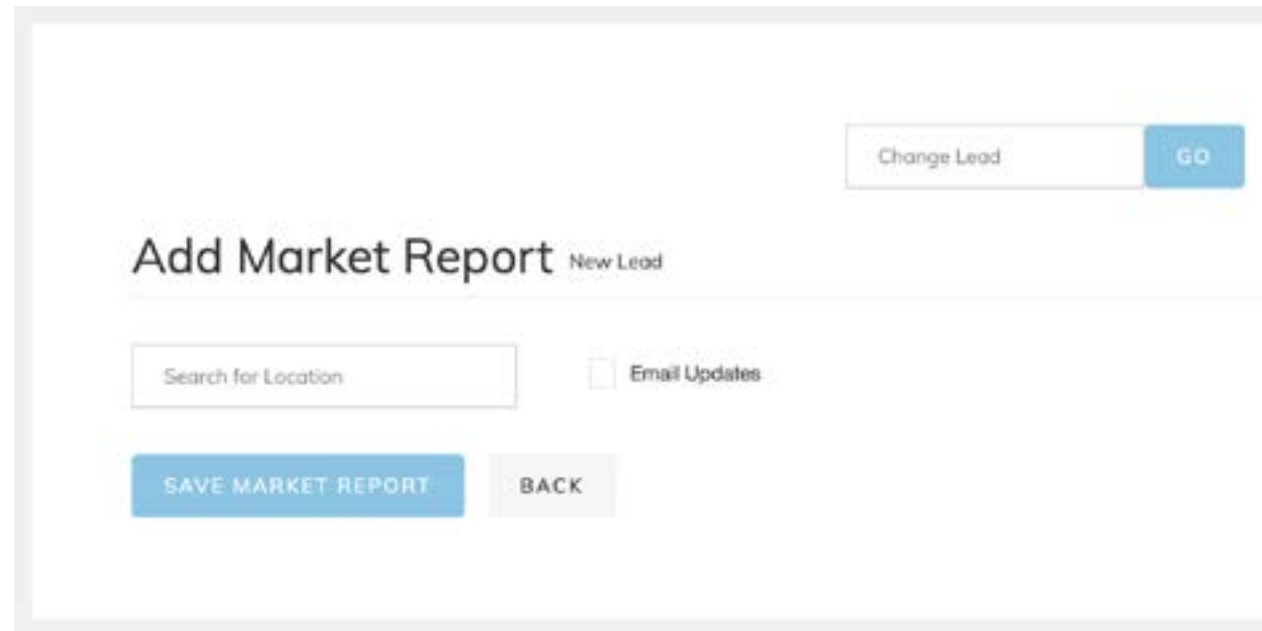


You have two options: Create a Market Report for your leads, **OR** allow leads to create their own Market Reports on your website and receive them via email immediately (with subsequent emails sent on a recurring monthly basis).

Market Report emails will provide a ton of value to your prospects. By automating these reports and keeping prospective sellers (and buyers) up-to-date, you'll truly be the local expert resource they've been looking for!

Pro-tip

Give your leads a head start with their Market Reports by building one based on their saved searches. They'll get an updated Market Report email every month!



The screenshot shows a web form titled "Add Market Report" with a subtitle "New Lead". In the top right corner, there is a "Change Lead" link and a blue "GO" button. The main form area contains a text input field labeled "Search for Location" and a checkbox labeled "Email Updates". At the bottom of the form, there are two buttons: a blue "SAVE MARKET REPORT" button and a grey "BACK" button.

**Part
IV**

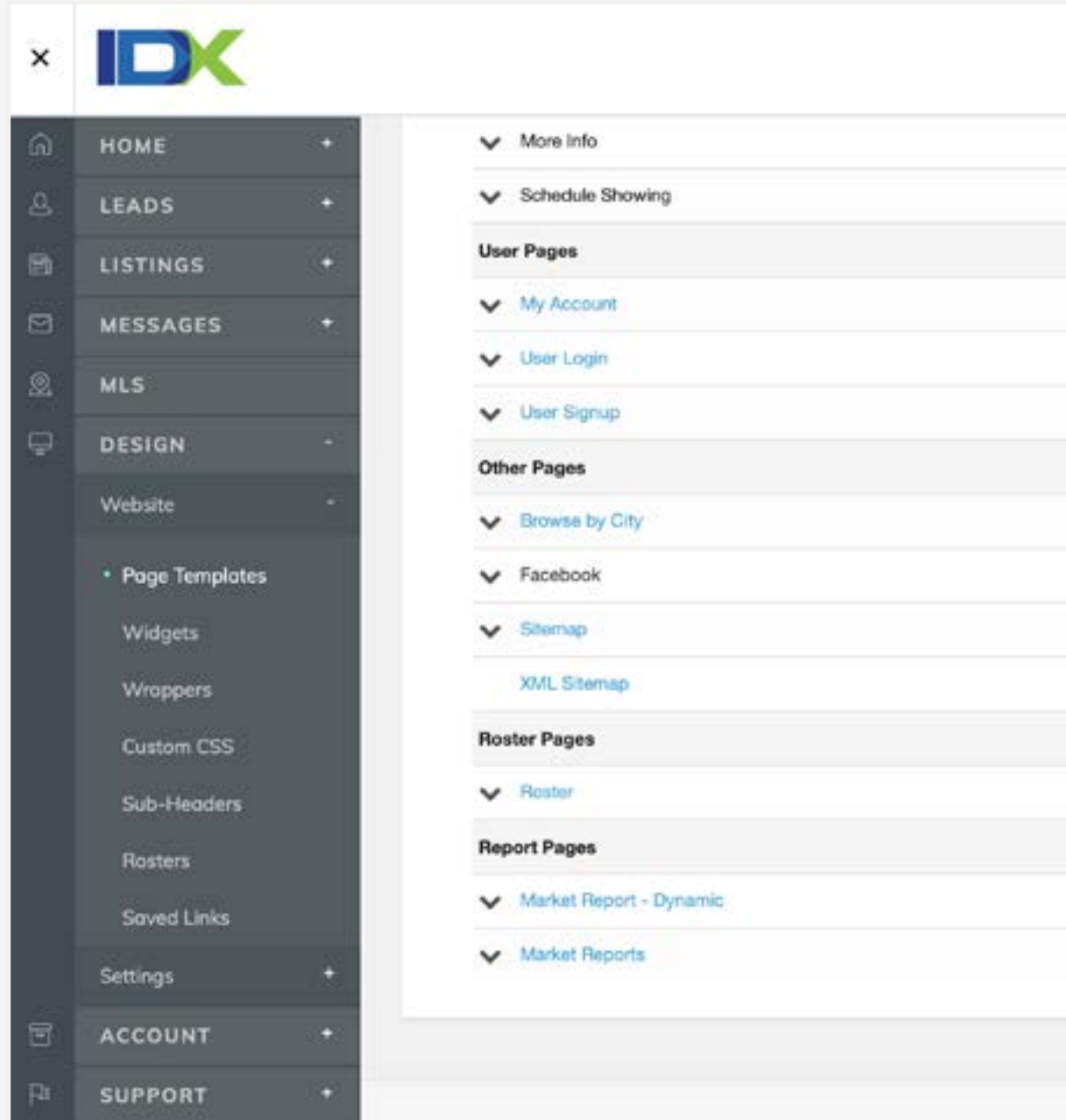
THE SETUP

(IDX Broker clients)

Market Reports are included in all IDX Broker Platinum and HOME accounts automatically.

How to Set Up Market Reports:

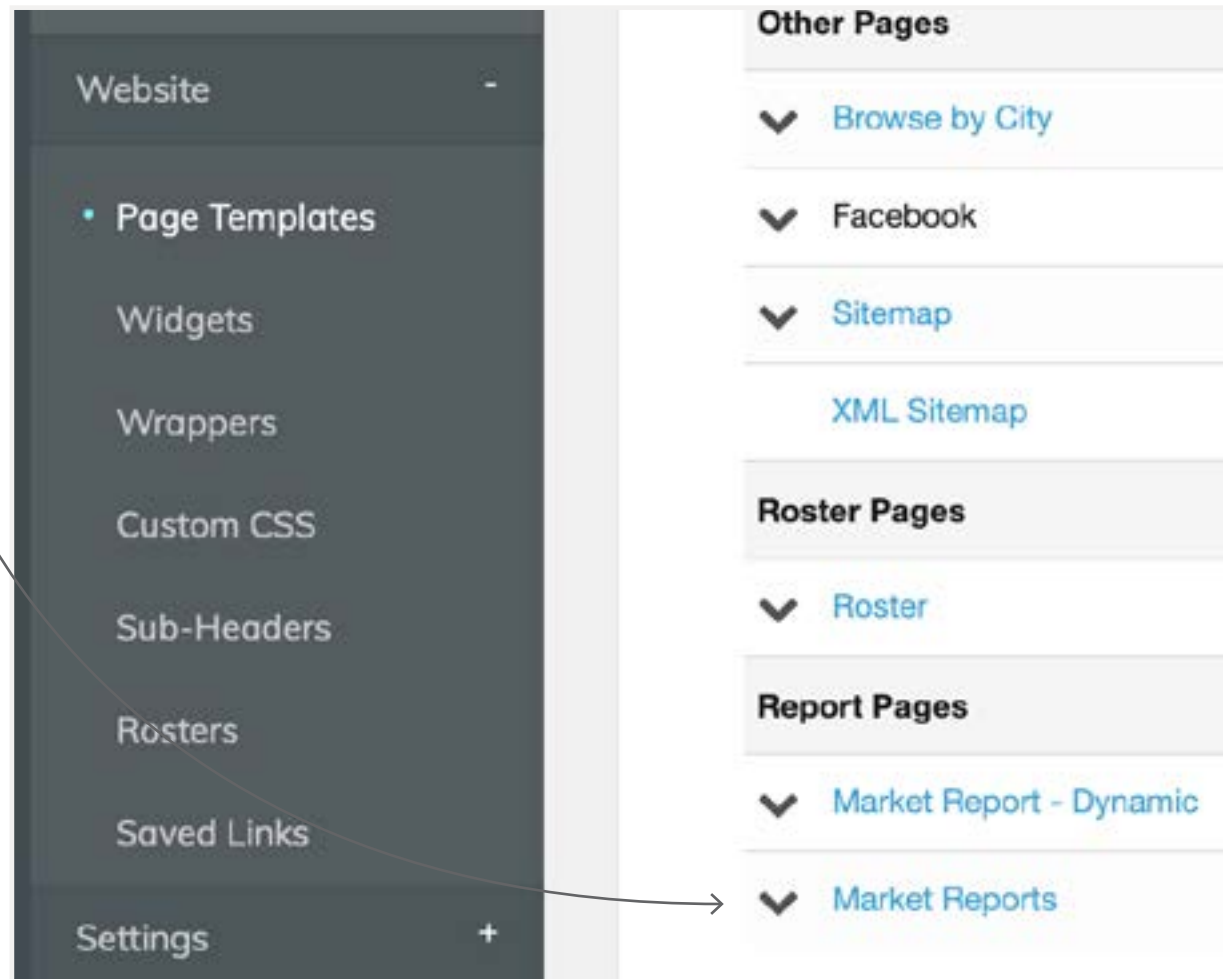
Market Reports have been added to your IDX Broker dashboard as Pages. The same settings - SEO, CSS, Subheaders, and Lead Registration - applied to other IDX Broker pages and saved links can be applied to these pages.



FIRST

Selecting the Market Reports Link will give you a glimpse of how your visitors will initially set up, create, and access their report from your website.

Market Reports are linked to some important items on your site – including New Listings, Sold Listings (when available), and Open Houses.



NEXT

Set up your SEO Settings, Page Settings, and Lead Registration settings:

Page Preferences

idx/market-reports

GO TO PAGE

SEO Settings

Page Settings

Lead Registration

SEO Settings

Editing the page url allows you to get the custom SEO juice you want for each search. If you are going to change it, it's best to do it early and don't change it after that.

Page Options

Page Title

Use Meta Tags Description

☐ Yes ☒ No

Meta Tags Description

Use Meta Tags Keywords

☐ Yes ☒ No

Meta Tags Keywords

PAGE PREFERENCES

- SEO Settings – Here, similar to other pages in your IDX Broker account, you can define the specific Title, Description, and Keywords for your Market Reports (see above).
- Page Settings – The options available in this page will help you define the areas that you would like available for Market Reports, as well as the property types that you wish to display. Note, the areas you choose to service can be based on custom city, county, postal code lists.
- Lead Registration – This setting will allow you to control how many searches can happen from this page before you force or request lead registration.

The screenshot shows the 'Lead Registration' setup page. At the top, there are tabs for 'SEO Settings', 'Page Settings', and 'Lead Registration'. A 'GO TO PAGE' button is in the top right. The main heading is 'Lead Registration Setup' with a subtext: 'Setup this page and how you want to capture a lead from it.' Below this, the 'Request Registration' option is selected with a blue radio button. The 'Type' section has 'Recurring' selected. There is a 'Pages viewable before registration' input field. A checkbox for 'Redirect to third party website for registration' is present, with a corresponding 'Third party website URL' input field. The 'Form message' section has 'Default' selected. A preview box shows a 'Sign up now!' message. At the bottom, the 'Force Registration' option is unselected, and there is a 'Save Changes' button.

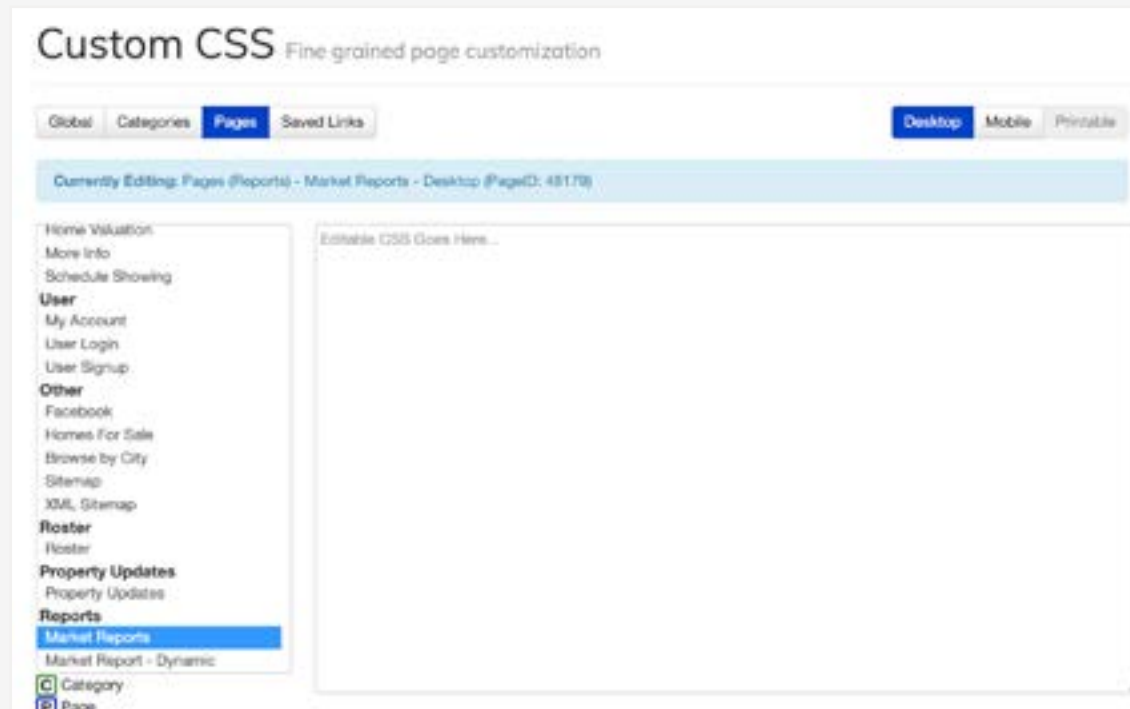
Pro tip

Perform some searches for areas you specialize in with this Market Report. Use the address of the resulting search to link to areas you cover in your Market Report sub-navigation.

How to Customize the Design of Market Reports:

The default Market Reports designs are flexible - similar to many other pages in IDX Broker. You have the option to access and control the design from your Custom CSS section and can customize the page to match the color scheme of your site.

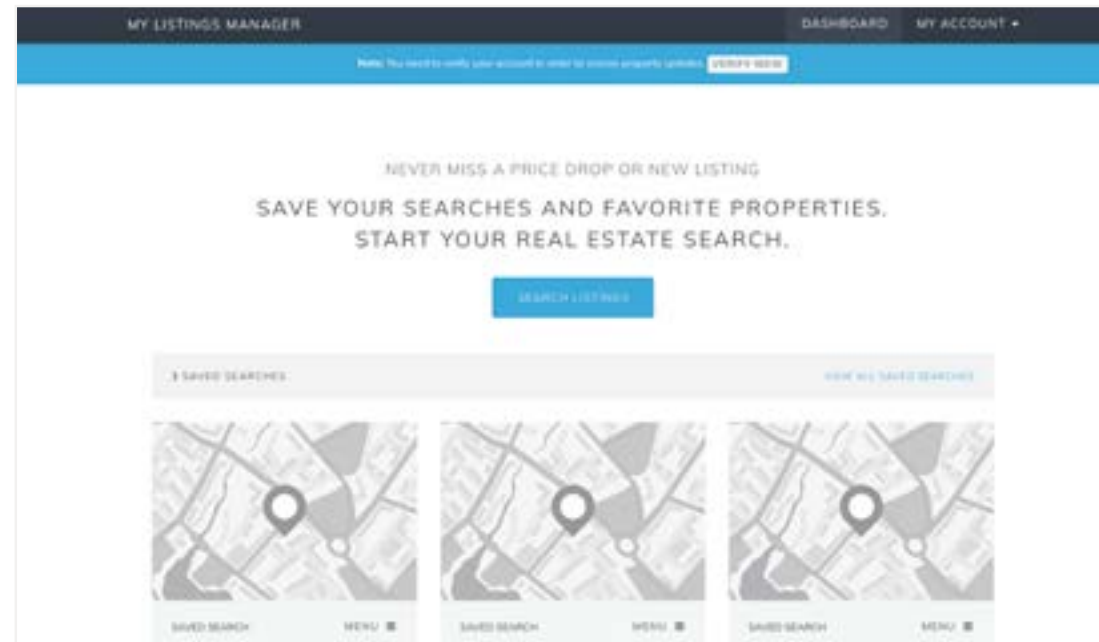
Note: Dynamic graphical elements, e.g. the color of the actual bars within the data visualization are not customizable within your Custom CSS workspace in this iteration of Market Reports.



How to Enhance the User Experience:

My Listings Manager v2.0 makes incredible use of the Market Reports. The user experience makes saving properties, searches, and now Market Reports, simple, intuitive, and powerful.

Further, your leads will be able to create their own reports and receive them immediately, and will receive them on a recurring monthly basis. You also have the option to create a report for them and drip the update email straight from IDX Broker!



From the primary Market Reports page referenced above, your site visitor will see prominently displayed calls to action (CTA's) to "sign up."

After your visitor signs up, they will no longer see the CTA – rather, they will see new and expanded options within their My Listings Manager account.

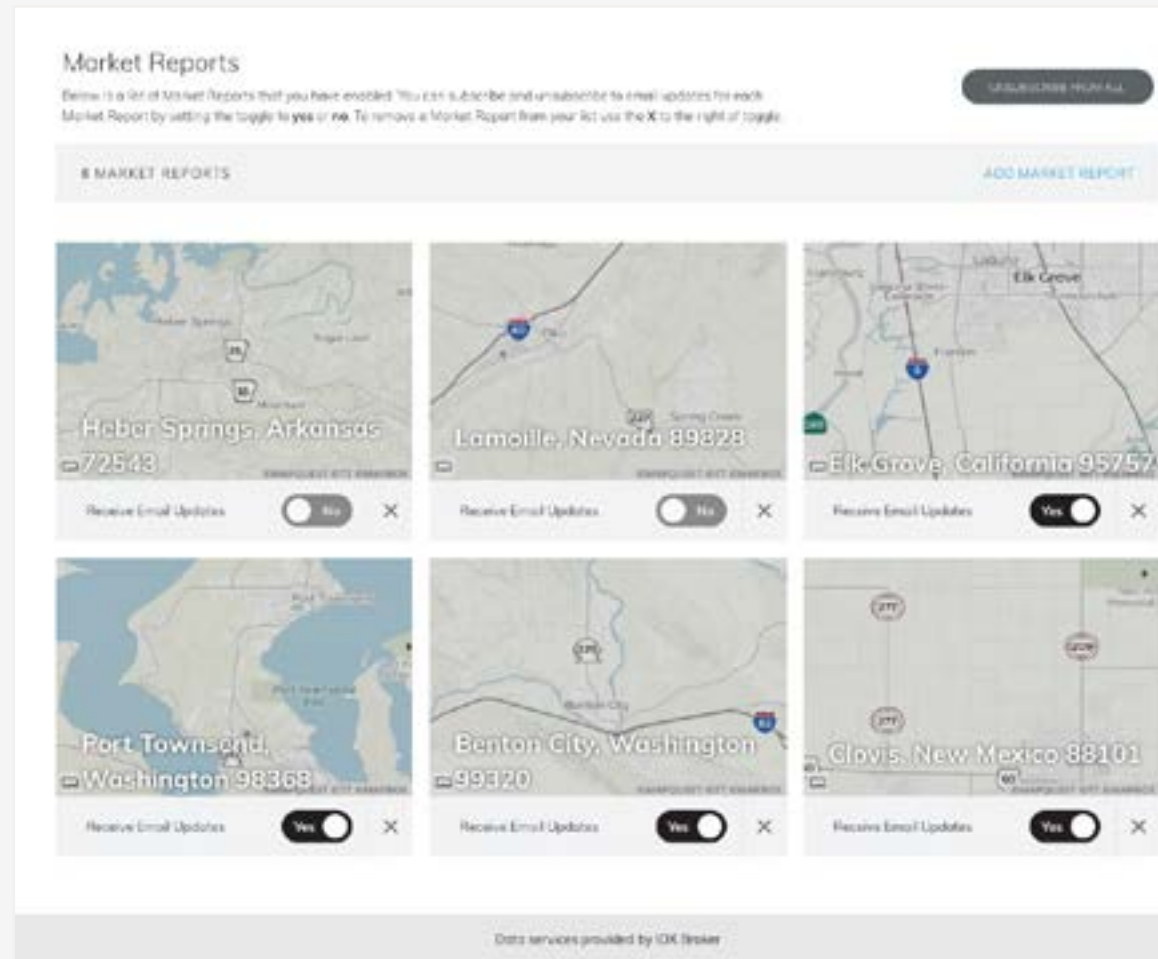
Your lead will now have a single dashboard to manage their Saved Properties, Searches, and Market Reports, as well as their email and contact preferences.



Sign up to receive email updates on your Portland, Oregon Market Report.

EDIT EMAIL SETTINGS:

Market Reports are specific to a city, county or postal code and each report will be separate. Leads will have the option of controlling which reports they have delivered by selecting their email preference with a single toggle.



Market Reports offer more opportunities to connect, and equip you and your leads with meaningful insight targeted to meet buyer and seller interests. When you enhance your website with real estate Market Reports, you make your site (and yourself) a vital part of the home buying and selling process!

If you have any questions about Market Reports, please contact us today!

1 (800) 421-9668 | idxbroker.com

