

**HOW TO
BUILD
TRUST
FOR
YOUR
WEBSITE**



WELCOME

This is a preview version of the Real Estate Blog Topics newsletter. You can [click here](#) to spread the word on twitter or refer people you wish to share this with to our [Learn More](#) page.

If you're receiving this from a friend, you can sign up for Real Estate Blog Topics by clicking the link at the bottom of any page or by [clicking here](#).

Enjoy!

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A close-up photograph of a person wearing a dark grey suit jacket, an orange dress shirt, and a red tie with blue and orange stripes. The person's hand is visible, adjusting the knot of the tie. The background is plain white.

**APPEARANCE
AND
FIRST
IMPRESSIONS
MATTER**

People do business with people they know, like and trust. That's just the way it works. They have to feel at least one of those three ways about you in order to do business with you.

- They have to feel like they know you...
- They have to feel like they trust you...
- And yes, they have to like you...

All before they decide to do business with you.

HERE'S THE GOOD NEWS

Your website is the perfect opportunity to increase your know, like and trust factor. Quicker than any print magazine, cheaper than any radio or TV advertisement and much more far reaching than any billboard.

But, you have to get people's attention (and keep it) first. And here's the thing, you only have about 3-5 seconds to earn someone's attention the moment they land your website.

Within those initial 3-5 seconds, they will have made a decision as to whether they like you and trust you enough to stick around.

It's like going on a blind date. You're going to determine whether or not you like the person pretty darn quickly. (Then again, I've never been on a blind date before. But still, I'm pretty sure first impressions matter).

Or let's put this another way, would you ever take a potential home-buyer to look at homes in a dirty car? Papers all over the place, empty soda bottles, etc.

No, right? That leaves a bad impression. It says you're messy. Dis-organized. Unprofessional. In short, it leaves a bad impression.

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How you dress and how you communicate, matters. How your website is dressed and what it communicates matters just as much (if not more).

TREAT YOUR HOME PAGE LIKE A LANDING PAGE

Your Home page is generally going to be the first encounter than anyone has with your business.

- Am I in the right place?
- Is this site credible?
- Is the information reliable?
- Who's the author behind this website?
- Can I trust him/her?

These are all questions your site visitors are asking the moment they land on your Home page.

THE BASICS

Header/Logo

Your header/logo should quickly and easily communicate who or what your website is about. 920 x 150 pixels is an appropriate size for your header image. Anything larger than that in height, and you're pushing too much of your content below the fold.

Navigation

Think about what the most important pages are on your website. Where do you want people to go, specifically?

Your Home page should function as a simple guide to take people to the most important pages on your website, nothing more.

Some pages that might make up the navigation on your site:

- Home

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- About
- Search for Homes
- Featured Listing (Maybe)
- Neighborhoods/Communities
 - Sub-Pages containing various neighborhood/community names here
- Testimonials
- Contact

Call To Actions

Think about why consumers are coming to your website to begin with.

1. Search for homes.
2. Find out what their home is worth.
3. Find out how the market is doing.
4. Learn about the community they're thinking about moving into.

Now, are you making easy for consumers for find those things when they land on your Home page? Can they easily and readily click to access any of the type of content reference above?

***Note:** Need a good WordPress theme for Real Estate? I recommend [AgentPress](#) (affiliate link) by the folks over at [StudioPress](#) (affiliate link). They've even designed some great icon and banner graphics that you can download for free [here](#) and [here](#).

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Property Status Property Type Property Price Property Location Property Bedrooms IDX Integration



PROPERTY SEARCH

Status

Types

Bedrooms

Price

Locations

[Search Properties](#)



Find out how much
YOUR HOME IS WORTH.

[CLICK HERE](#)

FEATURED LISTINGS

\$695,000 [New Listing](#)

\$780,000 [Model Home](#)

\$499,000 [Just Reduced](#)

WHAT DO YOU WANT VISITORS TO DO WHEN THEY LAND ON YOUR WEBSITE? ARE YOU MAKING IT CLEAR?

OTHER QUICK & EASY WAYS TO BUILD TRUST FOR YOUR WEBSITE

Your Home page is generally going to be the first encounter than anyone has with your business.

ABOUT PAGE

People want to get to know the type of person that you are. They'll discover that by reading your content daily/weekly or by reading your About page.

Your About page should communicate a few things:

- Why you're here.
- How this site will help you.
- Who I am (the author behind the website). Remember, it's nice to put a name to a face.
- What to do next...
 - [Click here to search for homes.](#)
 - [Register here to save your searches and/or favorite properties.](#)
 - [Subscribe to your newsletter for weekly updates.](#)

REGULARLY ADD NEW CONTENT

The success of any real estate blog is dependent on your ability to develop fresh new content, consistently. The real estate market and financial markets are changing daily/weekly. Naturally, you should be writing content consistently to reflect those changes.

Remember, one of the questions site visitors are asking is “is the information here reliable?” If it's outdated, it's not very reliable. They'll see that and wander on to the next site.

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Things you should be writing about include: (some sample post titles)

- **Pasadena Real Estate Market Report: October, 2011** - What's going on in the local real estate market for the last month? What's the average [DOM](#) (Days on Market) for new listings? Any new construction or other developments worth talking about?
- **Pasadena Mortgage Rates Report: October 10, 2011** - This post is an easy one to write. What's going on on the [Economic Calendar](#) that could potentially impact mortgage rates? Give readers a short, paragraph long analysis. Then, jump right in with your mortgage rates for the day (30-year fixed rate mortgage). Add your disclosure: "Equal Opportunity Lender. Rates subject to borrower qualification." Here's a great sample post from The Mortgage Reports (minus the rate quote): <http://themortgagereports.com/6940/mortgage-rates-jobs-report-september-2011>.
- [5 Things To Do Now If You're Putting Your House on the Market in the Spring](#) - This is an actual post written by Real Estate Blogger, Jim Duncan (author of [RealCentralVA.com](#)). It's short, simple and yet full of actionable advice for someone looking to put their home for sale in the current market. Who's your target audience? What kinds of things are they thinking about, or what questions are they asking that you can provide answers to the way Jim did here?

TESTIMONIALS PAGE

Top Producer. #1 Agent. [Insert Real Estate cliché here]. Better to hi-light what others are saying about you and the work that you do rather than fire off another cliché. Real Estate Broker, Jay Thompson has done this well with [ReviewOurAgents.com](#).

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Review Our Agents!

We welcome your honest feedback

At Thompson's Realty, we welcome feedback and reviews from our clients, good, bad or ugly (though I don't think you'll find any bad or ugly. At least that's our intent — and our goal).

Below you will find several different places that you can leave reviews. Some will require registration, some may not. You can also [review us right here on this site](#), no registration required.

We pride ourselves on providing amazing customer service and welcome all feedback. You're welcome to [read what others have said](#).

Please, tell us about your experiences with Thompson's Realty. **Just click on an icon below to get started...**



What Jay Thompson has done was create a single place for consumers to see what others are saying about Thompson's Realty and their Agents.

You can [read](#) what client's have to say about working with Thompson's Realty Agents. And you can even [post your own review](#) right there on the site.

Total transparency. Jay's committed to hi-lighting the good "and the bad" though if you look closely, everyone's had nothing but wonderful things to say about their working relationship with Thompon's Realty Agents.

That speaks volumes and earns trust better than any other Real Estate sales cliché you can throw out there.

FULL CONTACT DETAILS

Some people choose to display their contact information, others like to keep it fairly private. For obvious reasons I suppose. To avoid things like having telemarketers call you to offer their break-through product/service.

While sure, you'd like to avoid that, you also remove potential business opportunities.

The more information you provide, and the easier you make it to contact you, the better.

- Phone number.
- Email.
- Mailing address or office address.
- DRE number.

At a minimum, these are the details that should be made available to site visitors upon landing on your website. You can display phone number and email on the upper right-hand side

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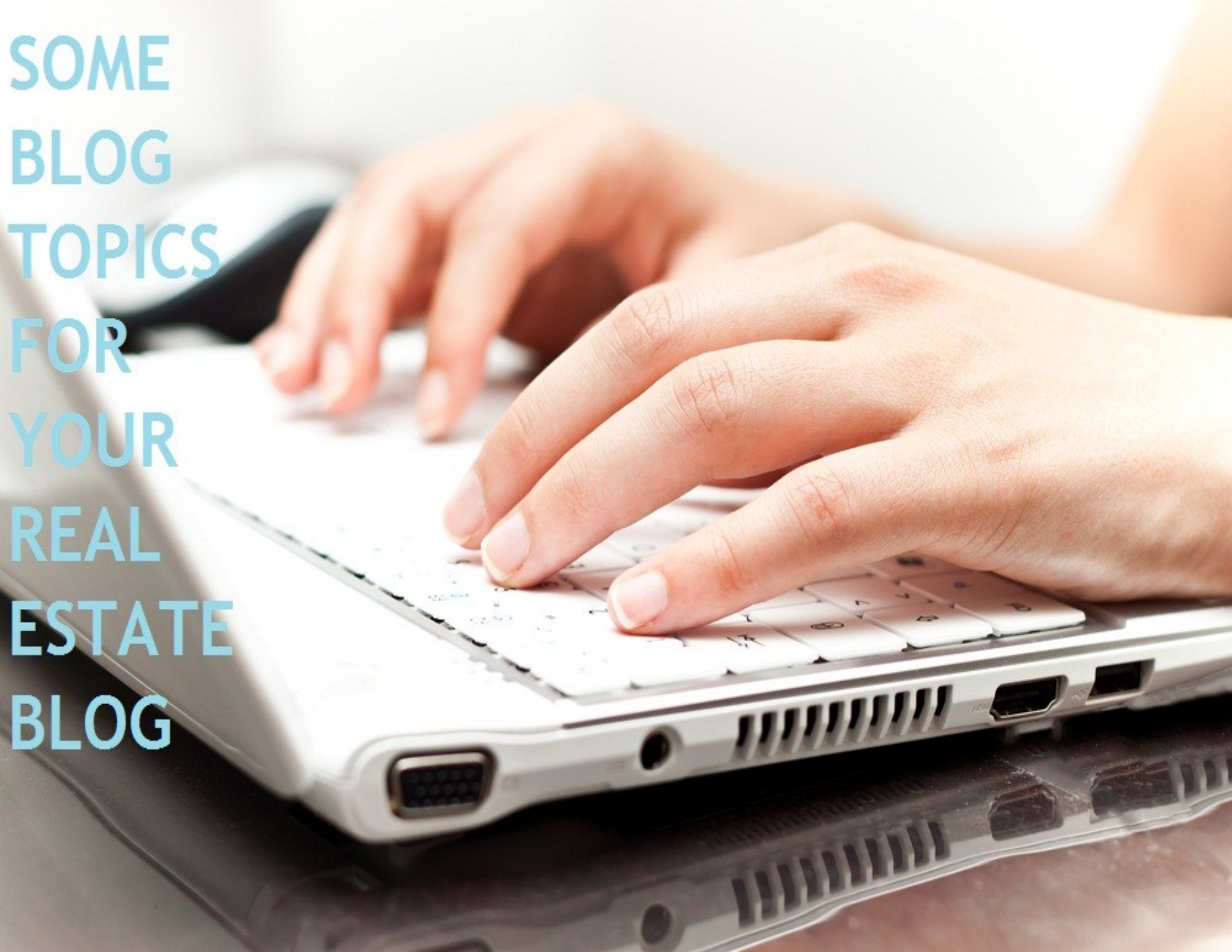
of your website. As for the other details, they should be placed prominently on your About page and Contact page.

Being able to be contacted directly lets your site visitors have conversations with you that they might not necessarily want to have displayed in the comments of your posts. Those are private conversations that lead to new listings, new clients.

But again, the more you make yourself accessible to having those conversations, the better.

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SOME
BLOG
TOPICS
FOR
YOUR
REAL
ESTATE
BLOG



This week's theme is all about building trust with your readers. You can achieve that through good, clean and easy to navigate design but also, through your content.

That said, here are some Blog Topics for your Real Estate Blog...

NEIGHBORHOOD MARKET REPORT

Pick a specific neighborhood and write a market report.

- How many homes have been sold?
- How many homes are under contract?
- Any new homes being built?
- Average DOM (Days on Market)?
- Average sales price?

Here's an example of what your post might look like:

<http://www.realcentralva.com/2011/09/27/belvedere-neighborhood-seems-to-be-turning-the-corner>.

FINANCIAL/MORTGAGE REPORT

Again, what's going on on the Economic Calendar that could potential impact mortgage rates? If I'm in the market to buy a house, what would a payment look like on a 30-year fixed rate mortgage with 10% down? How about a 30-year fixed rate mortgage with 20% down?

Give me the skinny, then give me the rate quotes (don't forget your disclaimers). Then, what else is going on in the mortgage markets that I should be made aware of? Here's a great post from Mortgage Blogger Dan Green on the new Conforming and FHA loan limits:

<http://themortgagereports.com/6233/conforming-loan-limits-fha-fall-2011>.

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GET PERSONAL - SHOW US WHO'S BEHIND THE COMPANY

Any time Jay Thompson hires a new Real Estate Agent, he does a write-up on the blog introducing the new team member to the Thompson's Realty family and to his readers.

Here's the latest:

<http://www.phoenixrealestateguy.com/thompsons-realty-welcomes-josh-and-dawn-mckinley>.

Why does this matter?

For one, it's nice to see the faces behind the company. So many times I see author's post new content, without an author bio or a picture on their website. As a reader, I can't make a connection that way. I can't put a name to a face, and although I might enjoy reading your content, I still haven't put a name and to a face.

Here, Jay Thompson puts a face to every name for the Agents in his Brokerage. It shows that he's approachable. That's he's personable. In short, he makes it rediculously simple for readers to make a connection.

Also, it's nice to see that a Broker can talk so openly about his team member's. It shows that he truly cares about them as people, as professionals and that he cares enough to share with his readers.

Trust is built that way.

LOCAL COMMUNITY NEWS

How do you get people to know you as the local expert? You become the "go to" resource for everything local. By publishing local news and updates on everything local and about the community (not just real estate).

Here's a great, simple post from Real Estate Blogger, Theresa Boardman on local construction updates in her community:

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<http://www.stpaulrealestateblog.com/2011/10/lrt-construction-update-3.html>.

The post is straight, and to the point. Just a quick update on what's going on with new construction in the area.

Any new construction taking place in your area? Anything homeowners should be made aware of? How does it impact homeowners?

Your posts don't have to be all news and no play, they can be fun too. Like this post from Real Estate Blogger, Irina Netchaev:

<http://www.pasadenaviews.com/pumpkin-festival-at-kidspace-childrens-museum>.

The post isn't anything real estate related by any means. But hey, it's October, pumpkin carving is a big activity this month. Families are looking for fun things to do. Why not go to the pumpkin festival?

Irina does this every holiday, she'll write about things like [places to watch fireworks on the 4th of July](#). As we near Halloween, I'm sure she'll write a post on Haunted Houses to visit in and around Pasadena.

In doing so, she's become the local, go-to resource for everything Pasadena. Not just real estate, but the community at large.

Guess what? When it comes to buying and selling real estate, guess who people will think about first? Irina Netchaev, from [PasadenaViews.com](#).

Why? Because she's knows the community inside and out and she's one heck of a negotiator.

SAY IT WITH VIDEO

Video is highly personal. You can see the person's facial expressions, hear the nuances in their voice. In short, you can

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make a connection quickly (or at least you have the opportunity to).

So this week, try something new, experiment with video. The next time a client asks you a question about the escrow process, about the mortgage application process, or about a specific community, try answering it video. In other words, record and publish your response via video.

Real Estate Blogger, Walter Burns, does this very well. He'll often answer client questions on every real estate via video. Here's an example of a resource page he published for consumers looking for information on Hoboken Condos: <http://www.livingonthehudson.com/hobokenvideos.php>.

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THIS WEEK'S ACTION STEPS

Do a self-audit on your current Home page design. Remember, your Home page is going to be the first encounter people have with you and your business. The easier your Home page design is to navigate and digest the better (first impressions matter).

You'll either earn someone's attention long enough to consider what you have to offer, or you'll lose them to the next Agent's website. Clean things up, make it easy to navigate and you'll do just fine.

(Note: If you need a little help with your site audit, you can always sign up for a [Personalized Blog Review](#)).

As for your content, you have an opportunity to make a connection with readers and site visitors over the content you produce. The more regularly you publish, the more accurate and reliable your stats, the more likely you'll be to earn and keep someone's attention.

In the process, it's ok to make your content fun and engaging. That increases your likeability factor :-)

Ricardo Bueno
Author, Real Estate Blog Topics
October, 2011

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