Ninja Academy 101

The LeadSite Experience

10 Steps to Prepare your LeadSite for Launch!

CHAPTER 1:

Getting Started with LeadSites

Getting Started with LeadSites

Congratulations! The wait is over and your LeadSite is ready!

Our Design Team has transformed your design form into a website to reflect your brand.

You have everything you need to start using your site. In the **Ninja Center** you can view your site, IDX status, sign up for training, and get your login information to start using your LeadSite tools today!

Ninja Tip #1: Access your Ninja Center at any time using the link you were emailed.

In order to get your new LeadSite ready to go live, there are a few more things to get started with your new LeadSite marketing toolbox.

1. Join Beat Zillow! Our Facebook community is a great resource for the latest updates about LeadSites, sharing marketing strategies, and gathering feedback from other LeadSite users!
2. If you have IDX and haven't submitted your paperwork:
    - Check your email
    - Fill out the form and get your broker's signature
    - Send the completed form to our vendor iHomefinder at idxapproval@ihomefinder.com
3. Use this 10 Chapter lesson plan to prepare your site to go live.
4. Make sure you have a custom domain ready for your site.
    - For example, at Easy Agent PRO, our custom domain is easyagentpro.com.
    - If you don't have one yet, you can buy one from a variety of registrars such as GoDaddy, Namecheap, GSuite, etc.
5. And lastly, take your LeadSite live!!!

FROM ALL OF US AT EASY AGENT PRO,
WELCOME TO THE EAP FAMILY!

CHAPTER 2:

Review & Update Your LeadSite

Review & Update Your LeadSite

In your LeadSite Dashboard, the Settings app lets you modify your branding and personal profile.

To edit this, navigate to APPS and open Settings so you can modify your contact information, color scheme, and more!

If everything is correct, no changes are necessary!

You can change these at any point in the future if you need branding or personal information updated.

Once you've reviewed your Settings and optimized your profile, your Ninja Center has an edits form you can submit if you need additional changes outside the available customizable options (i.e. homepage)!

And if you need help with anything else, you can always reach out to support@easyagentpro.com!

Check off the Settings as you review or update them!

- [ ] Your name
- [ ] Your company name
- [ ] Your office address
- [ ] Best phone number to be called at
- [ ] Best email address you can be reached at
- [ ] A primary color that reflects your brand, often the main color used in your logo
- [ ] Your headshot, to put a face to your name
- [ ] A color version of your logo for any place with a white background
- [ ] A white version of your logo for any place with a colored or dark background
- [ ] A hero image to display behind the title on all your Pages
- [ ] A square icon (called a favicon) to show beside your site name in a tab
- [ ] Best email address to receive notifications at for activity on your LeadSite
- [ ] Menu layout style

EXTRA CREDIT: *Using the additional settings inside the Find Me app, you can control what your site looks like as a Google Search result. Make sure this matches your brand as has a compelling description!*

CHAPTER 3:

Position Yourself as THE Community Expert

Position Yourself as THE Community Expert

When you filled out your Design Form we asked for up to 10 areas you wanted to "farm" for traffic and leads. These were used to create your Instafarms: community specific pages that highlight information your visitors will find helpful!

To maximize your marketing strategy, these pages have a few fields you'll want to fill out to position yourself as the expert and go-to resource in your local communities.

Here are few examples of what you can include:

Writing Prompts

What makes your community special? Is it the local attractions? The homes? The people? Don't be afraid to share your local knowledge of the area and sell people on the fact that this community is a great place to live and visit!

School information. Let folks thinking about moving to or visiting your area know exactly what educational opportunities are available for their children. This is great for families if that's a demographic you're interested in appealing to.

Top local restaurants. People are always interested in grabbing a great bite to eat for a reasonable price. Yelp and other services can be overwhelming and lack that personal touch. List your favorite restaurants, why they're worth visiting, and link out to the restaurants' websites!

Ninja Tip #2: Photos and videos are HUGE page boosters and provide visual value to your visitors.

Ninja Tip #3: Outbound links (links to external websites) help your SEO score, provide extra value, and can stimulate partnerships with local resources. Promoting local business rarely hurts yours!

EXTRA CREDIT: *Get in touch with a local business and ask them to link back to your Instafarm page. Let them know you've showcased their business and think they are awesome for new members of the community!*

Ranking on Google!

Search Engine Optimization, or SEO, is the practice of optimizing your web pages and content to rank highly on search engines such as Google, Yahoo, and Bing.

Your Instafarm pages (as well as standard pages and posts) have a built-in SEO score meter and tips for improvement. Follow these tips on the page to raise your score and boost your ranking!

Remember: Valuable content is ALWAYS more important than pure SEO tactics. Don't compromise the integrity of great writing, photos, and videos just to boost your rankings. In many cases, this may hurt you in the long run. Strike a balance between great SEO practices and awesome content!

Learn more about Instafarms with our Help Center guide!

The higher the SEO value of your site, the more likely visitors will find your content on search engines and engage with your site!

Here's our best guides and tutorials to maximize your SEO strategy.

Ninja Tip #4: Stay up-to-date on the latest for SEO via the EAP Facebook SEO Blog.

1. The COMPLETE Agent's Guide To SEO
2. How To Verify Your Site With Google Webmasters
3. SEO City Links App

EXTRA CREDIT: Consider taking a 5 minute video on your smartphone and uploading it to YouTube, then add it your Instafarm page. Take some pictures of local attractions, or upload pictures of homes on the market. IMPORTANT: Always be sure that you have permission to use video and photo content. You don't want a call from a lawyer…

CHAPTER 4:

Reach Out with Shareable Content

Reach Out with Shareable Content

In chapter 3, we discussed writing content for your Instafarm pages and SEO optimizing them to rank on Google. Now we're going to cover modifying your Easy Agent PRO-provided blog posts to create shareable, SEO-optimized content relevant to your niche.

Every week, your site automatically publishes 2 blog posts ready for you to tailor to your niche. Of course, you can always write your own unique content, but we recommend modifying these blog posts for a few reasons:

1. It saves you time!
2. It turns generic content into a resource that your visitors and readers will find relevant.
3. It allows you to SEO-optimize posts to serve your particular market and niche.
4. It teaches you the basics of copywriting so you can write your own unique blog and page content in the future!

Check out our 5 Ideas for an Excellent Blog up next!

Ninja Tip #5: If you need more options to write or edit a blog post, use our *Pro Mode* for more options!

Ninja Tip #6: Use these resources to inspire your blogging adventure:

- The Top 5 Tips To Succeed In Getting Leads From Your Real Estate Blog
- Get Leads From Blogging In Real Estate. Here's How. (Almost-Too-Easy Secret)
- 20 Real Estate Blog Ideas That Don't Suck
- 4 Tips To Maximize Your 1st Blog Post For Leads
- Real Estate Blog Ideas And Topics To Dominate Local Search

5 Ideas for an Excellent Blog Post

1) Change generic wording to location or niche-specific wording.

For example:

Version 1 - Default:
Buying a home in a new community – a brand-new home that no-one has ever lived in – is not only first-time homebuying on steroids, but the industry has left the homebuyer behind in terms of offering information and sharing knowledge about the process.

Version 2 - Localized for Albuquerque:
Buying a home in a new community like Paradise Hills or a new condo in a place like Uptown – a brand-new home that no-one has ever lived in – is not only first-time homebuying on steroids, but the industry has left the homebuyer behind in terms of offering information and sharing knowledge about the process.

2) Include relevant outbound links to interesting/useful websites!

If the content is about procuring a home loan, consider adding a link to your preferred lenders. You can even create an internal Preferred Lenders page to redirect visitors to another portion of your site.

Ninja Tip #7: Learn more about keywords with this guide.

Ninja Tip #8: You can also build pages for content types that don't need a blog post!

Ninja Tip #9: Contrarian content can provide a unique counter-perspective that captivates the reader.

EXTRA CREDIT: *Make a copy of this spreadsheet with blog topics. Use this as a calendar to plan out your first month of blogging. Keep adding topics to it as you think of them!*

5 Ideas for an Excellent Blog Post

3) Add a paragraph if you have additional information you can incorporate into the post!

This makes the post longer (great for SEO) and adds additional context and depth. For example, if the post is about how to stage a house, include your favorite staging technique or even techniques you've seen clients use ineffectively.

4) Change the picture!

Choose something specific to your area/niche. There are plenty of great free photo websites. For Help adding media to a post, check out our Help Center guide.

5) Customize the title.

Create a compelling title that has a keyword relevant to your niche/market. Find out how impactful your headline is with a quick and free analysis. Here's an example:

Version 1 - Default:
Do I Have to Use the Builder's Lender and Real Estate Agent?

Version 2 - Localized for Albuquerque:
Thinking About Buying a New Build in Albuquerque? Know Your Rights.

Ninja Tip #10: For each blog post, you can change the layout of the page by simply swapping the template! *Help Center Article*.

Ninja Tip #11: For more tips on how to customize your auto blog posts, check out our *Help Center guide*.

EXTRA CREDIT: *Go find 5 blogs to follow. Some of the best ideas come from reading other peoples' work about a topic you're interested in writing about. Analyze what they are doing and how you could do it better.*

CHAPTER 5:

Brag about
Your Reputation

Brag about Your Reputation

A critical part of successful website is building trust with your audience.

Our Brag Wall app makes this easy!

- You can add written testimonials along with a photo and/or video!
- You can set up your customized review submission link.
- You can link out to your other review profiles, like Google, Facebook, Zillow, and Yelp. This way clients with 5 star reviews can add their testimonials to your profiles across the web!

EXTRA CREDIT: *Reach out to 5 past clients with your review link and ask them for a review! This is a great opportunity to reconnect, check in with them, and boost your online reputation. You can even extend an offer to get a video testimonial for your Brag Wall!*

CHAPTER 6:

Passive Lead Capture Tools
(Side Hustles for Your Site!)

Passive Lead Capture Tools

Your LeadSite is designed to engage users from the moment they visit to your website. You have 6 lead capture tools that can be optimized to captivate visitors with compelling call-to-actions to maximize lead conversion. These tools are already set up and ready to go, but if you want to add a personal touch to your marketing, check out these tips!

Contact Me

This app allows you to choose if the (a) visitor should fill out a form to send an email or (b) send you a message on Facebook to get in touch. Pick the one you prefer to respond to!

Smart Slide In

This app prompts visitors to get in touch when they scroll down on a page. You can choose to have the app on or off, plus customize the the call-to-action button and redirect link. Instead of just saying "Contact Me", you could say "Let's get coffee!" if you'd like to present yourself more personably.
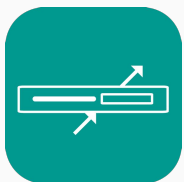
Header Leads

This app places a banner at the top of your site's pages. Use this text and button to promote a compelling offer! By default it advertises a home valuation, but you can get creative. If you have a newsletter, prompt them to go read it. If you have a special list of resources, you can link to it. Use Header Leads to set yourself apart from other real estate professionals with a one-of-a-kind value proposition.

EXTRA CREDIT: _Using a tool like Canva, create a downloadable PDF that you can attach to your Header Lead call-to-action button! Create a short guide, checklist, etc. that a visitor can use today. If you need an idea, try making a checklist of the most common things people forget to do when preparing a loan application._

Passive Lead Capture Tools
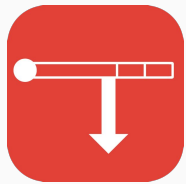
Smart Menu

This app introduces your name and face to visitors, along with 2 call-to-action buttons. By default, Smart Menu prompts visitors to either schedule a call or call you now. Alternatively, you could use one of these buttons to link over to your About page (if you've written one) to provide information about you and your business!

Blogger Pro

This app controls the widget at the end of every blog post. It starts off with your photo, a headline to get in touch, and your phone number. The link prompts the visitor to schedule a call. To add a personal touch, consider changing the headline and where the link goes. We'll cover landing pages and popups later, but this is an excellent place to use a Squeeze page!

EXTRA CREDIT: Convert visitors into Leads when they try to close your website! You can use Smart Pop Up to create a pop up that will appear when someone tries to close a page. This is a great tool to provide a unique value proposition, such as a list of homes fresh on the market, to stay on your site. You can use the redirect option to send them to the page after you collect their contact information!

CHAPTER 7:
Follow Up Faster!

Follow Up with Texty!

Up until now, you've learned how to write engaging content, build trust, and incentivize users to provide contact information via call-to-actions. Now it's time to create follow ups for interested leads to engage with them and continue the conversation!

With Texty you can send text messages (SMS) to new leads after they've completed a lead capture form.

You can also receive SMS notifications when you get a new lead. Be sure to add your cell phone number in the Texty app.

You can create 4 default scripts depending on which medium the user signed up with:

Contact Me:

This is sent after a visitor fills out the form, but will not send if you are using Facebook Messenger because Messenger does not require a phone number to start chatting.

Instafarm:

This is sent after a visitor fills out the form at the top or bottom of an Instafarm page.

Seller Magnet:

This is sent after a visitor completes the home valuation request.

Lead Lock:

Lead Lock turns any page into an instant landing page! You can configure Texty for Lead Lock to send a personalized message right after they complete the sign up form.

> *Ninja Tip #12: Here are some resources to help you write compelling scripts:*
> - *Text Scripts for Texty*
> - *Agent Follow Up Sequences For Texting*

EXTRA CREDIT: Share your best follow up Texty script with Beat Zillow. Ask for feedback and what strategies have worked for other LeadSite users! Alternatively, start a poll with 3 different versions of the same script and see what the community votes on the most. (Then use the winner for your Texty campaign!)

CHAPTER 8:

Customer Journeys: Send Your Leads Down Paths

Funnel Your Leads with Paths

Lead generation is exciting and we've shared a few ways to attract users to provide lead information in our previous lessons. So what do you do once you have a lead's information? This is where a CRM comes into play!

A **CRM (Client Relationship Management) system** helps develop prospects into customers by providing an efficient strategy for managing and storing information on leads. Your LeadSite dashboard already does this to a degree, but a CRM allows you to follow up with leads, nurture relationships, and attract/retain customers manually and/or automatically!

You can connect your leads to your CRM from right from your LeadSite Dashboard!

Your Paths app lets you create sequences. You'll find a buyer and seller Path almost ready to go in the app. If the Buyer Path is assigned to a lead capture tool, you'll get an email for any new lead who fits this criteria. Now you'll want to send that lead's data into your preferred CRM!

> ***Ninja Tip #13:*** *If you're interested in a CRM, use our tool to find the best fit!*

Your Paths app lets you create sequences. You'll find a buyer and seller Path almost ready to go in the app. If the Buyer Path is assigned to a lead capture tool, you'll get an email for any new lead who fits this criteria. Now you'll want to send that lead's data into your preferred CRM! Since your CRM is now connected, you can edit this Path to send those leads to your CRM (instead of straight to your email) into a Buyer group. This makes it easy to keep track of what types of leads you have. Plus, now you can tailor follow up email campaigns that fit their interests. For Buyers, you can start with sending them monthly market reports!

After your CRM is connected, all leads sent to your LeadSite dashboard will automatically be funneled into your CRM system. Now it's time to set up a follow-up campaign!

> ***Ninja Tip #14:*** *We have Help Guides for setting up many CRMs!*

One of the largest perks of a CRM, in addition to data storage, is the ability to send emails to all of your lead contacts.

When set on an automated cycle, this is called a **drip campaign**.

To illustrate, think of a time you signed up to receive a newsletter from a site or service you enjoy. You probably received an email right away thanking you for signing up. After a few hours or days, you may have received another email with information about a product, how to save 25% off, or offering a free download or link to an article. This is the gist of a drip campaign: creating follow-up sequences to nurture and engage contacts within your CRM system. This lesson plan is an example of a drip campaign; we've configured it to send daily emails aimed around information and product use.

Setting up an Email Drip Campaign

Each CRM is different and has a different process for establishing drip campaigns. Consider contacting your CRM's support team or searching their educational resources if you have questions with the technical aspects.

Here is a simple example of a 6 email, 14 day drip campaign:

Day 1: Thanks for signing up for our Albuquerque Homes Newsletter!

- Content: Welcome/thank you + contact information + basic information about you, the services you provide, and what the lead can expect.

Day 3: Top 10 Albuquerque attractions to experience on a budget!

- Content: A short paragraph introduction about a blog post.
- Value Proposition: Link to a blog post on your site.

Nurture Leads with Email Drip Campaigns

Day 5: **What's it like living in a neighborhood older than the U.S.?**

- Content: Information about historic Old Town community + photo/video + link to Instafarm page on your site.
- Value Proposition: Information about the community + link to an Instafarm on your site with content and listings.
- Soft Sell: Encourage them to schedule a call as a P.S. after your signature.

Day 9: **How to sell your Albuquerque home for $TOP DOLLAR$ with this proven system!**

- Content: Describe the system you've used to get your clients fantastic offers on their Albuquerque homes + link to your home valuation page.
- Value Proposition: Link to your Home Valuation page.

Day 11: **Predicting the future: A crystal ball into Albuquerque's 2018 Housing Market**

- Content: Local housing trends + interpretation + positives + potential concerns.
- Value Proposition: Link them to a blog post discussing the current market.

Day 14: **Subject: The HOTTEST Albuquerque Listing for sale RIGHT NOW!**

- Content: Describe the hottest property in your market and include a link to a Single Property squeeze page to schedule a showing.
- Hard Sell: End your email with a link to schedule a call with you to discuss their needs. You can use your Schedule A Call squeeze page for this, or Calendly!

We understand setting up a campaign can be a tad time consuming, so we've put together our best follow up email scripts to jump start your next campaign!

CHAPTER 9:

Squeeze Your Leads

Squeeze Your Leads

You are almost ready to take your new LeadSite live! You've created great content, built trust, your lead capture tools are ready, and you've connected your CRM with your first email drip campaign.

Once your LeadSite is live, you'll begin your online marketing campaigns to attract even more leads. This is where our landing page generator, Squeeze, comes into play!

Squeeze: Your Landing Page Builder

A landing page is a standalone web page with a specific marketing objective. These pages are characterized by an exchange of some value resource (blog post, eBook, PDF, Instafarm page, giveaway, etc.) for a lead's contact information.

Landing pages are some of the most effective lead conversion tools within the current online marketing sphere.

You can create UNLIMITED landing pages using one of our several dozen templates within your Squeeze app! Use our [Squeeze guide](#) to get started creating your very own custom landing page!

5 Landing Page Ideas:

1. An [eBook download](#) about your personal secret strategy for selling a home. You can [copy a template](#) from our collection of eBook starting points.
2. A redirect to a list of Single Story homes on the market.
3. A redirect to a list of homes on the market for people looking to downsize.
4. A redirect to a list of foreclosures on the market.
5. A redirect to a list of homes with Open House events in the next 30 days.

In the next chapter we'll prepare your site for launch on your custom domain with analytics and visitor tracking.

Ninja Tip #15: Our handy [walkthrough orientation video on Squeeze](#) is the perfect place to follow along to create your first Squeeze.

Ninja Tip #16: [Turn any page into a landing page](#) by adding #lock to the end of of the URL slug. Or use #open on a listing for an Open House sign in!

CHAPTER 10:
Tracking Leads

Last but not least, before your fire up your LeadSite, it's time to connect your Google Analytics account and insert your social media tracking Pixels!

Google Analytics tracks visitor data on your website such as page views, time spent on each page, and much more! This helps you understand the most popular content on your site so you can make data-driven decisions to increase conversion and user engagement.

Pixels stores your tracking codes for advertising. Once your LeadSite is live, you can begin paid marketing campaigns to reach people at scale and reengage with folks who have already visited your website! In order to target the right audience, you'll install a tracking code for each vendor you want to use, i.e. Facebook or Pinterest.

Once you have Pixels set up, you can also retarget your previous advertising campaign audiences. Inside any Pixel enabled app or Squeeze, you can turn on your retargeting Pixel to continue tracking them!

EXTRA CREDIT -- LET'S GO LIVE!!!
If you have completed all 10 chapters and your LeadSite is ready,
email launch@easyagentpro.com to take your LeadSite LIVE on your custom domain!

There is definitely A LOT you can do with your LeadSite and this eBook is intended to give you a running start towards maximizing your success!

If you have any questions or are interested in more advanced lead generation concepts, here are some additional resources...

Beat Zillow on Facebook

Our interactive Facebook community is a great place for agents and EAP staff to communicate, share ideas, ask questions, and crush the lead generating game! Join here and start engaging!

LeadSites Office Hours

We offer live webinar trainings several times a week ranging from basic orientation to more specific topics! Sign up live or watch a pre-recording!

Visit our Help Center

Our Help Center has tons of articles to teach you how to use your website to generate leads!

In The Lead

Check out our Podcast!

Request Edits for your LeadSite

Simply fill out the following form!

Contact Support

If you ever have questions or require technical/marketing assistance:

- Don't hesitate to reach out to our friendly and knowledgeable support staff at support@easyagentpro.com
- You can also call toll-free at (800) 327-6623

Our hours of operation are 9-5 Mountain Time and we do our best to respond as quickly as possible!

Thank you for choosing LeadSites!