

Best Practices for Your Website Home Page

OK, you now have a website. Unfortunately it probably looks just like every other website from that provider. All the information that comes with your new site is what is known as default content. With the exception of the template that you have chosen, the information provided on your site is no different than any other site from your host. That is of course unless you have large budget and have contracted for a totally custom site which can cost literally thousands of dollars.

So what should you do? How do you set yourself apart from other agents? Your first job is to determine what your niche market is. Do a search on Google for Homes. You will see that there are approximately 43,300,000 results for that term. That doesn't provide you with a very good chance for success. Now do a search for Gwinnett County Homes. Now you see results of about 665,000 results. Even though that is still a large number, you have a much better chance for success due to less competition. Now if you narrow the search down just a bit more to Gwinnett County Homes for Sale, you now see results of about 106,000. All of a sudden your odds just increased again.

Now that you have decided on your niche market and your key search term you should write original content about it. You could write about the benefits of a buyer's agent in that area. Discuss the market in general in the area along with your knowledge of the area. Whatever you do, do not copy and paste content off of other web pages. The search engines know when you do this and they will punish you by possibly banning your site.

Here is an example of how to customize a home page to fit the market where you expect your business to come from. Tamra Wade at REMAX Center in Suwanee knew that she was going to be concentrating on Marketing Bowen Family Homes. Can you guess what she did with her home page? Take a look and see what a difference original content makes on the home page. Tamra's site is all about Marketing Bowen Family Homes and the communities they have developed.

What is your niche? Where do you expect your business to come from? Write about it, you just may be very pleasantly surprised.

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