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### LATEST FEATURES

We have updated all clients with the following new features and tools, to make your website more user-friendly for you, your clients and potential prospects:

- Interactive Google Property Search Map
- New "Free Reports" Lead Form
- Updated Visitor Reports Section
- Feature Property Manager
- Online Help Manual

#### Using The Search By Map Tool

- Click on the Google Maps Property Search banner located on the homepage.
- Enter in the desired property search criteria, using the check boxes and drop down menus.
- The map will automatically update the properties based on your search criteria, in the mapping window and in the property list below.
- The map can be moved by:
  - Clicking & holding down your mouse, while dragging the map in any direction.
  - Using the pan button direction arrows.
- The map will automatically re-update the properties based on your search criteria, in the mapping window and in the property list below.

#### Setting the Default Map Location

- Select Search By Map Tool from the Admin Panel options.
- Select the Set Default Location Tab located at the top of the mapping window.
- Zoom out using the Zoom Tool, located on the left side of the mapping window to find the desired location.
- Drag & drop the Google Map Marker to the desired city.
- Use the Zoom Tool to pinpoint an exact location if desired. Reposition the Google Map Marker to this location.
- Select the Update Default Location button to save your changes.
- The default location for the Google Maps Search Tool has now been updated.



### HELPFUL HINTS

#### Advertise Your Website, Optimize Your Results!

Your newly designed website needs exposure, and lots of it. Here are some tips on how to promote your site:

- Ensure your new website address (URL) is included on all your promotional and advertising materials such as: business cards, brochures, feature sheets, signage, letters, drip emails, greeting cards, newspaper/magazine, outdoor and direct mail ads.
- Email your past, present and prospective clients with a link to your new Real Estate website, so they can take a look at current Real Estate information and have access to your new contact information.

- Use your website's built-in email marketing system to contact clients. Create drip marketing campaigns to establish or maintain contact with clients. Try sending articles, newsletters and important information updates.
- Include your website address on your voice mail greetings and email signatures. Include a short introduction such as: "To see the latest Real Estate information and properties for sale in the GTA, visit my website at [www.yourwebsite.com](http://www.yourwebsite.com)."
- Consider InCom Real Estate's search engine optimization services to further expose your website online.
- Use social networking platforms like Facebook, LinkedIn, MySpace and Twitter to expand your network, expose your brand and showcase your listings.



## TRAINING

### Free Website Training

Free website training sessions are held monthly at the InCom Real Estate Web & e-Marketing Solutions head office. These help sessions are designed to show you how to benefit from all the features & tools your website has to offer. We will do a step-by-step walk through and answer all of your questions.

By the end of your training session, you will learn how to:

- Use every feature and tool
- Promote your website online & through other marketing channels
- Reach your online target market
- Rank high in search engines
- Send drip marketing email campaigns
- Increase website traffic

Take advantage of this FREE service and sign up today! Help seminars are scheduled once a month, and since space is limited, we register clients on a first-come, first-serve basis. To register, send an e-mail to [learning@incomrealestate.com](mailto:learning@incomrealestate.com). You will then receive a confirmation e-mail with our upcoming seminar dates and directions to our office. Register today!