



## InCom Newsletter Summer Issue July 2015

### **NEW Premium Website Designs Have Arrived!**

*Let's See What's New*

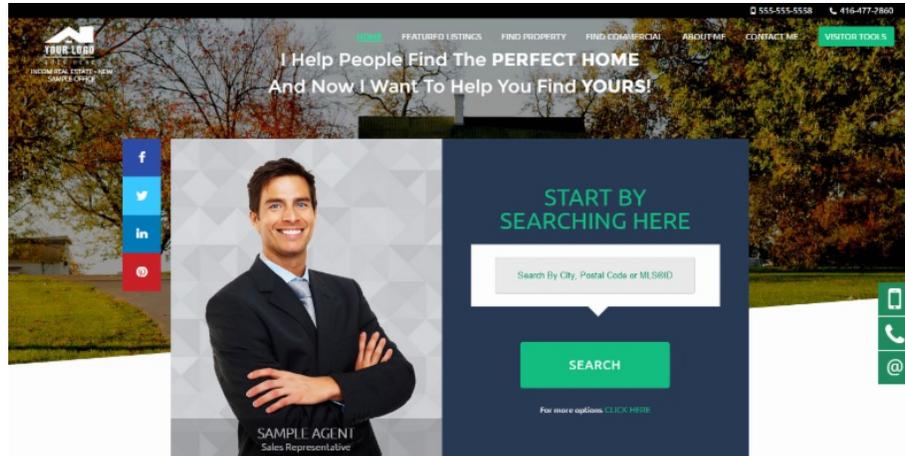
We have introduced a new category of Premium Themes to offer more design options! Our Premium designs will encourage even more engagement and interest! Have a look...

#### **Billboard Theme**



Our responsive Billboard theme offers moving elements within the background imagery and a stylish layout that guides the eye downward toward helpful tools and information.

## Razor Theme



The responsive Razor theme displays helpful tools and information in aesthetically pleasing fashion. This design offers an immediate quick search view and guides website visitors down the page for more engagement.

To view all Premium Designs, visit: <http://www.incomrealestate.com/agent-design-gallery/premium>.

Utilize Premium Themes today for a small charge of \$4.95/month. To upgrade, contact your Account Manager or our Support Team at [support@incomrealestate.com](mailto:support@incomrealestate.com).

We will be introducing new Premium Themes periodically. A Premium Theme upgrade will grant you access to a Premium theme, in addition to our Standard themes.

## Get Responsive!

*Choose a design that adapts to any screen size*

With an increase in the number of people accessing the internet through tablets, iPads, and mobile, it has become more important to build your website with a responsive design. Responsive designs allow your visitors to view your website flawlessly on any viewing platform.

Our latest Standard designs **Skyscraper** and **Urban**, and Premium designs **Billboard**, **Modern** and **Razor**, have been developed as responsive for both agents and offices. With

these designs you can feel confident that prospects will be able to venture through your website across any viewing platform just like they could a desktop computer.

To update your design to one of the new responsive themes, log into your website and access your Manage Themes page under your Appearance tab. Apply the Skyscraper or Urban design and don't forget to update your colours as well!

## Did You Know?

### *Google Now Prefers Mobile-Friendly*

As of April 21st, 2015 Google has updated it's algorithm that now places mobile-friendly sites ahead of their counterparts within the search results.



There are several factors that go into determining whether a website is mobile-friendly or not. Components that are evaluated are:

- The distance between links and buttons
- Size of text for readability
- Use of unplayable content like Flash

Your InCom site will either have a responsive web design or an automated mobile website to ensure that it is mobile-friendly.

To learn more about this recent Google update, tune into our blog post: [Don't Fall Behind on Google.](#)

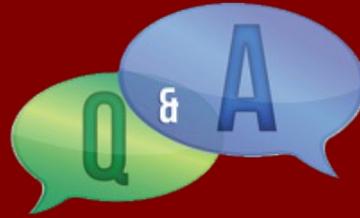
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## Question of the Month

### *How can I Get to the Front Page of Google?*

Google will base your website ranking on a few factors:  
*Mobile-friendliness, keyword-rich tags and content, original content, and up-to-date content.*



Every InCom theme is either responsive or includes an automatic mobile site. Therefore, your site is already mobile-friendly!

For assistance with keyword-rich tags and content, we offer an advanced webinar training every month that demonstrates how to effectively optimize your website. You can view our helpful SEO video here:

<http://www.incomrealestate.com/content/increase-visitor-traffic-seo-0>

Using the blog platform offered through your website will allow you to tackle the final ranking factors: original content and up-to-date content. Start adding 1 blog post a week and this will get Google's attention as well as internet users searching for the answers that you know so well! Here's how to get started with your blog:

<http://www.incomrealestate.com/content/create-and-host-blog-forum>

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## Tips & Suggestions

*Start your SEO - Find your 10 Keywords today!*

The first step in SEO is developing a list of keywords to use during the optimization process. Google helps out by making a Keyword Planner tool available through their Google Adwords website.



In order to access this Keyword Planner, you must first register for a free Google Adwords account. Once you have an account, access the Tools tab and select Keyword Planner. For the next steps, watch our helpful video tutorial:

<http://www.incomrealestate.com/content/increase-visitor-traffic-seo-0>.

Don't forget to aim for keywords with a high number of average monthly searches and low-medium competition! Also, stick to 10 keywords maximum!

## Free InCom Training Webinar Schedule

Basic Training Webinar Dates	Advanced Training Webinar Dates
July 27th, 2015 1pm-3pm	July 29th, 2015 1pm-3pm
August 24th, 2015 1pm-3pm	August 26th, 2015 1pm-3pm
September 28th, 2015 1pm-3pm	September 30th, 2015 1pm-3pm
October 26th, 2015 1pm-3pm	October 28th, 2015 1pm-3pm
November 23rd, 2015 1pm-3pm	November 25th, 2015 1pm-3pm
December 21st, 2015 1pm-3pm	December 23rd, 2015 1pm-3pm

RSVP by email to register for our training webinars at [learning@incomrealestate.com](mailto:learning@incomrealestate.com).

Indicate the session you will be attending, your name and domain name.

### Join InCom on Social Media!

Get the latest tips and news to help improve your on-line marketing and overall career in real estate by joining us on Facebook, Twitter, LinkedIn, and Google+! We stay on top of the latest news in the industry so you don't have to! Let's get connected!



Sincerely,

**InCom Web & e-Marketing Solutions**

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