

Custom



**The fastest way to search for a listed property on the internet
www.customdomainname.net**

Domain Name

If you are an agent, how do you get more potential buyers to see your property?

Use a Custom Domain Name (unique web address), following are some key points of agent benefits.

COMMITMENT - a Custom Domain Name (CDN) will reinforce to the seller that you are doing everything you can to sell / lease their property.

INCREASE WEB TRAFFIC - a CDN can help with SEO for the property and can help the Google ranking of YOUR agency's website, as the CDN is considered a referring website, which is one of the methods that Google looks at in calculating the overall website ranking.

BETTER ANALYTICS - each property is optimised for Google analytics, and if you have analytics on your website then you can track the results and have better reporting.

SOCIAL MEDIA - by including the CDN into your social media, it enables prospective buyers to go directly to the property's webpage, as some people use shortened URL's, however these are not custom and therefore not easily remembered. Placing the CDN in your Instagram feeds and videos increases the effectiveness of these platforms.

EXCLUSIVE SELLING ENVIRONMENT - a CDN captures buyers onto your agency's website and NOT a property search website, so that once a buyer has seen this property, they are in your eco-system. Plus there are no competitive listings or banner ads to lure the buyer away from your website.

SEO - each custom domain name is search engine optimised to allow for the appropriate search engines to find and therefore list the property higher on their ranking.

DIRECT - The fastest way that a buyer can go directly to your property on the web, no search engines, no portals to navigate through, just directly to your property's webpage.

EASY AND SIMPLE - makes it very easy for a buyer to remember the property address in both the physical and virtual world.

INCREASE EFFECTIVENESS - a CDN makes any other marketing that you may be doing (e.g., emails, press ads, flyers, brochures, phone calls, social media etc.) work more effectively and efficiently. Even the signboard outside the property will become a better selling tool. In effect it creates a 2nd search engine.



For more information or to order a Custom Domain Name visit
www.customdomainname.net or contact Andrew Cole 0433 161 509
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