

# The Ultimate New Website Marketing Toolkit

# Congratulations on Your New Website!

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Across the hundreds of real estate domains Luxury Presence launches every month, our data clearly demonstrates that search-engine-optimized sites:



Make brands feel  
real, consistent,  
and compelling



Provide a vital  
marketing hub  
for campaigns



Showcase agent &  
broker expertise to  
their target audiences

But a website isn't a magic wand. In today's hyper-competitive market, the right tools and marketing strategies make all the difference.

That's why we created this guide to empower all real estate professionals — whether they're Luxury Presence clients or not — to turn a new website into a powerful engine for growth.



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# Preparing to Launch

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As a real estate professional, you understand the importance of first impressions. The checklists below will help ensure your new website is truly ready to represent your brand online.





# Launchpad Checklist

*Quality assurance ensures you’re ready to go live.*

**WHY?** That first crawl from Google — and that first click from a buyer — both matter. Here’s how to nail them.

**HOW?** Test the following elements before your site is made public:

- |                                                                           |                                                                                                       |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Internal and external links are working properly | <input type="checkbox"/> All links are going to the correct locations                                 |
| <input type="checkbox"/> Forms are connected and functional               | <input type="checkbox"/> The site looks and performs as intended for both mobile and desktop visitors |
| <input type="checkbox"/> All new content is error-free and on-brand       | <input type="checkbox"/> Your brand shows up exactly the way you intended                             |



# New Domain Update Checklist

*If your URL isn’t changing, you can skip ahead to the website marketing section.*

**WHY?** These easy traffic-generation wins help ensure you’re capitalizing on every opportunity to market your new domain.

**HOW?** When launching your first site or moving to a new domain name, add your new URL to these assets:

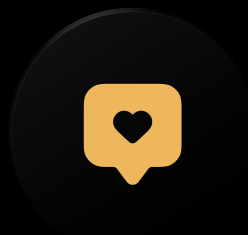
- |                                                                              |                                                                          |                                                                           |
|------------------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <input type="checkbox"/> Business cards                                      | <input type="checkbox"/> Brochures & flyers                              | <input type="checkbox"/> Consumer guides & e-books                        |
| <input type="checkbox"/> Email signatures                                    | <input type="checkbox"/> Email templates & letterhead                    | <input type="checkbox"/> Internal documents & forms                       |
| <input type="checkbox"/> Listing marketing assets                            | <input type="checkbox"/> Social media profiles                           | <input type="checkbox"/> Multiple listings systems                        |
| <input type="checkbox"/> Physical advertising<br>[benches, billboards, etc.] | <input type="checkbox"/> Listing profiles<br>[Zillow, realtor.com, etc.] | <input type="checkbox"/> Presentation decks<br>[footers & contact slides] |
| <input type="checkbox"/> Review sites<br>[Yelp, Nextdoor, etc.]              | <input type="checkbox"/> Realtor association & industry directories      |                                                                           |

# Marketing Your New Site

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Our team of design and content professionals created an entire suite of free templates, ideas, and resources that will help you share your new website with your sphere of influence.





# Social Media Post Ideas

*It's easy to customize our professionally designed templates for your website launch.*

- HOW?**
1. [Create a free Canva account](#) or log into your existing one.
  2. Click the “[download now](#)” buttons below, then [click on the on the purple button](#) underneath the preview in your browser window.
  3. Choose the template that’s closest to your overall branding and then further customize the colors, fonts, and messaging. If you need help, contact [Canva support](#) or check out their many tutorials.



## Prelaunch Template

**WHY?** Build anticipation before your website launch by generating curiosity and encouraging your followers to stay tuned.



[DOWNLOAD NOW](#)



## Launch Template

**WHY?** By announcing your new website is live, you can drive traffic, generate interest, and highlight technology that adds value for your social media followers.



[DOWNLOAD NOW](#)



**BONUS TIP** Use the language below to add a call to action to your social media profiles:

- Start your home search today: [{link to your site's home search tool}](#)
- Find out how much your home is worth: [{link to property valuation tool}](#)





# Email Prelaunch Template

*A website launch not only gives you a reason to connect with your database, it also offers past clients the opportunity to boost visibility by writing reviews.*

**WHY?** Because search rankings are heavily influenced by Google Business Profiles, optimizing this key resource with consumer-generated content like testimonials is crucial for SEO.

- HOW?**
1. Log into your [Google Business Profile](#) and navigate to the "Get more reviews" section. Generate and copy the link to share with clients.
  2. Open our [Google Doc template](#) and click on the "Use Template" button in the upper right-hand corner.
  3. Include your review link, **replace anything in {brackets}** with your own text, and make any relevant tone-of-voice or branding changes to the copy.

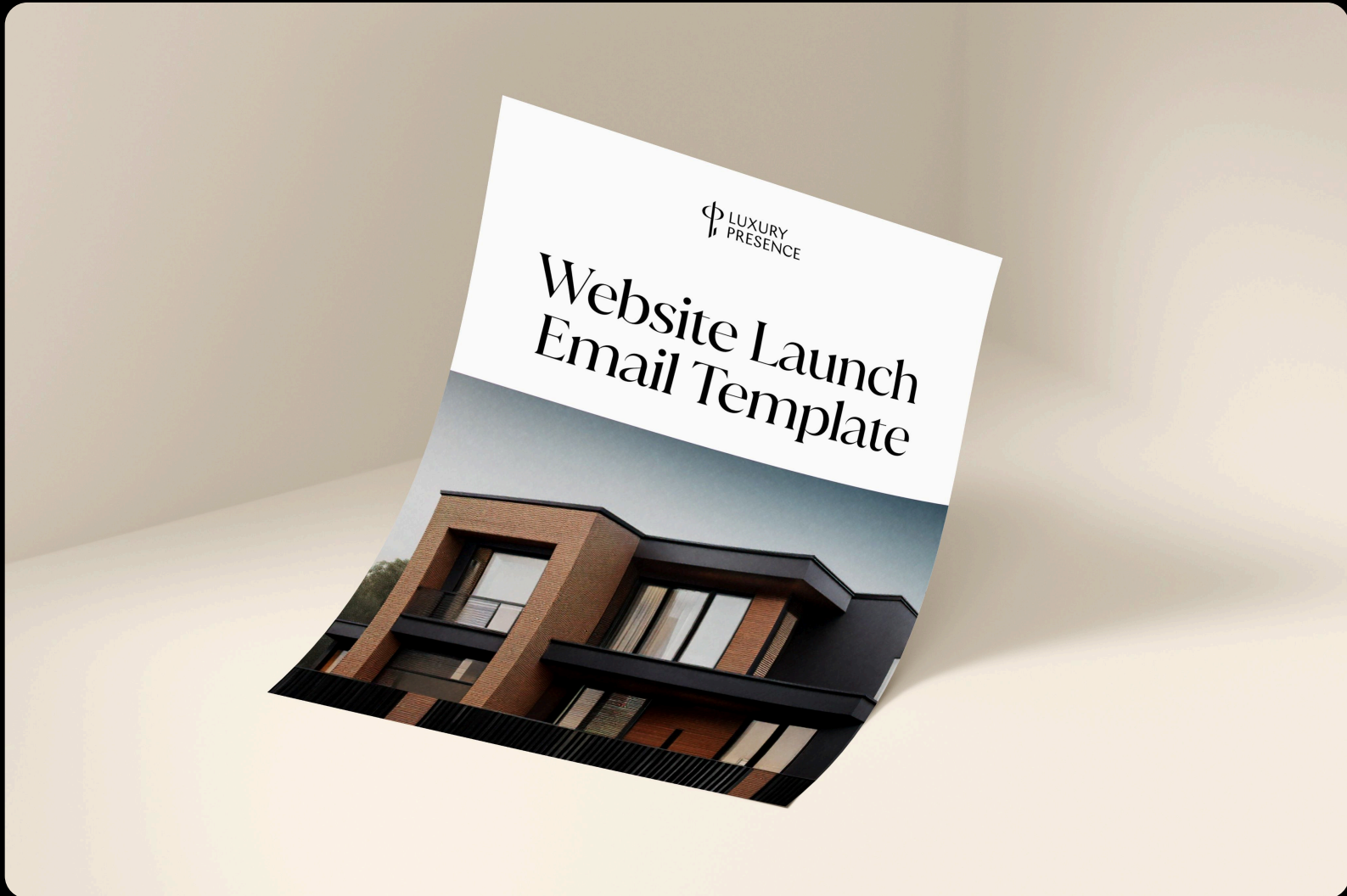


# Email Launch Template

*Encourage your prospects, clients, and sphere of influence to visit your new site.*

**WHY?** Early traffic spikes increase website visibility, making it essential to activate the people who are most likely to visit, share, and support your new site.

- HOW?**
1. Open our [Google Doc template](#) and click on the "Use template" button in the upper right-hand corner.
  2. If the bulleted items don't accurately describe the features of your new site, tweak them as needed.
  3. **Replace anything in {brackets}** with your own text and make any relevant tone-of-voice or branding changes to the copy.





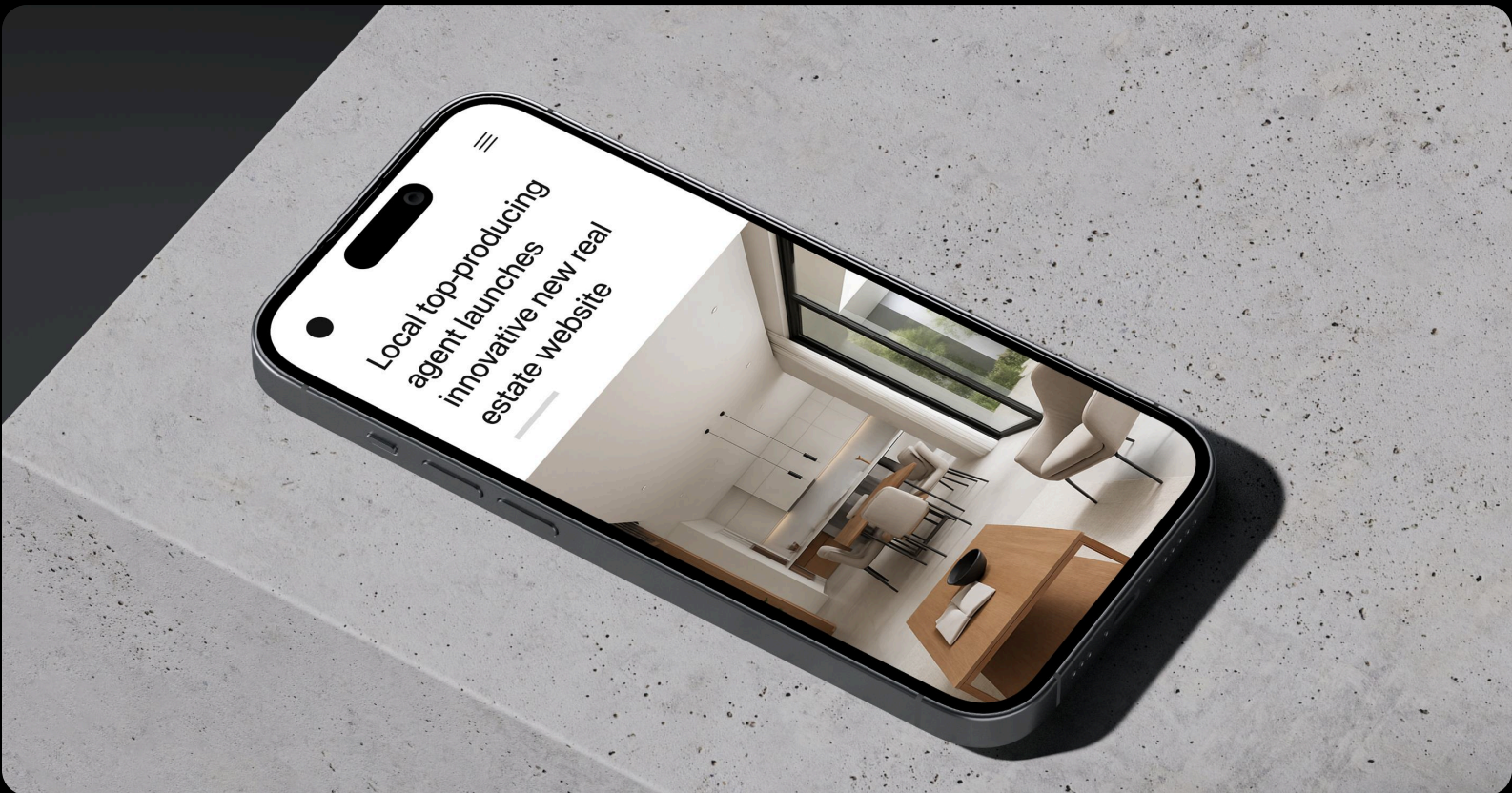


# Press Release Prelaunch Template

*Alert local news outlets and industry insiders to your new site.*

**WHY?** Our press release template, created by real estate industry news insiders, can help you reach beyond your own sphere of influence.

- HOW?**
1. Open our [Google Doc template](#) and click on the “[Use template](#)” button in the upper right-hand corner.
  2. Follow the “[how to use this template](#)” instructions and strategy tips.
  3. [Replace anything in {brackets}](#) with your own text and make any relevant tone-of-voice or branding changes to the copy.



# Launch Video Inspiration

*Offer your YouTube subscribers a tour of your new website.*

**WHY?** Commenting on camera shows your personal investment in technology and demonstrates your online branding and marketing expertise.

- HOW?**
1. Watch a few of our A-List website reveal videos to get a feel for how top producers and branding experts leverage this bonus technique to promote their new websites:
    - [Tracy Tutor](#)
    - [Josh Flagg](#)
    - [Sally Forster Jones](#)
  2. Ask another agent or your marketing manager to interview you about your new website, recording the conversation via Zoom or a smartphone on a tripod.
  3. Take scrolling screenshots of your new site and edit them together into a seamless narrative.

# Maximizing Your Site Postlaunch

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Search engine optimization (SEO) is vital to your long-term website success. Here's how to use your Google Business Profile, keywords, meta data, and content to boost it.





# Understand Your Analytics

*Learn about the datasets that matter most when it comes to evaluating your website's potential.*

**WHY?** Having a strong grasp on your website's performance allows you to fine-tune your ongoing marketing efforts and ensure sustained growth.

**HOW?** 1. Study and recognize the impact of these important metrics:

-  **Page views:** Number of times a page is loaded in a user's browser, demonstrating the popularity of specific pages
-  **Sessions:** Groups of interactions one user has with a website within a specific time frame, indicating visitor behavior and engagement
-  **Traffic sources:** Where your website visitors are coming from, indicating what's attracting them and potential partnerships
-  **Bounce rate:** How many people leave after just one page, an indicator of how engaging your content is
-  **Session duration:** Total time a user spends on a website during a single session, demonstrating visitor engagement levels
-  **Click-through rate:** Percentage of users who click on a specific link, advertisement, or call to action compared to total viewers, measuring sales effectiveness

2. If your website vendor doesn't provide a dashboard, create a spread sheet where you can track changes in these data points each month.



Clicks

↓  
-45 % / mo

Clicks

↑  
+22 % / mo



# Refine SEO & Content

Boost your site’s ranking in search engine results pages.



## Set Up & Optimize Your Google Business Profile

**WHY?** The strength of your [Google Business Profile](#) helps determine your website ranking in search results, making this a crucial time to claim or update it.

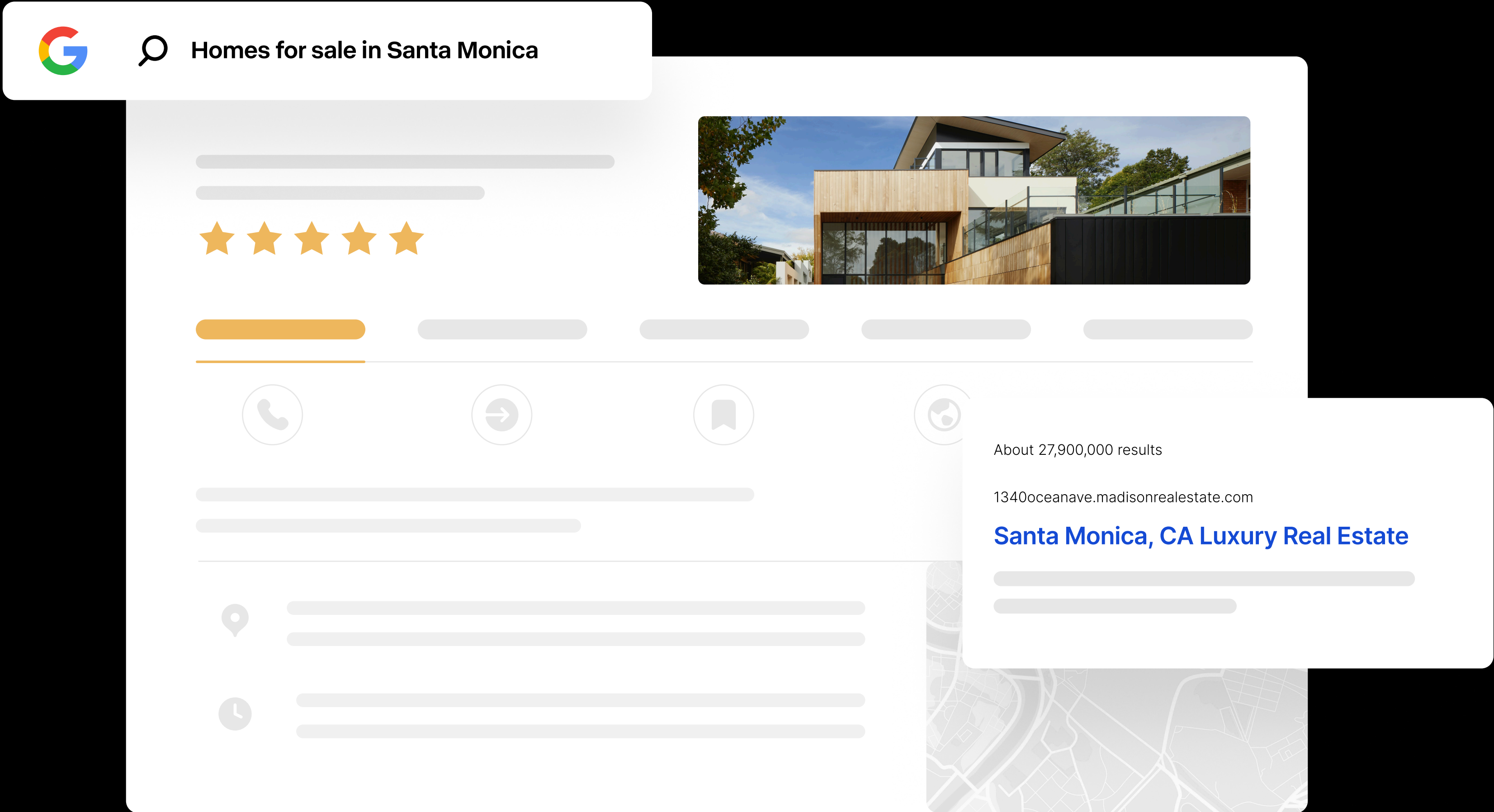
**HOW?**

1. First, set up your profile with:

- ☐ Business name & description
- ☐ Category
- ☐ Location
- ☐ Contact information
- ☐ Verification

2. Once you’re verified, optimize your profile by adding:

- ☐ Accurate business hours
- ☐ Photos
- ☐ Reviews
- ☐ Posts
- ☐ Keywords







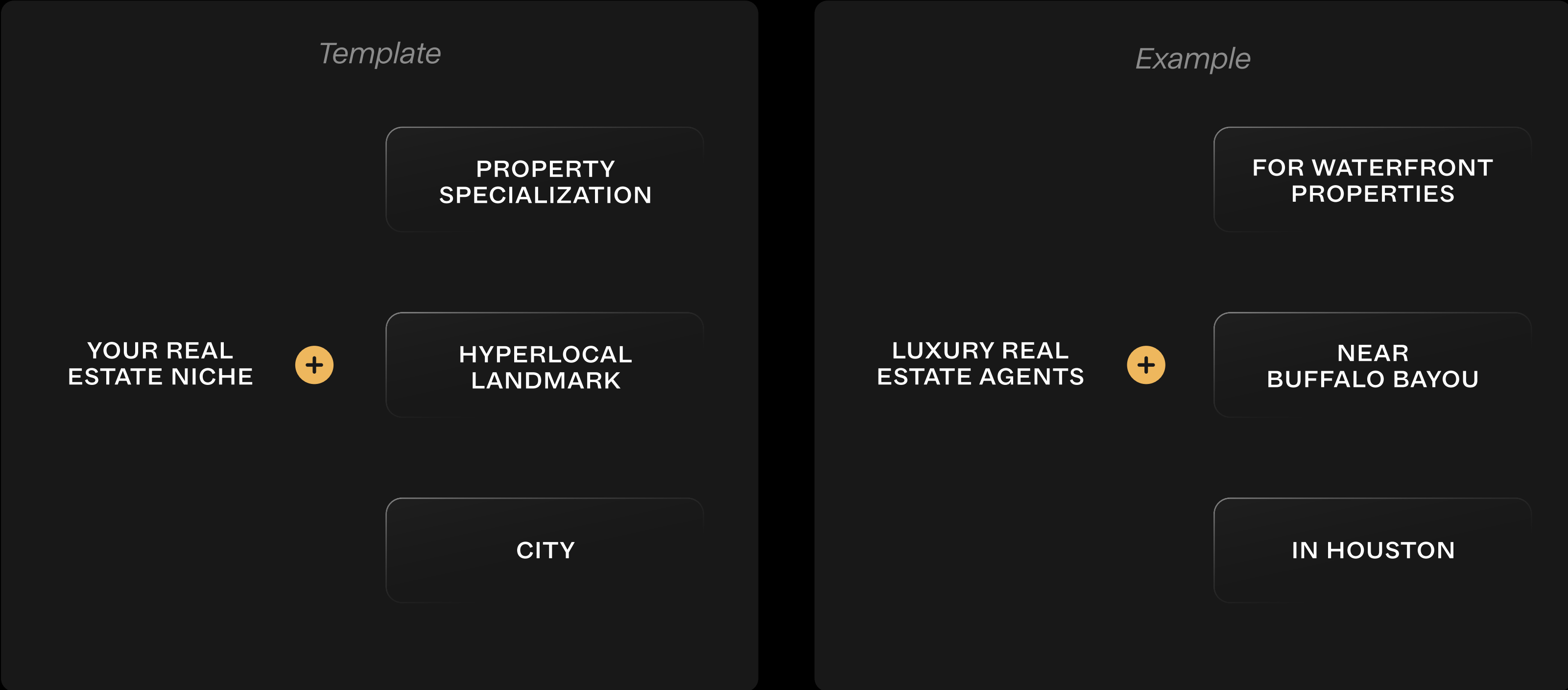
# Leverage Keywords & Metadata

**WHY?** The more personalized and tailored your keyword strategy is, the easier it will be to rank for the searches that matter most to your target audience.

**HOW?** Follow these strategies from our expert SEO team to find the right keywords to target in your website's blog titles, meta data, image alt tags, and site structure.

1. Type “**real estate**” + **your niche or geographic area** into **Google Search** and see what the autocomplete offers. Or you can simply press enter and then check out the ‘People also ask’ box on the results page for popular searches.
2. **Ask an artificial intelligence** tool such as ChatGPT to research for you. Here are two prompts you can customize:
  - Tell me which short- and long-tail keywords are most important to prioritize in an SEO strategy for a real estate professional seeking to attract {target audience} in {location}?
  - Analyze these two websites and tell me which one is better optimized for attracting {target audience} in {location}: {URL} and {URL}.
3. **Search for hyperlocal keywords** by browsing local hashtags on Instagram, TikTok, LinkedIn, and Facebook to see what matters most to people in your area.
4. If you're struggling, consider hiring an SEO expert, purchasing an SEO tool such as Semrush, or customizing some of the [more than 100 real estate keywords here](#).

## CUSTOMIZING KEYWORD STRATEGIES FOR YOUR SPECIFIC REAL ESTATE BUSINESS







# Implement Blog Content Strategy

**WHY?** Creating high-quality content such as blog posts boosts your indexed pages, backlinks, traffic, site authority, engagement, keyword ranking, and more.

- HOW?**
1. Use **the keywords** you generated in the last section to create articles that answer questions your target audience might have about real estate.
  2. You can also repurpose some of the more than **100 real estate blog post ideas that our content experts generated here** or try out one of these proven content types:
    - Market data, development, and real estate news
    - Consumer how-tos: Moving, buying/selling, home improvement, financing, etc.
    - Community/neighborhood guides
    - Local flare, holidays, and lifestyle

HEADLINE

## The Ultimate Guide to Buying...



Placeholder text lines

Discover

Placeholder text lines





# Make Your Site a Solution for Sellers

**WHY?** Explaining how your website solves problems for homeowners can help you secure more listings.

- HOW?**
1. Copy the text below and customize it to match your new website's capabilities.
  2. Integrate the copy into listing presentations and other marketing collateral to underline the importance of technology and marketing strategy in home sales.



## Marketing Collateral Copy

**Why you should sell with me:** Your home deserves unparalleled exposure. With my website's advanced SEO techniques, targeted advertising campaigns, property-specific subsites, and curated social media marketing, I showcase your property to the right audience, turning interest into meaningful offers.



## Listing Presentation Template

When you choose me to list your home, you're not just hiring a real estate agent — you're gaining access to a complete suite of cutting-edge tools and resources designed to showcase your property to the right buyers. I leverage this industry-leading technology to ensure your home gets the attention it deserves:

- **Stunning, custom-built property websites:** Your home will shine online with a dedicated, beautifully designed website that highlights every property detail. First impressions matter, and I make sure yours is unforgettable.
- **Powerful digital marketing tools:** My advanced lead-generation tools and advertising strategies mean your property will reach a targeted audience of serious buyers, both locally and globally.
- **Comprehensive SEO and social media strategies:** With expert-managed SEO and social media plans, your listing can rank higher on Google and capture attention across platforms, attracting the right buyers where they're already looking.





# Deploy Lead Generation Strategies

**WHY?** Driving prospects to targeted landing pages on your new website through effective ads and sales funnels will fill your sales pipeline.

**HOW?** 1. **Integrate these digital assets** into your website to encourage visitors to submit their contact information to your follow-up database:

- Gated search
- Exclusive listings offer
- Home valuation offer
- Mortgage calculator
- Free downloadable resource
- Single-property listing
- Appointment scheduler

2. **Connect your site to your lead funnel** via forms, newsletter sign-up opportunities, CRM connections, chatbots, and mobile app integration.

Learn more about using your website to supercharge your lead funnel in our guide, [“7 Real Estate Landing Pages Designed to Generate Quality Leads.”](#)

## Exclusive Listings

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### Metrics



# See how top agents use Luxury Presence to make their websites work harder.

Successfully launching a new site or redesigning an old one takes a lot of effort, but there are many opportunities for agents and brokers who take a strategic approach.

If you need a dedicated, tech-forward partner, book a demo with our expert team today.

[BOOK YOUR DEMO TODAY](#)