



Tiffany Monday Richmond is the Property Manager for Florida Suncoast Property Management, LLC, in Punta Gorda, Florida. Tiffany first obtained her Florida Real Estate license in 2010 and immediately was promoted to Property Manager. Tiffany loves working with her customers to share her knowledge of the Charlotte, Sarasota, and Lee Counties, Florida real estate market. Tiffany is a member of the National Association of REALTORS® (NAR) and Florida Association REALTORS® (FAR), as well as a member of NARPM®. She is constantly educating herself on the latest landlord/tenant laws so that she can provide you with top-notch service. Tiffany has extensive knowledge of the leasing and rental real estate industry in the Southwest Florida marketplace. When not working, Tiffany enjoys spending time with her family and husband.

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Is Anyone Finding It Online? Your Professional Website

It is very important to build a quality property management website! You need to create a brand that represents you and your team. The website should be easy to navigate and have a call to action on each page. A call to action will guide the reader into contacting you and your business. Ideally the call to action is to bring in new owners (property investors) that want to work with your property management company.

Now, you have this wonderful looking website which is easy to navigate, however is anyone finding it online? A new property investor may have decided to buy an investment property and may be looking online today for the best property management company. So, will they find your website on the first page of Google or Bing and call you? Or, will they find your competition?

WHAT CAN YOU DO TO HELP POSITION YOUR PROPERTY MANAGEMENT BUSINESS FOR SUCCESS ONLINE?

Consider searching for a reputable Search Engine Optimization (SEO) consultant or company to develop a personalized search engine marketing plan for your business. Brian Brown, a Digital Marketing Consultant for ReachLocal, shared “Without marketing your website online, it’s like putting up a billboard in the desert.”

Here are a few ideas to consider in improving your online ranking:

- **Research:** Your digital marketing consultant or in-house SEO webmaster should do an evaluation of your website to determine the best keywords and keyword phrases for your business.
- **Assessment:** You need to know: What is your current baseline page(s) ranking on Google and Bing? Is it poor, average, or great? A digital marketing consulting company should be able to generate a report on your ranking against the best keywords (phrases) for your business.
- **Development:** The SEO consulting company you choose to work with should be able to document an SEO master plan. You don’t have to understand everything in the plan, but you do need to understand the value of their work. Brian Brown also shared, “their marketing plan should identify best keywords and phrases, how they will optimize each page, blogging strategy, link campaigns, and how they will measure site performance!”

- **Consultation:** Discuss their SEO master plan. Get a basic understanding of the work being performed and how long it will take for them to complete the work. Consider, how will you measure the return on investment (ROI) on their work?
- **Budget:** You need to think about your budget prior to finding your digital marketing consultant. Please understand search engine optimization work is not cheap, as the time, resources, and effort your SEO consultant puts in is hard work.
- **Metrics:** Make sure they provide you with a baseline of metrics, so you understand where your website is ranked and positioned today. This is very important! Once they have completed their initial work and your website is indexed again, let about 30 days go by and ask them to rerun your metrics. Evaluate the incremental improvement and discuss the next steps to continue to improve rankings. It will take months to optimize your website.
- **Content:** Remember, content is king! What does this mean? The more relevant content you have around specific keywords and phrases the more you will seem relevant to Google and Bing, which in turn improves your ranking! Consider continually creating new relevant content pages, blog posts, and incoming links around important keywords and phrases.
- **Patience:** SEO work is not a sprint, but a long, well-planned marathon. The work is very tedious and not an exact science. It will take time to improve your rankings.
- **Cost:** Many digital marketing consultant companies ask for a large chunk of money up front. Consider negotiating a fixed-cost contract for the initial work and then an on-going maintenance contract to continue to grow your business. Please remember to check third-party consultant reviews, ask for referrals, and call the referrals to see how they like working with the digital marketing consultant company.

AGAIN, DOES YOUR PROFESSIONAL WEBSITE BRING IN NEW BUSINESS?

I sure hope it does. I hope you find this information helpful as you grow your online presence and bring in new property investors to utilize your company property management services. We wish you continued success! 🏠