

TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

Need a change?

If you are a real estate agent in the Danville, San Ramon, Alamo, Diablo and Dublin area and you'd like to work with a broker that "gets" technology, come and talk with me!

I am the manager of Berkshire Hathaway Home Services Drysdale Properties offices in San Ramon and Danville. Let's explore the possibilities!

The Blog

For the past 9 years I have been publishing a weekly blog for real estate professionals. Each week I find some new app, software program or some new gadget that I think will be helpful to you in your business. Occasionally, I slip in a little sales training that I think you would find useful too.

And on rare occasions I publish a rant about something that rubbed me the wrong way. Check it out:

<http://www.RealtyTechBytes.com>

6 Online Reputation Management Tips for real estate agents

Today, before someone chooses to do business with you, chances are they may take the time to 'Google' your name or business name. While this may seem like the smart thing to do as a consumer, it can be a nightmare for real estate agents.

If you happen to have an unhappy customer who wants the world to know what he or she thinks about you, your business can be dragged through the mud. Therefore, online reputation management is something that you need to be aware of and actively involved in if you want to protect your image.

Here are some tips on how you can monitor and improve your online reputation so you can stay on top of things:

1. Google Yourself - The best way to stay on top of your reputation is know what is being said about you online. So make it a habit to 'Google' your name, as well as your business name, and carefully read the results that come up. Chances are you will find a lot of good reviews and some negative ones. However, at least you will be aware of how you look in the eyes of potential customers. Steps 2-6 will give you some pointers on what to do when you do find those negative reviews.

2. Answer Negative Reviews - Often times, agents make the mistake of ignoring bad press and negative reviews online; this generally only makes the situation worse. Places like Yelp.com allow people to comment and review you, but they also allow you to respond. Maybe someone had bad service and instead of coming to you about it, they turned to the internet. Be proactive and talk to the person writing a bad review. Apologize for the service and invite them back in to do



Here are some useful Links

(For when I can't be there)

TopProducer Help

<http://www.topproducer.com/campus/top-producer/top-producer-help>

zipForms Help

<https://www.youtube.com/user/zipLogix/featured>

DocuSign Help

<https://support.docusign.com/>

Did someone give you this newsletter? Would you like to receive your own copy by email?

If so, go here to subscribe:

<http://RealtyTechBytes.com/SignUp>

Please share this newsletter with your friends!

business with you. Accept the mistake and show them you are willing to fix it. This goes a long way in terms of public opinion of your business.

3. Distribute Press Releases - A press release will generally go to the top of search engine rankings rather quickly. However, since these are dated they will not stay at the top for an extended period of time. Therefore, creating press releases on a regular basis can be a good start in pushing down negative content while filling up the first pages of the search engines with good, positive content.

4. Get Social - Google places a lot of quality on social media sites and this means that the more social media sites you are on, the better for your SEO. If you have negative reviews on places such as Google+ Local, Yelp.com or other review sites, use social media to get your happy customers to leave reviews. Social media is a great way to boost your online reputation as it allows you to engage and interact with your followers; building trust and loyalty over time.

5. Think Before You Speak - Be careful with the information that you put out there about yourself and your business. Once the information is out there, there is no taking it back. So whenever you post anything on your social media sites, always think about it first. Could what you're posting hurt your reputation? Could it be viewed in a negative light? If it can, then do not post it. That is if you want to protect your business image.

6. Use Photos Online and Optimize Them - Today, people want to see who they are doing business with. So make sure that you have photos of yourself and your listings on your website as well as your social media profiles. Also use keywords to name your photos to help them rank in the search engines.

Millions of people go online to leave feedback about businesses that they've purchased products or services from. Unfortunately, unhappy consumers are more likely to tell the world how they feel than happy consumers. Therefore, it is up to you to stay on top of what is being said about you online, address any negative feedback, and consistently create positive content in regards to your business.