



HOW TO OPTIMIZE ZILLOW FOR LEAD GENERATION

1

OPTIMIZE YOUR PROFILE



An incomplete profile makes people wonder if you're active on the site or in the profession. It also brings into question your technical savvy. Provide links to your social media profiles, website (on Zillow these are "dofollow" links, which give you extra SEO love), credentials, and the About section.

2

ADD VIDEO



You can create an introductory video about your business and/or video listings of featured homes, but it must be done on their app, which does not (currently) include sound. Also, as on Facebook video listings rank higher.

3

ADD YOUR OWN PROFILE AND THEN ASSOCIATE IT WITH YOUR TEAM



Zillow has a great feature that allows you to link to your real estate team. Just make sure you create an individual profile first and then link. Many agents go about this backward, and that causes issues down the line, particularly if you switch companies.

4

CULTIVATE REVIEWS



Create a referral business by asking happy clients to write reviews for you. It's a great way to establish an online presence, build loyalty and generate leads.

5

DON'T TRUST THE ZILLOW FEED



Zillow pulls in information but you should verify it and add your own creative touches to marketing your properties.

6

USE THE "AVAILABLE NOW" FEATURE



When people want to buy or sell a home, it's largely an emotional moment. They don't want to wait. Using Zillow's "available now" feature that allows people to know if you're currently available can help you capture those impulse sellers and buyers.

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LIST PREVIOUSLY SOLD PROPERTIES



This is important to sellers. They want to see a lot of properties because this instills confidence in your abilities.

8

CLAIM ACTIVE LISTINGS



Make sure all of your active listings are on there. This serves as social proof that you are actively working and that others have selected you to represent them.

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**BECOME AN
EXPERT/SHOWCASE
YOUR EXPERTISE**



Zillow has an area called Zillow Advice where users can ask questions. Go onto this area and answer questions periodically. It will help you get more views to your profile and establish you as an expert. This is particularly helpful if you specialize in a niche area of the market.

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**LOOK AT WHAT IS
BEING ASKED AND
REPURPOSE IT**



Zillow is a micro-reflection of your audience. If someone is asking a question there, it likely is of interest to your larger audience. Answer the question in more depth on your blog or in your newsletter for even greater reach.

11

ALWAYS RESPOND TO CONTACT FROM THE SITE



Always, always respond even if they're not a good fit for you. Remember, everyone these days is in marketing. If they have a pleasant experience with you, they may pass it on. If they don't, you can be assured they will.

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KEEP THE SEARCH PARAMETERS IN MIND



On Zillow, visitors can search by most active, most recent sales, best local reviews, and most listings. Try to rank for one of these. The top may not be possible but pick one and work on getting higher in the listings. If this is impossible, you may want to consider the featured listing option.

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USE MARKETING AUTOMATION



Zillow allows you to automate emails through their auto actions. Use this feature to streamline your communications and spend time on what you need to grow your business and close sales.

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PERSONALIZE YOUR COMMUNICATIONS



Don't automate every touch. You'll sound like a robot. Initial reach outs should be personalized as well as any communications that are not just addressing generic answers. Use as much of the information as the buyer or seller gives you to stand out from your competition with a personable approach.

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MAINTAIN CONTACT



As much as possible, maintain contact with people who show interest in you on Zillow. Aim to provide help and value and worry less about the sale. Word of mouth goes a long way, and if you're of value to them, they'll talk about you.

BAY NATIONAL



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