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Have you checked your website lately?

Public Relations



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Zlokower

To many real estate companies—particularly on the commercial side—a website is considered an afterthought, a necessary fixture, wallpaper, which is opposite of how it is considered by prospects, clients, tenants, investors and others who rely on sites to make decisions about you and your company.

With faster computer speeds and growing use of mobile devices, prospects and clients can check you out instantly. Whether they go straight to your URL or to a search engine, they will land quickly on

your site. They may not stay long, so the first impression your site makes may be the only one they have before deciding to pursue discussions with you.

The wise CEO checks out their site regularly and compares it with those of competitors and others to determine if the site is performing up to current standards. Is the design contemporary or is it tired looking and dated? Does your homepage say who you are and what you do clearly and simply and invite the reader to learn more by clicking through to other pages. A little flash art and streaming information do not hurt if subordinate to the central theme of who you are and what you do. Video of a CEO or principal welcoming visitors and stating mission can work but should be short and to the point.

A website may be looked at as your office or home and the “visitors” to the site as your guests whom you want to stay awhile. Update your site regularly with fresh deals, projects and news. A periodic mechanical check will determine if pages are opening easily and photos, links and videos work properly.

If you don’t have a webmaster or developer to help you, it may be time to hire one, either directly or through a marketing or public relations firm.

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