

# Pier-Pointer *Tips and Pointers*

## A Web Site is Your Doorway..

*for your Website..*

**A thought struck me the other day.** As I was looking at a particular house listing website I suddenly realized that this is the future of Real Estate Listing, and there is No turning back now.. With a few clicks of the mouse I was able to navigate into the neighborhoods I was Interested in, filter in my Price range, look at pictures of the homes available, get a feel for the curb appeal, and compare this homes features with others. Convenient doesn't even begin to describe it.

A website that addresses the who, what, where, when and why is the solution to this particular Vision.. This IS the New Marketing of the Future. There are several websites that have built platforms around a particular need. Amazon for Shop at Home and Price advantages, Facebook for interacting and communicating, Zillow for Real Estate sales, etc.. While we can't all be this industrious, it is comforting to know that we all have access to the same tools and thereby we all can potentially take advantage of our own Visions...



## On Line Selling..

**PayPal is a very popular** online payment option that allows small business owners to accept online payments without having a traditional merchant account.

Through PayPal business services, you can accept credit cards online or by phone. You can also generate and track invoices through your PayPal account so you can get paid faster. Visit: <http://paypal.com> for more information.

## SEO 'helping it to make sense'

**Google ranks pages, not entire websites.** In order to get visits from search engines, **you need to optimize each page for a primary keyword** (e.g. cool red cars). Additionally, secondary relevant keywords can be also added to help rank for variants (e.g. red automobiles with white stripes). Before publishing any content you should do some keyword research with Google's Keyword Planner and decide what your primary keyword will be. Typically, you look at the search volumes for the potential keywords and the intensity of the competition. Sound confusing? Don't be.. Check this video out:  
[https://www.youtube.com/watch?time\\_continue=845&v=GquYgCT8jSQ](https://www.youtube.com/watch?time_continue=845&v=GquYgCT8jSQ)

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