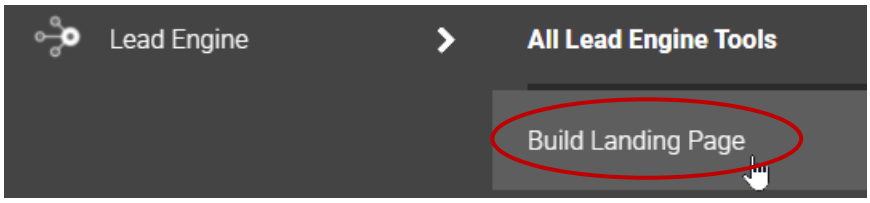
Create a Landing Page

1. Decide a subject enticing enough that a potential buyer, seller, or non-searching consumer would click to find out the information. *(see "Landing Page Search Suggestions")*

2. In kvCORE, go to the left menu, move the mouse over "Lead Engine" to select "Build Landing Page."



3. The template displays for you to adjust to create your landing page. Notice the six white boxes at the top. Starting at the left box, decide which type of page to use by clicking the down arrow. In most cases, it will be the default of "Lead Generation."



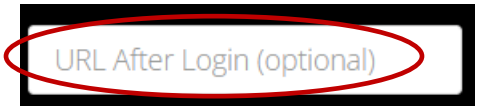
4. For "Hash Tag," create one that refers to the search's subject and geographic area. For example, if the subject were "Most Popular Properties in Fairfax County," a hash tag possibility could be "popularfairfax." The hashtag is automatically added to the lead capture in kvCORE for any person who accessed that search from the landing page to know the source of that lead.



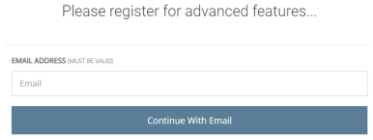
5. Next is the "Submit Button Text." In most cases, what displays in the template is the right choice *("See the List Now")*, so there is no need to enter anything there. If it needs to be different, change it here.



6. The next box is where the URL for the search goes. If the search was previously completed on your website, paste the copy of the URL here. If it now needs to be worked on, copy it when completed to paste here.

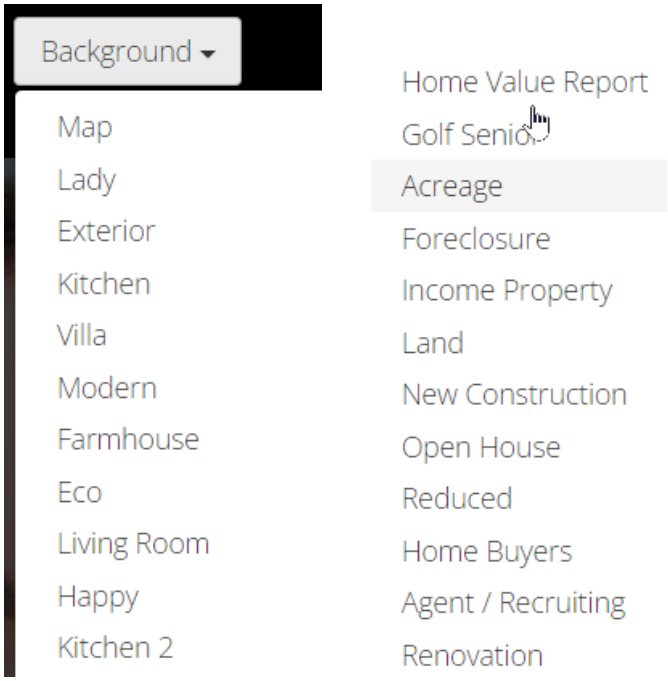


7. When a person views the landing page on your website and clicks the third property, so the person may continue to “Advanced Search,” it requests an email address. If curious enough, which most people are, many will provide their email addresses. If you check the “Require Phone” box, the person has to provide it in addition to email to continue. You might lose a percentage at this point. However, without a phone number, texting is not possible. You make the call to check or not.

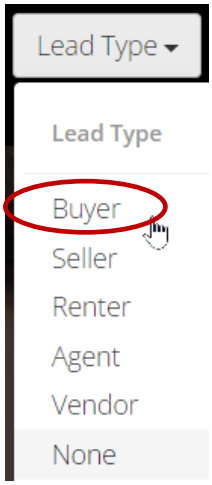




8. Select from 22 backgrounds for the landing page. Make it as appropriate to the subject as possible. For example, if the subject were the highest-priced properties, you might choose “Villa.”

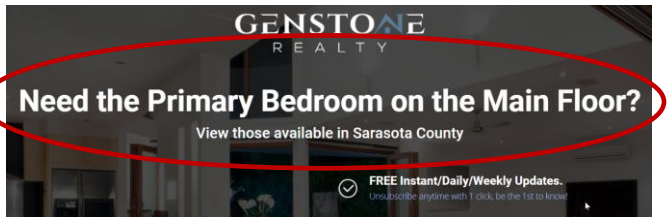


9. Many pages are for Buyers in “Lead Type,” but appeal also to Sellers or Renters. Select the most appropriate for this landing page subject. The lead type selected is captured for each lead.

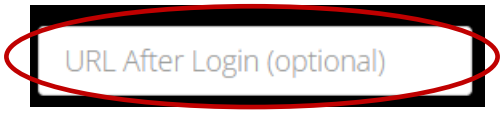


10. Using the template, replace the text with your subject. The large text is the headline. Below is the additional text to replace. You may leave any or all of the checked items. To remove, double-click on the checkmark. We recommend keeping the FREE Updates for most pages.





11. If you saved the search for this subject previously, paste it in the box. If not, go to your associate kvCORE website to set up the search relating to the landing page subject. *(See "Landing Page Searches.")* When completed, copy the URL from that search at the top of the website to paste it into the "URL After Login" box.



12. Then copy the Search URL into a newly-created Excel or Word *"Saved Landing Pages"* document to access it later. (The new landing page does not save within kvCORE, so save the URL.) That way, you may pull it up later as a guide for another geographic location for that subject. Also, bookmark that URL in your browser.

Search URL
https://stephaniezais.genstonerealty.com/index.php?advanced=1&d

13. Select "Save." The landing page is complete and ready to send to your social media.



14. The payoff is to post it to social media – Facebook, Twitter, LinkedIn, and Pinterest. Click the green icon in the upper right to display the options. Select each media you have and post it.



15. An important final step is to highlight and copy the Landing Page URL just saved. Then, paste it into your *"Saved Landing Pages"* document, and add the Hash Tag next to the Search URL already saved there. Then you can use the landing page URL later as a new template to copy and paste when you create a similar landing page for another geographic area or another use.

Headline	Landing Page URL	Hash Tag	Search URL
Need the Primary Bedroom on the Main Floor?	https://stephaniezais.genstonerealty.com/ask/b1f3b252ad	primarymainsarasota	https://stephaniezais.genstonerealty.com/index.php?advanced=1&d