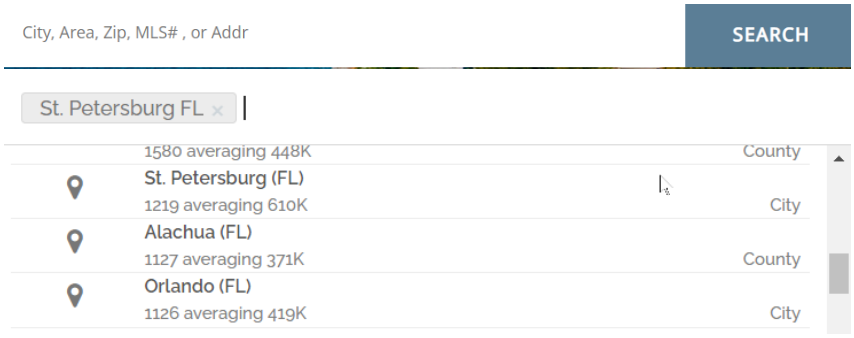
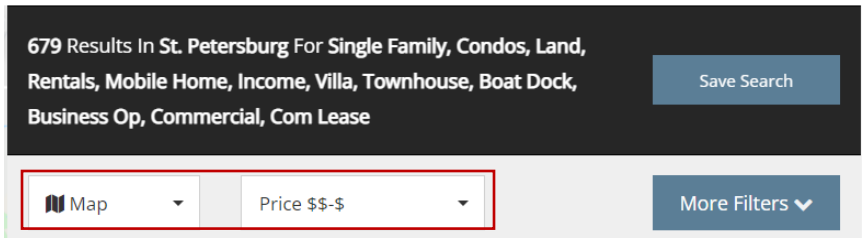
Landing Page Ideas

1. In your GenStone associate website, decide which county, city, or area to feature for a landing page idea.

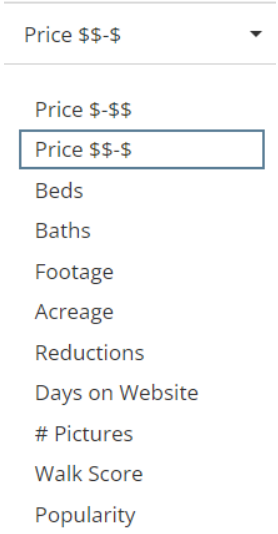




2. The Search page displays, defaulting to the map view, which for searches is easier to use. All properties and property types display for you to narrow down using filters to the search subject for your landing page.



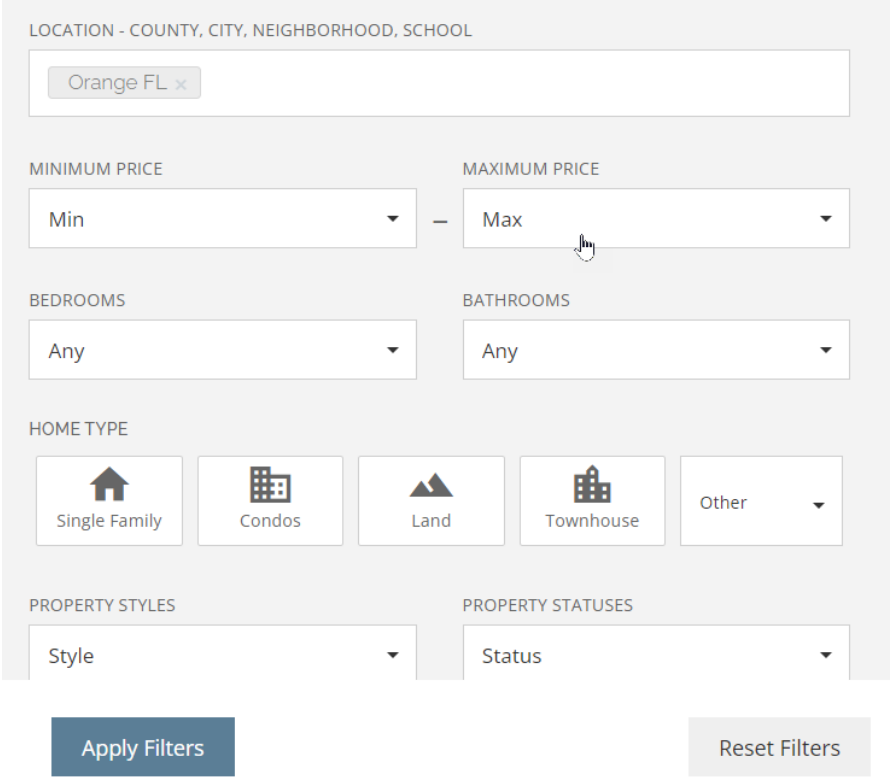
3. The heading on the first filter is Price – low to high or high to low. Click the drop-down arrow to select. This list provides categories for subjects to use.



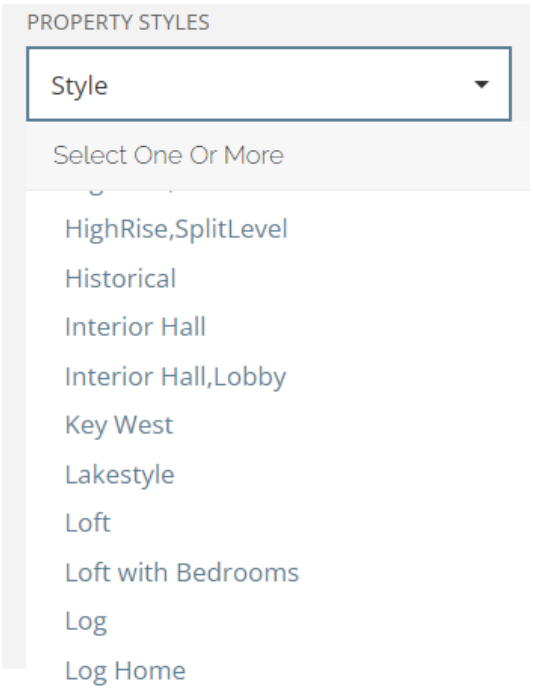
For "Homes" you may be more specific using other types – Single-family, Condo, Townhouse, Rentals. Adjust price & numbers to limit the search size.

- [xx] Highest Priced Homes in [City or Area]
- Homes with More Than [5] Bedrooms [under $xxxK]
- Homes with More than [5] Bathrooms [under $xxxK]
- Homes with More than [x,xxx] Sq. Ft. [under $xxxK]
- Homes with an Acre or More [under $xxxK]
- Price reductions of [x%] or greater
- Most viewed properties *(The search results display the most viewed in order. There is no way to limit the number in the search. Visits display at the bottom of the property details.)*

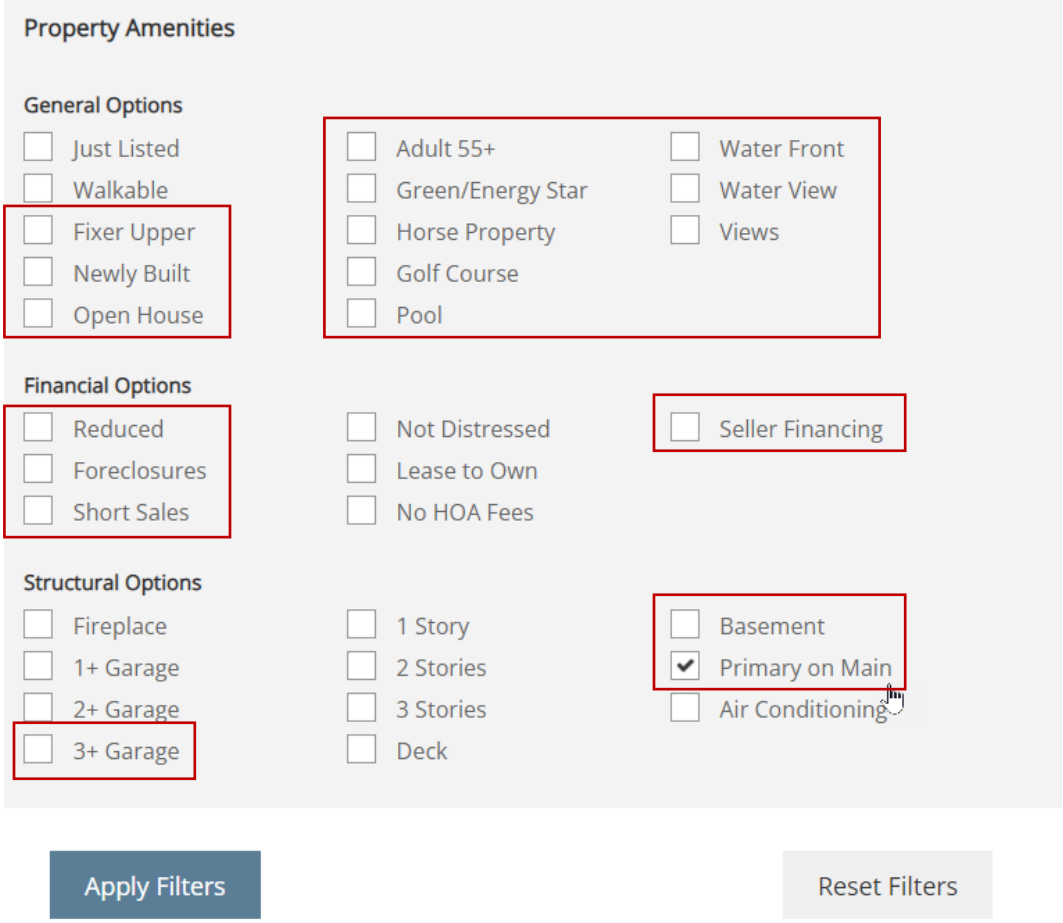
4. Select the filters to do the search to the specifications for the subject. You may get creative as you adjust prices, bedrooms, bathrooms, plus home type to achieve multiple combinations of landing page subjects for the headline. Property Status, in most cases, is “Active” unless “Pending” is also relevant for this search.



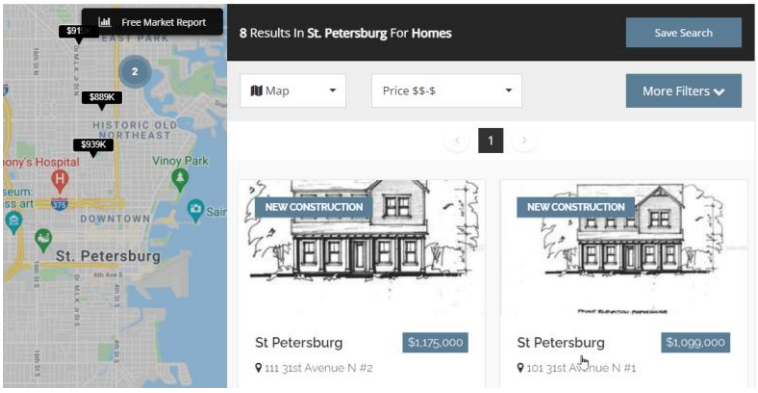
5. “Property Styles” has many possibilities for landing page subjects. For example, select many desirable architectural styles plus “Fixer-upper,” “Historical,” “Corner unit,” “Courtyard,” “Dwelling with separate living area,” “On Golf Course,” “Substantially Remodeled.”



6. Almost all the “Property Amenities” have excellent landing page subjects. Check the one(s) relating to your landing page subject and “Apply Filters.” When the number of properties displayed is too many for an effective search, use price ranges and/or smaller geographical areas. On the other hand, if too few display, expand the geography.

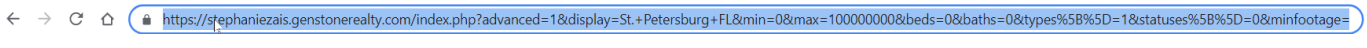


7. The search results display on the map, and the property details are to the right.



8. If there are too many results, adjust the filters.

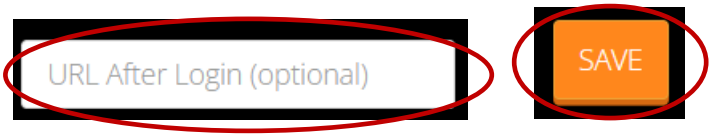
9. When satisfied that the search results match the subject, copy the URL.



10. Paste it in your Excel or Word *"Saved Landing Pages"* document as the "Search URL."



11. Most importantly, paste it in the landing page you have created in kvCORE in the "URL After Login" box complete the page, Save, and post to your social media.

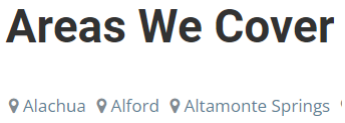


Curiosity Searches for Those Not Looking Yet

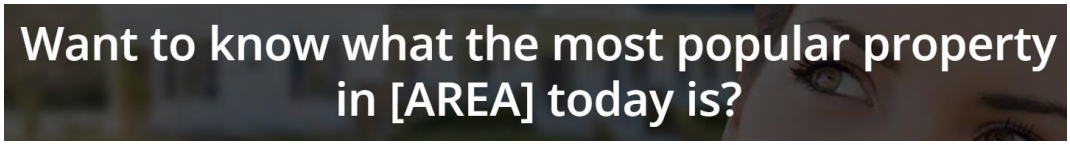
1. The Most Viewed Properties in [smaller area]
2. The Top 10 Highest Priced Properties for Sale in [area]
3. View a list of "Historic" Homes For Sale in [area]
4. Current Trends in the Real Estate Market in [area]
   – Click "Free Market Report" at the top of the map and save the URL



5. The Most Popular, Most Expensive and Inexpensive Homes in [area]
   – Click any area name in the "Areas We Cover" at the bottom of the website to save the URL

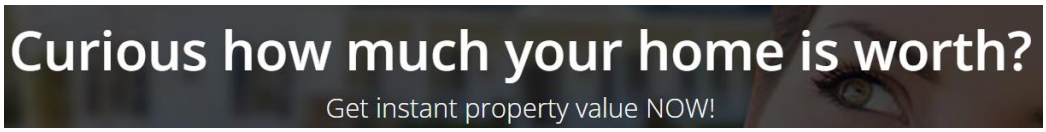


   – OR, Feature just the most popular or most expensive from that area by going just to that one.

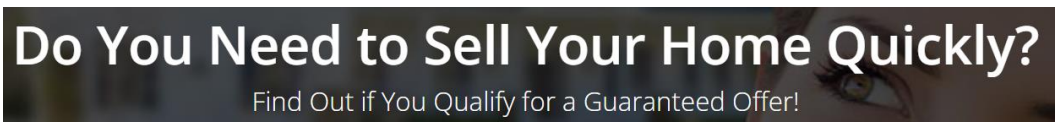


Focus on Sellers

1. Use the "Instant Home Estimate" from your website.



2. Use "Guaranteed Offer"



3. Use “Foreclosure Relief Options”



4. Use “Fix Now, Pay Later”

