

- Ross Hair -

THE DEFINITIVE GUIDE TO

REAL ESTATE DOMAINS

THE STEP-BY-STEP GUIDE TO LEVERAGING THE BEST REAL ESTATE DOMAINS



REMCamp.com

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INTRODUCTION

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1. Your Real Estate Domain Plan

On day 5 of the [REMCamp Digital Marketing Plan](#) we'll create your Domain Plan. We covered some of this in the [Business Plan](#) and [Marketing Plan](#) Templates but now we'll dig deeper to create a detailed Domain Plan using the Domain Plan Template.

Goal

To give you a clear understanding of how to use your primary domain to anchor your digital marketing platform and how to use multiple keyword specific domains to drive additional marketing channels and campaigns.

Compliment Your Business Plan and Marketing Plan

Your domain plan needs to compliment your business and marketing plan.

We [covered your business plan](#) in Day 1 and [marketing plan](#) on Day 2 of the REMCamp 30 Day Marketing Makeover.

As an example if you make the business decision to specialize in working with luxury homes in exclusive neighborhoods then you need to use a domain with sophisticated and upmarket keywords like [LuxurySignalHillHomes.com](#) or [VancouverPenthouseLofts.com](#).

You will also need to produce more upscale local marketing content, like a review of the best restaurants or the best gold courses or private schools.

Real estate domains are a core part of your digital marketing plan and one of the cheapest and most powerful marketing tools for real estate professionals.

Think about it like this – for under \$10 a year you can get a marketing tool that is cheap, search engine friendly, brandable (memorable) and can then be resold for a huge profit.

Your Domain Plan Template

You need a real estate domain plan. If you're going to invest in all the time and expense it takes to build websites, blogs and landing pages, you need to start with the right domain.

Take a look at the Real Estate Domain Plan template inside [REMCamp](#).

Domains are a SEO and Brand Play

Domains have two different audiences – Search engines like Google and people. A good keyword specific domain like MiamiRealEstate.com tells Google that your website is about real estate in Miami and helps Google index your site and rank it in search engine results. The right keywords in a domain name are a powerful SEO tool.

It also sends the same message to people who may visit your site as the domain name is self-explanatory. The right domain name is memorable and a powerful marketing and branding tool.

Your domain name still plays an important role in how Google indexes and displays search results. Google has reduced the importance of having a domain with the exact search keywords as results are now more heavily influenced by the relevance and quality of content on the website.

A Note About Real Estate Search

It's important that you understand that people go online to do one of two real estate activities – look for homes for sale and look for local real estate information.

It's no secret that real estate search is dominated by the large portals, like Zillow and Realtor.com. Just type in any real estate for sale search and you will find top results from Zillow, Trulia and Realtor.com. This makes it tough for the average Realtor to compete against the large real estate portals and franchise sites.

The good news is that local real estate information results are much less competitive and you have an opportunity to rank well for relevant and quality real estate content.

Should You Have Multiple Domains?

A large well funded website like Zillow has one website and focuses all it's marketing on driving traffic to just one site. That works for Zillow, but will it work for you?

I don't think so.

You don't have the engineering and marketing budget that Zillow uses to dominate the main real estate search keywords.

My recommendation is that you build your digital marketing platform around one main real estate site but you also compliment the site by operating a number of marketing channel and campaign specific sites and landing pages.

You need to use a more hyper local and long tail keyword approach to dominate specific keywords used to find local area and local real estate information.

FIVE DOMAIN PRINCIPLES

2. Five Real Estate Domain Principles

Here are five real estate domain principles to consider when looking to buy a domain:

1. Google Still Loves Domains (Domains are Search Engine Friendly)

Search engines still love exact keyword terms and place significant weight to domain names when calculating their search engine ranking results.

There has been some lessening of the importance of having the exact right keywords but you need to find the closest keywords you can to the exact keywords and then add relevant and quality content to that site.

As an example the top domain and keyword for real estate in Miami is www.MiamiRealEstate.com. That domain is obviously taken but you can look at a number of variations of that keyword.

When you use a keyword tool it will give you a list of results for similar keywords. Copy the list and enter that list into a bulk domain search tool on a site like GoDaddy.com and see if any of the domains are available.

2. Must Be Easy To Remember

Make sure your domain is easy to remember so that people, and not just Google, can find your website. The shorter the better and preferably a dot com.

3. Perfect Marketing Tool

Domains Can Be Forwarded, Masked and Mapped – Domains are flexible and can be moved from one campaign to another – even after you leave your broker.

This allows you to keep the same domain and move it to your new brokerage or from one website vendor to another vendor. Your marketing and brand stay constant and the public won't even know that you made the move.

It also allows you to cover up “ugly” sub-domains with memorable, descriptive and brandable “pretty” domains.

As an example, instead of having a sub-domain address of a web platform like Placester like <http://tampacondos.placester.net> you can buy a domain like www.besttampacondos.com and may it to your Placester site so that your audience only sees the BestTampaCondos.com domain address (URL).

Isn't that so much better than trying to remember tampacondos.placester.net?

4. Domains can be Cheap

At under \$10 a domain you can afford to buy a whole portfolio of domains and use them for custom marketing campaigns.

As an example you can buy a domain for a specific landing page where you add very specific content, like a free report. Then you can build marketing campaigns designed to drive traffic to that landing page. Please note that the landing page can be a stand-alone site or a page inside your main real estate site.

Let's say you want to find distressed homeowners at risk of losing their homes (and ready to sell). You do a keyword search and find that the most searched keyword is "avoid foreclosure". That domain name is obviously taken but you find that www.AvoidForeclosureMiami.com is available so you buy the domain and set up a landing page with a free report on how to avoid foreclosure in Miami.

If that's too much work you can simply buy the domain and forward it to a page about foreclosures on your main website or you can forward it to an instant template website or blog on platforms like Zillow or Placester.

You can get even smarter and mask the domain so that your visitors only sees the www.AvoidForeclosureMiami.com address and don't know that they are on another web address like ZillowPress.com.

5. Domains are Powerful Branding Tools

Domains need to be memorable so your clients know where to go when they're online.

Don't forget that domains reflect your brand so stay away from non dot com, crazy numbers and inappropriate words. Your domain must reinforce your brand and is usually the starting point where your prospects first hear about you and your business.

KEYWORD RESEARCH

3. Research Keywords

Domain names consist of a number of keywords. You need to buy a domain name with the right keyword and the best way to do this is through keyword research.

As a general rule you should try to buy domains that are:

- Keyword Rich
- Heavily searched by your target audience
- .com
- Short
- Descriptive
- Brandable
- don't get cute with using numbers for words or short cuts like www.Avoid4closure.com
- no-one will remember it and it looks gimmicky.

Unfortunately the best, shortest, most descriptive and most brandable names are usually already taken so you need to expand your search to include hyper local and real estate niche specific keywords.

But how do you know which keywords are the best for attracting visitors?

To get the best domains you need to know what keywords your audience uses when they search for local real estate information. You need to know the exact keywords people use and the number of times they search for those keywords. The more popular the keyword the more chance your website has to be found in search results.

Here's the great news - **you don't need to guess** as to what are the most popular keywords used by your prospects. There are a number of tools that will tell you the most popular keywords and how often people use those keywords. (Plus I'm going to give them to you in the next chapter)

Focus on the following keywords:

- Your Name
- Your Area, especially Neighborhoods
- Your Specialty, starting with general terms and moving to specific terms, like MiamiLuxuryLofts.com

You can see how many times the keyword is searched and you can see the popularity of similar keywords.

BEST KEYWORD TOOLS

4. Keyword Research Tools

Use keyword research tools to discover the most popular real estate keywords – and check to see if those domains are available for your local area. I use Google’s Keyword Tool to find out the most popular keyword searches and then I use GoDaddy’s bulk search tool to run a search to check availability of those domains.

If you want a premium domain and SEO tool you should use a paid site called Moz.com. It has everything you will every need to domains, keywords and optimizing your site for search engines (SEO).

Here are a few free or freemium keywords tools you can use to find the best keywords:

[Google Keyword Tool](#) – Ad Planner

The Google Ad Planner tool tells you exactly what keywords people use to search for real estate. You don’t need to guess – Google tells you the popularity of each keyword.

Make a list of the most popular searches and then add your town or neighborhood name to the front of each popular keyword.

Here’s what a keyword search result page looks like using the keyword “real estate”.

Keywords	Advertiser Competition	Local Search Volume: November	Global Monthly Search Volume	Match Type: ?
Keywords related to term(s) entered - sorted by relevance ?				
real estates		90,500	1,220,000	Add ⌵
real estate		101,000,000	101,000,000	Add ⌵
				Add all 2 »
Download all keywords: text , .csv (for excel) , .csv				
Additional keywords to consider - sorted by relevance ?				
realestate listings		14,800	14,800	Add ⌵
realestate.com		165,000	1,000,000	Add ⌵
realestate		16,600,000	5,000,000	Add ⌵
realty		9,140,000	9,140,000	Add ⌵
realtors		2,740,000	6,120,000	Add ⌵
realtor		5,000,000	5,000,000	Add ⌵
properties		7,480,000	9,140,000	Add ⌵
property management		2,240,000	2,240,000	Add ⌵
homes for sale		45,500,000	55,600,000	Add ⌵
property		20,400,000	45,500,000	Add ⌵
property listing		90,500	74,000	Add ⌵
property listings		165,000	135,000	Add ⌵
house for sale		1,500,000	1,830,000	Add ⌵
realestate maps		2,400	720	Add ⌵
realestate map		4,400	1,900	Add ⌵
realestate one		3,600	4,400	Add ⌵
multiple listing service		135,000	135,000	Add ⌵

You can see how many times the keyword is searched and you can see the popularity of similar keywords.

You now have a list of keywords that the public uses when conducting a real estate related search. You can use the most popular keywords in your domains.

Next you need to check if the domain is available.

I use Go Daddy to register most of my domains (I have hundreds of domains), but I **don't host my domains** with Go Daddy. The reason for this is that if I ever have a problem with my Go Daddy account I still have complete control of my websites.

When you get “big” on the internet there’s always a chance that you may get too many spam complaints or someone may hack your accounts. By keeping your domains and websites at different providers you add an extra layer of security to your business.

Here’s a discount code I use to get cheaper domains – (just type in “GoDaddy Coupons” on Google)

I pay \$8.87 including all taxes for a new domain or to renew a domain.

One of the best features about Go Daddy is that you can bulk search for domains by using their bulk search tool. This is a great time saver.

KeywordSpy.com

Keyword Spy is a free tool that gives you quick results, insight into competitor keywords and their PPC ad campaigns.

Related Keyword Overview					
Related (1,000)	Search Volume	CPC	Related	Search Volume	CPC
boulder colorado real estate	14,800/mo	\$2.19	boulder colorado realtors	6,600/mo	\$2.26
real estate boulder colorado	14,800/mo	\$2.31	boulder colorado real estate listings	260/mo	\$2.12
boulder co real estate	12,100/mo	\$2.30	colorado boulder real estate	14,800/mo	\$2.14
boulder homes	27,100/mo	\$1.89	boulder colorado homes for sale	4,400/mo	\$2.22
real estate boulder	33,100/mo	\$2.08	boulder colorado property	14,800/mo	\$1.95
boulder colorado homes	12,100/mo	\$1.97	homes for sale boulder co	4,400/mo	\$2.27
real estate colorado boulder	14,800/mo	\$2.26	boulder houses for sale	6,600/mo	\$1.90
boulder homes for sale	8,100/mo	\$1.95	homes in boulder colorado	12,100/mo	\$2.02
homes for sale boulder	8,100/mo	\$2.07	boulder real estate listings	590/mo	\$2.05
boulder co. real estate	0/mo	\$7.68	boulder property for sale	260/mo	\$1.96

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Simply add your town name or neighborhood name before each keyword result.

Start with the most popular keyword but expand your domain search to include the long tail keywords that have more words but less traffic. Notice how many of the search terms are simply rearranged keywords? “Homes for sale Boulder” gets the same number of searches as “Boulder homes for sale”. Both would make excellent domains.

- [UberSuggest.org](https://ubersuggest.org) (big updates coming on this tool as it was acquired by Neil Patel – follow his blog at NeilPatel.com)
- **View Website Page Source**

You can spy on your competitors or the highest ranking sites on Google to see their keywords. You can use Source View to read the code behind a web page.

Try this simple exercise!

Do a Google search for the most popular real estate keyword in your area and then look at the top ten results. Use the source view tab to view their title, description, meta tags and keywords. Works best if you use the Google Chrome browser.

```
<meta charset="utf-8">
<link rel="shortcut icon" type="image/x-icon" href="/favicon.ico">

<title>Boulder Real Estate</title>

<meta name="description" content="Boulderrealestate.com is the most comprehensive real estate database for commercial and investment real estate for the cities of Boulder, Broomfield, Louisville, Lafayette, Longmont, Erie, Superior, Niwot and part of Westminster.">
<meta name="keywords" content="Commercial Real Estate, Boulder Commercial Real Estate, Commercial Leasing, Boulder County Commercial Real Estate, Commercial Sales, 36 Corridor, Building Sales, Lafayette Commercial Real Estate, Land, Louisville Commercial Real Estate, Industrial, Longmont Commercial Real Estate, Office, Broomfield Commercial Real Estate, Retail, Real Estate Investments, Statistics, Search for Commercial Real Estate, Real Estate Statistics, List of Available Real Estate, Boulder, Denver">
<meta name="robots" content="noodp,noydir">
```

Go Daddy Bulk Search - Use keyword research tools to discover the most popular real estate keywords – and check to see if those domains are available for your local area. I use Google’s Keyword Tool to find out the most popular keyword searches and then I use GoDaddy’s bulk search tool to run a search to check availability of those domains.

- **Whois.com**

You can find out who owns a website by going to whois.com. This is really helpful if you want to buy a domain that is already registered but not being used by the owner. You can usually get the owner’s contact details and email an offer.

DOMAIN CHEAT SHEET

5. Best Keywords and Domain Name Cheat Sheet

Here's a quick cheat sheet to help you target the best real estate domains.

In the next chapter I'll show you how to use the keywords below to search for the best domains in your County, Town or Neighborhood.

Premium Keywords

- realestate
- homes
- homesforsale
- realestateforsale
- property
- properties
- houses
- condos
- townhomes
- apartments
- land
- rentals

Secondary Keywords

- housesforsale
- propertyforsale
- listings
- luxury
- luxuryHomes

Third Tier

- Add town name to end of keyword
- Add County Abbreviation or Name after Town Name
- Add Type of Real Estate (Duplex, Loft etc.)
- Add Use of Home (Vacation, beachfront, retirement)

Now create a spreadsheet with all the domain results. This is the pool of domains that you need to focus on when you decide to purchase a domain.

DOMAIN ACTION PLAN

6. Domain Name Action Plan

Let's create an action plan for you to research and possibly acquire the best real estate domains for your real estate business.

Please note that so far we've only really discussed real estate domains. There are also a number of additional keyword domains that you need to own and use in your marketing campaigns. In particular I also want you to own your personal and business name domains.

Go to GoDaddy now and search for the following domain names:

- Get your personal name and usernames - MarySmith.com
- Get your company name and username - SmithRealty.com
- Add your area name to popular keyword searches - MiamiHomes.com – including popular long tail searches – MiamiHomesForSale.com
- Add you area name to your real estate specialty - MiamiLofts.com
- Add your area name to your Client's Lifestyle or Interests – MiamiGolfHomes.com or MiamiStudentRentals.com
- Go down to the neighborhood and even large subdivision level – CongressParkCondos.com

Personal

Your Name

Having the right domain name is a huge boost for your business. If you haven't done so already you MUST reserve your own name, if it's available.

Your name is your brand – don't let anyone else take it from you.

I'm fortunate that I was able to get my own name and now have a website at www.rosshair.com.

If it's not available try your name plus real estate. Other good real estate keywords include homes and realty.

Write down the names you already own plus the names you will target after completing a domain availability search. Use the GoDaddy bulk domain search tool to search for domain names and use NameChk.com to see if the same usernames are available on the main social networks.

Personal Domain 1
Personal Domain 2
Personal Domain 3
Personal Domain 4
Personal Domain 5

Business Names

Get your company name and the same usernames on social networks:

Company Domain 1
Company Domain 2
Company Domain 3
Company Domain 4
Company Domain 5

Realtors use a number of similar business naming conventions like Realty or Team.

As an example your name may be Mary Smith but your brokerage is called Mary Smith Realty (MarySmithRealty.com) or your team name is The Mary Smith Team (MarySmithTeam.com).

Your City, County, Town or Neighborhood

The next type of domain you want is one that includes keywords with your local area. If you live in Atlanta you would try to get www.atlantarealestate.com or www.atlantahomes.com.

Unfortunately it's unlikely that these domains are available so you will need to broaden your search by adding words like my, best, hottest, bargain etc. An example would be www.myatlantahomes.com or www.hotatlantahomes.com.

County Names

County names are more likely to be available than city names. If your farm area includes the whole county then research county names – especially if town and neighborhood names are taken.

County Domain 1 _____
County Domain 2 _____
County Domain 3 _____
County Domain 4 _____
County Domain 5 _____
County Domain 6 _____
County Domain 7 _____
County Domain 8 _____

Add the County name to the most searched real estate keywords –

- [Lincoln County] [Real Estate]

Sometimes the County name is shortened into a popular nickname

Boulder County is often referred to as BoCo

[BoCo] [Condos]

[BoCo] [Luxury] [Homes]

City or Town Names

City names are very popular and are usually taken. You may need to expand out to the county name or down to a neighborhood name.

City Domain 1 _____
City Domain 2 _____
City Domain 3 _____
City Domain 4 _____
City Domain 5 _____
City Domain 6 _____
City Domain 7 _____
City Domain 8 _____

Notes:

Add the city or town name to the most searched real estate keywords –

- [Miami] [Real Estate]
- [Miami] [Condos]
- [Miami] [Luxury] [Homes]

Focus on the long tail keywords

City Plus County (ABBR) Domains

Another long tail keyword tactic is to use the city name plus the County abbreviation. As an example you can use MiamiFL or DenverCO and add this to a real estate keyword. MiamiFLCondos.com or DenverCOHomesForSale.com

City CO Domain 1 _____
City CO Domain 2 _____
City CO Domain 3 _____
City CO Domain 4 _____
City CO Domain 5 _____
City CO Domain 6 _____
City CO Domain 7 _____
City CO Domain 8 _____

Notes:

Add the city or town name plus County abbreviation to the most searched real estate keywords –

- [Miami] [FL] [Real Estate]
- [Miami] [FL] [Condos]
- [Miami] [FL][Luxury] [Homes]

You may find an excellent domain name that has not been registered

Neighborhood Domains

Don't be afraid to start at the smallest areas, like neighborhoods, but including large subdivisions or communities, and build out to larger areas. Neighborhood name searches are rising in popularity as people have online access to more neighborhood info and know where they want to live.

Neighborhood Domain 1 _____
Neighborhood Domain 2 _____
Neighborhood Domain 3 _____
Neighborhood Domain 4 _____
Neighborhood Domain 5 _____
Neighborhood Domain 6 _____
Neighborhood Domain 7 _____
Neighborhood Domain 8 _____

Real Estate Specialty or Niche Names

You may specialize in a particular type or style of real estate. The number of keyword searches will decrease as the name becomes more niche but the quality of prospect will increase as they know exactly what they are looking for.

Domain 1 _____
Domain 2 _____
Domain 3 _____
Domain 4 _____
Domain 5 _____
Domain 6 _____
Domain 7 _____
Domain 8 _____

Notes:

Add real estate types with your local town and/or neighborhood name:

- condo
- apartment
- loft
- penthouse
- bungalow
- duplex
- townhouse

Your domain will look like:

- [Miami] [Luxury] [Condos]
- [South Beach] [Condos]

HOW TO BUY DOMAINS

7. How to Buy a Domain name

It's easy to buy domains.

Note - before you buy a domain, do a Google search with the name of the domain registrar plus coupon - "Go Daddy coupon".

You can buy a domain that is not currently owned by anyone for around \$10. If the domain name is already taken you can often buy the domain directly from the owner or through a domain reseller service.

Domain Registrars

You can buy a domain from a Domain Registrar like GoDaddy.

Go to www.godaddy.com and hover over the Domains tab or click on the Bulk Register Tab. This will take you to the bulk register tool. Enter a list of potential domains in the bulk registration tool to check if they're available.

Domain Resellers

You can buy a domain that is already owned by another owner. These domains are usually more expensive and can cost a small fortune. Remember that the price is always negotiable.

Domain resellers will sell you the best real estate names – at a premium! Track down the best domain owners name and contact details through a service like Whois.com and see if the domain is for sale or lease. Negotiate aggressively and make sure you protect yourself and only pay when you get ownership of the domain. You may need to use a third party escrow or payment service.

A number of popular resellers are:

GoDaddy Marketplace

Sedo

BuyDomains

Fabulous Domains

MANAGE YOUR DOMAINS

8. Manage Domain

Domains are a powerful marketing tool that you can leverage to increase traffic to your websites, blogs and landing pages.

A domain can be used as a powerful marketing tool for individual marketing campaigns. I use unique domains for specific campaigns so that I can track the ROI for each campaign.

As an example you could buy a domain like FreeMiamiForeclosureList.com and have it forwarded to a landing page on your website where you offer a free list of foreclosures in Miami. The domain is descriptive (for SEO), memorable and only costs \$10.

You can then run a Facebook Ads campaign that sends traffic to your domain and track the exact number of clicks, source of traffic and cost per conversion.

Domain Registrars

You can purchase a domain through a Domain Registrar like GoDaddy or NameCheap.

The Registrar will “hold” the domain for you and give you an account and dashboard to manage your domains.

Your Registrar will also give you the tools to host and publish your website on the Registrar’s web server.

As an example, you can buy a domain through GoDaddy and then host your website on GoDaddy (usually for a monthly hosting fee).

Website Hosting

You can also buy your domain from one Registrar and then host your website at a different hosting service. All you need to do is login to your domain account and change something called the DNS (domain name server) to “point” to the server where you want to host your website.

How to Change Your Domain Nameserver (DNS)

- You can buy a domain from anyone but all domains need to be hosted with a Registrar
- The Registrar will administer your domain and manage things like your ownership and DNS
- Don't need to host you domains at the same place where you buy your domain
- You can change Nameserver to point your domain to a different hosting company
- You can then set up an account with a hosting company to host your website and email
- I buy my domains on GoDaddy but host my websites on Media Temple
- I do this for security reasons in case my account is hacked and because it's cheaper to host all my domains with a different host company
- [Media Temple](#) is \$20 a month for unlimited sites with 1-Click WordPress Install App
- Login to your domain account dashboard.
- Click on the link to your domain
- Click on the link to Nameserver
- Add a custom Nameserver. As an example, my Nameserver at Media Temple is ns1.mediatemple.net and ns2.mediatemple.net
- It may take a little time for the change of nameserver to “propagate” and be visible to the rest of the world

Domain Forwarding

Another cool feature is that you can forward domains so that when someone types in the domain address they're sent to a different website.

You can forward a domain to:

- Any URL, but usually your Website or Blog.
- Your website or blog on a real estate platform like ZillowPress or Placester
- Landing Page for a specific campaign

When someone types in your domain name it will forward to the exact URL where you want to send the traffic

This is especially useful for when you use a free blogging or a hosted website solution offered by one of the big website platforms like WordPress, Placester or Kunversion. The key is that you can register your own domain and forward the domain to the blogging platform.

Here's an example:

If you have a free website on WordPress at <http://marysmith.wordpress.com> but you want to build your own name and brand (and not WordPress's) you can register a domain like www.marysmithrealestate.com and simply forward it to <http://marysmith.wordpress.com>.

First it looks more professional and is easier to remember.

Second, it's your own domain so even if you decide to leave the free site and build your own website you won't lose all the value you've built by branding the domain.

What this means is that you can use all the free platforms and still create your own professional brand. You can put your brand on your business cards and flyers. All it will cost you is the cost of the domain – under \$10 a year. This is obviously very important if your budget is tight right now as you get to use thousands of dollars worth of software and technology for just \$10 – and no one can tell the difference.

The process of setting up a domain forward is very simple.

I have a domain called Niwothouses.com that I bought but haven't yet used for a specific marketing campaign. Rather than waste the domain I forward it to my main site at www.Niwothomes.com.

I logged into my Go Daddy account and selected my www.niwothouses.com domain. I then activated the Forwarding feature and inserted the new URL where I wanted to send my referrals.

That's it. Within a few minutes of hitting the OK button my domain forwarded to my main Niwothomes.com site. It took less than a minute.

You can use the same forwarding tool for an individual marketing campaign.

You can use different domains for each marketing campaign. Let's say you want to connect with homeowners (future sellers). You know homeowners are interested in home improvement and in creating curb appeal for their property. This would be a good target market as one of the main reasons that home owners want to add curb appeal is because they're thinking of selling their home.

You could register a domain like www.maximizecurbappeal.com or www.curbappeal101.com and then promote that brand in all your marketing. It's a good name as it sticks in the mind and its keyword rich. You can then forward the domain to a landing page on your website that contains a free report on "The Top 10 Things That Create Curb Appeal".

That's a very effective use of a \$10 marketing tool.

If your marketing gains traction you can build out a curb appeal website and even host the website under your curb appeal domain.

What's The SEO Value of Forwarded Domains?

Forwarding a domain has a little SEO value. If you have a number of domains that point back to one site, try to point them back to a specific page inside your site that has quality and relevant content.

Domain Mapping

Instead of just forwarding your domain to another website you can do something called **domain mapping**.

Domain mapping will actually cloak your URL or website address to look exactly like the domain you own. Your visitors won't know that they're really on a free blog platform.

You can hide a true domain address with domain mapping.

Very powerful branding and marketing tool as it looks more professional and allows you to use a "pretty" or easy to remember domain name (that you own)!

As an example you can take a domain like SingerIsland365.com and map it to a website or blog on Placester.

When a visitor types in the domain name they will end up on a sub-domain on Placester at <http://singerisland.placester.net> but the address bar will show the original domain name of www.SingerIsland365.com.

Another advantage is you don't need to worry about setting up or hosting the website as Placester handles all of it on their server.

And you can be up and running, with ZERO TECH SKILLS, inside 15 minutes.

All the large website vendors allow you to map your domain to the site they set up for you on their server. They usually have a domain management section inside their admin dashboard that allows you to simply add in your domain and they will take care of the rest.

Another idea is to use a landing page service like BrivityValuations.com and map your domains to specific landing pages. This is a system that is used by top Realtors like Ben Kinney in Bellingham, WA.

Ben has his main real estate website at www.BenKinneyTeam.com.

He also wants to attract sellers so he offers a home value site at www.360HomeValues.com

The 360HomeValues.com site is actually a Brivity Valuations landing page that sites on Brivity's server. The 360HomeValues.com domain is mapped to the landing page so that all the audience sees is the 360HomeValues.com domain address (URL).

You can do exactly the same thing with FSBO, Expired, Just Sold and Just Listed campaigns.

AUDIT YOUR DOMAINS

9. Audit Your Domains

Domains are a powerful marketing tool but they're also an annual expense as you need to pay a yearly fee to your domain registrar or you will lose your domain. Keep a spreadsheet with all your domains and manage how they're used in your marketing campaigns. Use the spreadsheet available at REMCamp.com

Rate your current keywords on a scale of 1 – 10. If you can't give yourself a ten then think about what you need to do to improve your score to ten.

Personal Name	_____
Company Name	_____
County	_____
Town	_____
Town plus CO	_____
Neighborhood	_____
Best Subdivisions	_____
Real Estate Niche	_____
Client Lifestyle	_____

CONCLUSION

Review Your Domain Plan

It is critical to make a commitment to review your domain plan every quarter or twice a year. Go to your calendar right now and write down you're a review date – and stick to it.

Make sure you add the review date to your domain plan template.

Capture Your Numbers

On a daily basis you need to track your numbers and drop them into a spreadsheet. If you don't do this then your quarterly review will either be a thumb-suck guestimate or will take too much time to collect the data.

Make a commitment today to download the Marketing Plan Worksheet and capture your data every day.

Resources

Your domain plan is an ongoing work of art so here is a few more resources to help you fully understand what you need to do to grow your business:

Domain News and Advice

Domain Name Wire
Domaining

www.domainnamewire.com
www.domaining.com

REMCamp Templates

Don't forget to download the REMCamp Domain Plan Template and access the full Real Estate Domain training from [REMCamp](#)



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INTRODUCTION

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- **Add Links:** Link to other tools or resources that can help your reader. For example, we have 160 free business-themed stock photos that may help you with visuals: <http://bitly.com/1aWz5J4>
- **Proof Content:** Even if you have no editor in your department, find someone who would be willing to read your content and proof it for basic grammar and spelling.



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