

# Boost Your Listing Page Views

Use these essential tactics to create greater exposure and visits to your online listings!

Learn more at [Smarket.HawaiiLife.com/boost-listing-views](https://Smarket.HawaiiLife.com/boost-listing-views)

## + Blog

*Blogs are the easiest way to get increased page views!*

- Publish at least 3 blogs for each listing.
- Write a "Neighborhood" blog including conveniences & amenities.
- Write a "Lifestyle" blog about nearby beaches, hikes, watersports, outdoor & leisure activities.

## + Social Media

*Use social media to increase page views-it's practically free!*

- Create a social media campaign for each listing.
- Always hashtag #HawaiiLife to get published on the Hawaii Life network.
- Create a "Just Listed" Post (use #JustListed).

## + Email

*Increase page views with email marketing!*

- Once your listing is entered into MLS and goes live on HawaiiLife.com, send out an initial listing blast to the Realtor Board(s) on your island.
- Create a "Just Listed" Mailer.
- Create a "Broker's Open / On Caravan" Mailer.

## + Video

*Drive page views with engaging video!*

- Create videos that you would enjoy watching.
- Your phone is an HD Video Camera. Use it to make a video of the best feature of the property.
- Film with your phone "longways" (horizontal) not up and down.

## + Open House/Broker Events

*Boost page views with open house events!*

- Hold creative, engaging and memorable Open House events.
- Write an email, blog and social posts announcing the Open house.
- Report follow-up on Open House with photos, etc by email, blog and social posts.

## + Text Phone Marketing

*Use your phone to boost your page views!*

- Text links to your contacts.
- Text links to your seller and ask them to send the link out to everyone they know.

## + Printed Mailers

*Send postcards and mailers to drive more page views!*

- Create a "Just Listed in Your Neighborhood" Postcard.
- Create a "Neighborhood Market Report Update" Postcard.
- Create a "What is Your Home Worth?" Farming Postcard.

## + Sales Tactics

*Use sales techniques to create spikes in page views!*

- Register a memorable "Custom URL". It is a calling card. Send that URL out to everyone and on all marketing and communications.
- Put your HL listing link in your "Private Remarks" in the MLS.
- Update your "Private Remarks" in the MLS with a new image or copy change (include link in remarks).

## + Advertising

*Expand your page views using paid advertising!*

- Advertise on Zillow.
- Advertise on Social Media.
- Advertise in Print Media (local advertising and real estate trade pubs).

## + Press and Media

*Boost page views with PR and media outreach!*

- Enter your exceptional listings to HGTV or other online contests.
- Reporters and journalists are looking for newsworthy stories.
- Collaborate with Create for PR questions or assistance.

## + Smart Listing Copy

*Optimize your listing copy for search engines to increase page views!*

- Use search engine optimized (SEO) copy in your listing.
- Use keywords and search terms to help buyers find you through Google search.
- Create unique and longer listing copy on HawaiiLife.com.

## + Quality Listing Photos

*Use your phone to boost your page views!*

- Always use high-quality, high-resolution photography.
- Lead all your marketing efforts with the MOST eye-catching image.
- Always include 20-25 pro images that showcase the home's best features.

