



GENERATE QUALITY BUYERS / SELLERS FOR REAL ESTATE AGENTS WITH **GOOGLE** ADVERTISING

Presented BY

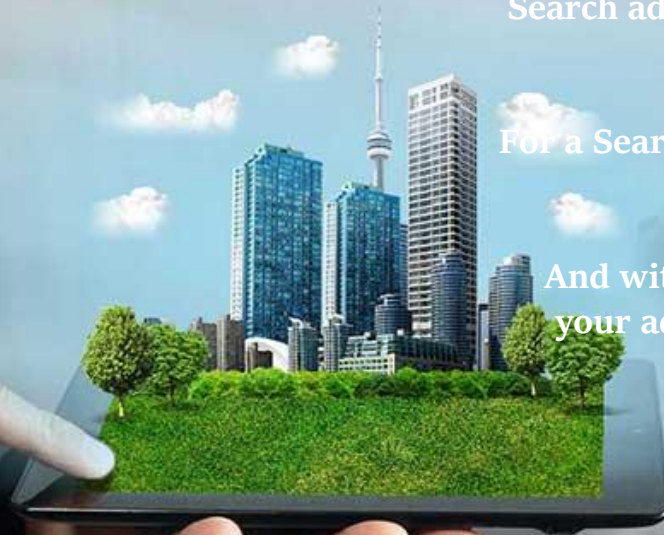
www.manoramaseoservice.com

THE PATH TO SUCCESS

With billions of searches per day on **Google**, you can use Search ads to make sure potential customers notice your brand, consider your offerings and take action.

For a Search campaign, you'll select a goal, like driving traffic to your website or increasing sales or leads.

And with pay per click (PPC) search ads, you'll only pay when your ad gets results, like people when people click your ad to visit your website or to call your business.



CONTEXT

01 MARKET RESEARCH & PLANNING

Discovery to learn your goals, challenges and differentiators

02 LASER-FOCUSED CAMPAIGNS

Reach buyers actively looking for real estate

03 GENERATE QUALITY BUYERS / SELLERS FOR REAL ESTATE AGENTS

We engineer, build, launch, and optimize ads campaigns that win you floods of new customers.

04 KEY PERFORMANCE INDICATORS

key performance indicators, give your business an effective, measurable way to track how your campaigns are performing.



IDENTIFY & TEST NEW OPPORTUNITIES FOR REAL ESTATE BUSINESS

www.manoramaseoservice.com



MORE AND MORE HOMEBUYERS ARE SEARCHING ONLINE

use the web as their first step
when searching for a home

55 %

of realtors have websites

62 %



11 %

searches are performed by homebuyers
before taking action

90 %

of homebuyers rely on the Internet
as a primary research tool

Real estate related searches on Google grew 253 % over the past four years.

The internet is the [new real estate frontier](#), and there are plenty of opportunities still available for agents in this relatively new marketplace.

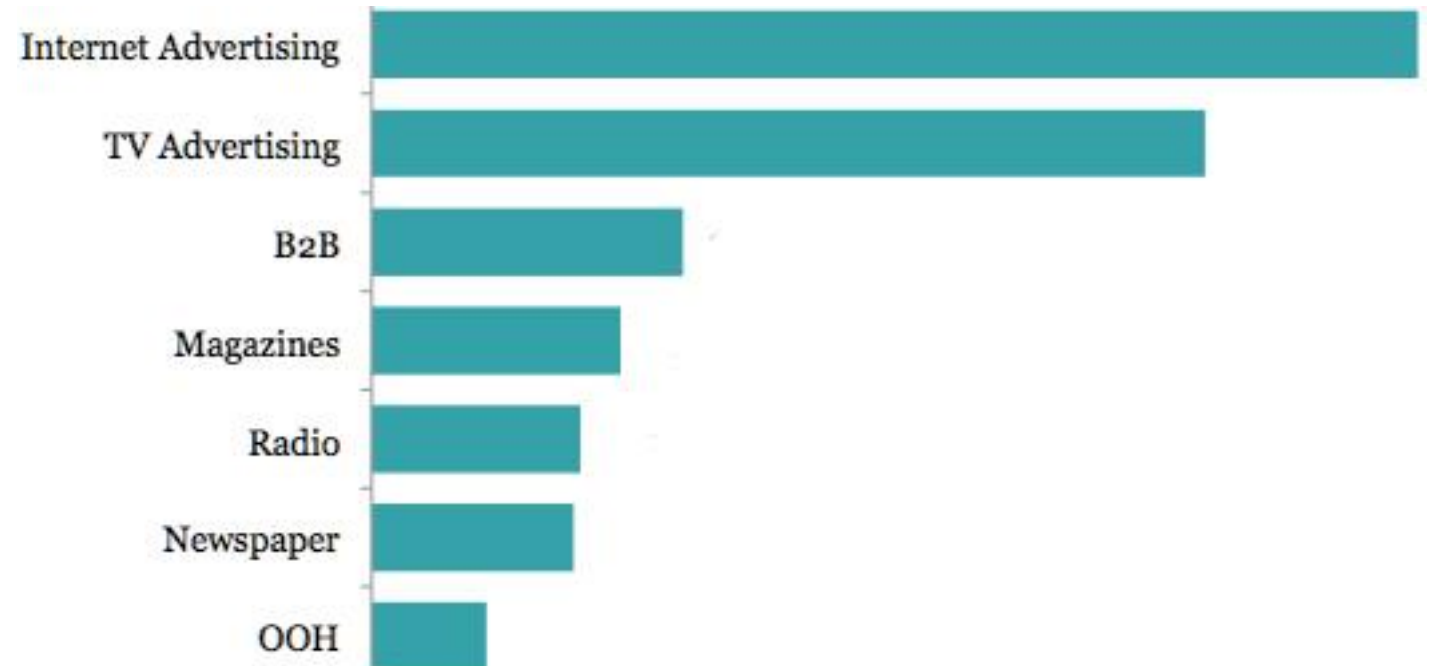
ADVERTISING MEDIUMS MARKET REPORT OF REAL ESTATE INDUSTRY

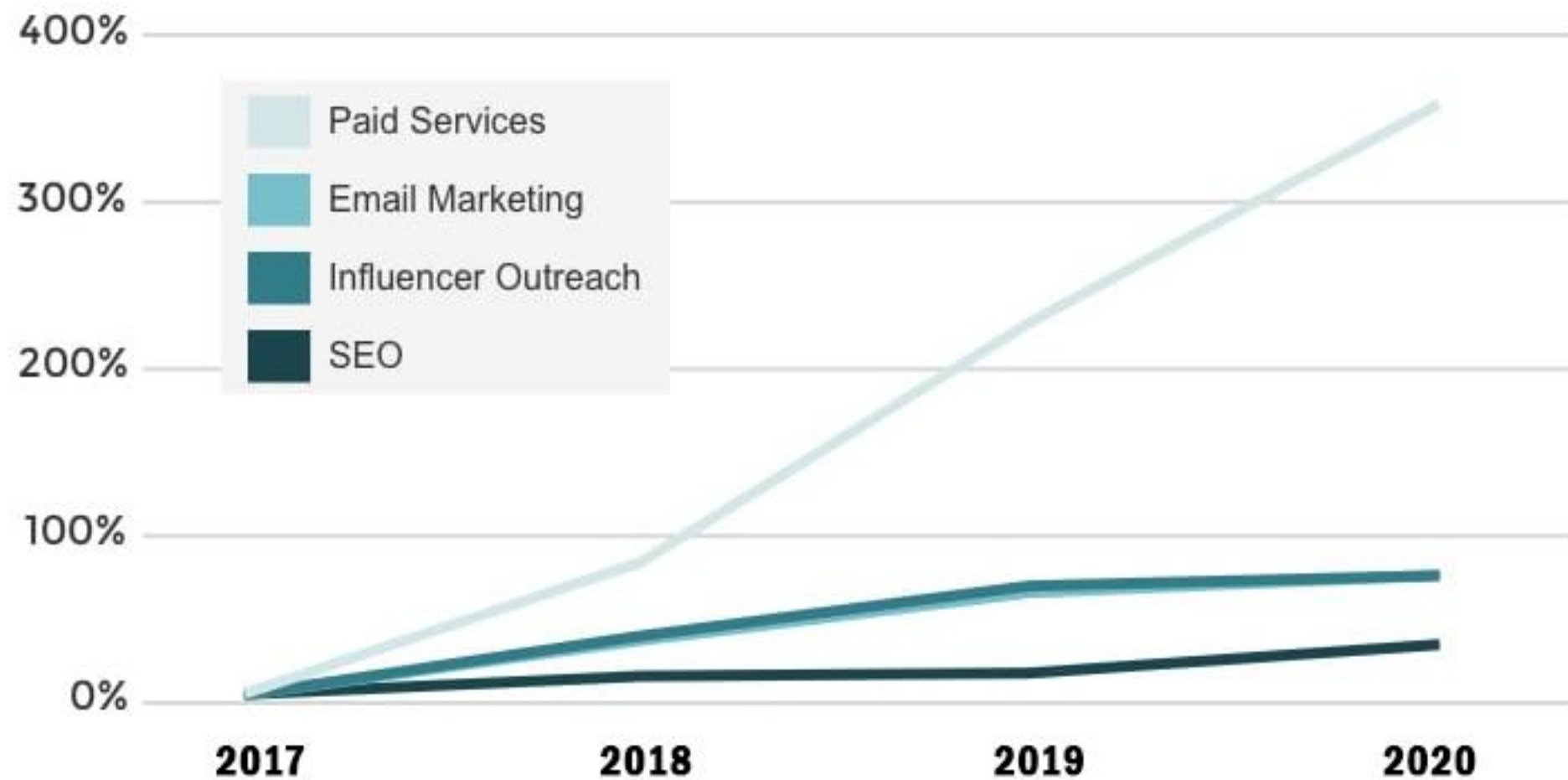
Reports of Online Advertising mediums for real estate business, which ascertain that digital advertising is now officially bigger than TV advertising.

Digital ad spending reached \$88 billion last year, of which mobile contributed nearly 57 percent.

Paid search advertising (desktop and mobile) came in at roughly \$40.6 billion. That was an increase of 18 percent from last 4year's reported \$34.6 billion.

However, the percentage of digital ad captured by search fell slightly on a percentage basis, to 46.2 percent from 47.7 percent.





BOOST YOUR PROPERTY SALES WITH PROVEN PPC ADVERTISEMENT



REAL ESTATE PPC MARKETING FOR AGENTS, BROKERS, & AGENCIES

TURN YOUR PPC INTO A LEAN MEAN CONVERSION MACHINE.

We build custom campaigns across leading search platforms, and make sure your business is reaching its potential. As a Premier Google Partner, we help you run effective Google ad campaigns to reach your business goals. Whether you want to generate high quality leads or better ROAS or scale up – We can help.



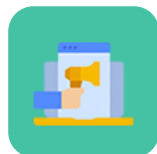
GOOGLE SEARCH ADS



YOUTUBE ADS



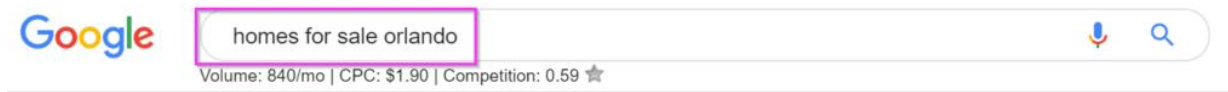
DISPLAY ADVERTISING



REMARKETING ADS



GOOGLE SEARCH ADS FOR REAL ESTATE AGENTS, BROKERS, & AGENCIES



Wemert Group Realty | **Call Us Today**

Ad www.wemertgrouprealty.com/ ▼

We Are Your Local **Real Estate Experts in Orlando**, Florida. Search **Homes**.

[Best Places for Ice Cream](#) · [Comprehensive Hurricane](#) · [Location](#) · [Address](#) · [Our Clients](#)

📍 650 N Alafaya Trail Suite 105, Orlando, FL - Open today · 8:00 AM – 10:00 PM ▼

Orlando Homes For Sale | **Fast & Easy Home Search.**

Ad www.rockspringsrealty.com/ ▼

Find Listings By Key Features: Sq Ft, Style, Year Built, Lot Size & More. More **Home** Listings. Most

Accurate Data. **Advanced Home Search. Fastest Updates.** No Sign-Up Costs. Daily Listing

Updates. Full Database Access. 1000s of Listings. No Ads. Interactive Map Search.

[Errol Estates Homes](#) · [Longwood Homes](#) · [Orlando Homes](#) · [Mount Dora Homes](#)

Orlando Homes For Sale | **Find Homes in Orlando**

Ad www.myorlandoareahomesearch.com/ ▼

Free MLS Access - Register Today. New Listings, Luxury **Homes** & More. Full Database Access.

Advanced **Home** Search. Interactive Map Search. 1000s of Listings. **More Home Listings.** Daily

Listing Updates. No Sign-Up Costs. Fastest Updates. Most Accurate Data.

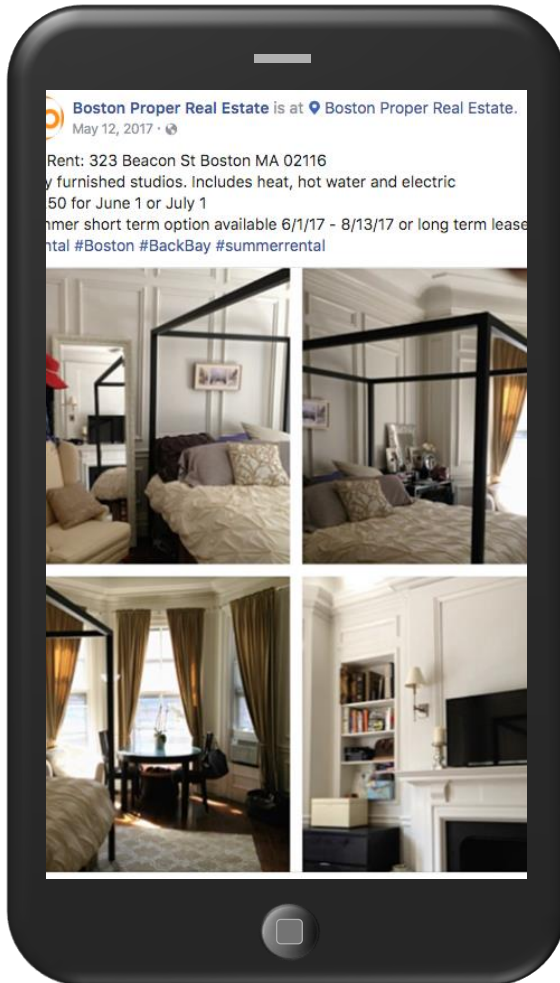
[Windermere Homes](#) · [Davenport Homes](#) · [Leesburg Homes](#) · [Winter Garden Homes](#)

DOMINATE REAL ESTATE WITH GOOGLE SEARCH ADS

Google Ads is a great option for realtors, and you can use ad extensions to boost your online presence and drive engagement. You can use different extensions like callout extensions to drive more brand awareness or sitelink extensions to boost CTR and conversions.



VIDEO ADVERTISING FOR YOUR PROPERTY

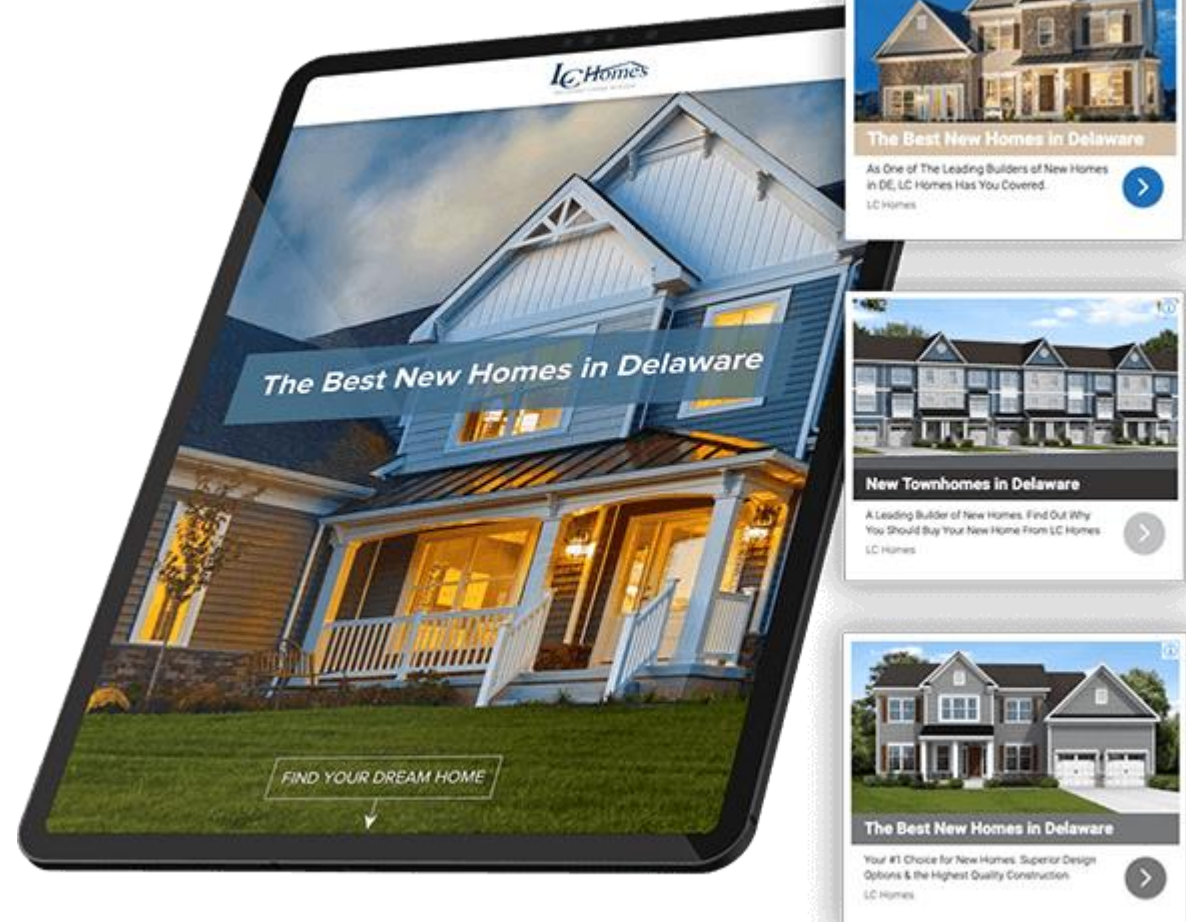


Using **video** allows us to reach more potential tenants so you have a bigger pool of quality renters interested in **renting** your **property**.



DISPLAY ADS FOR REAL ESTATE

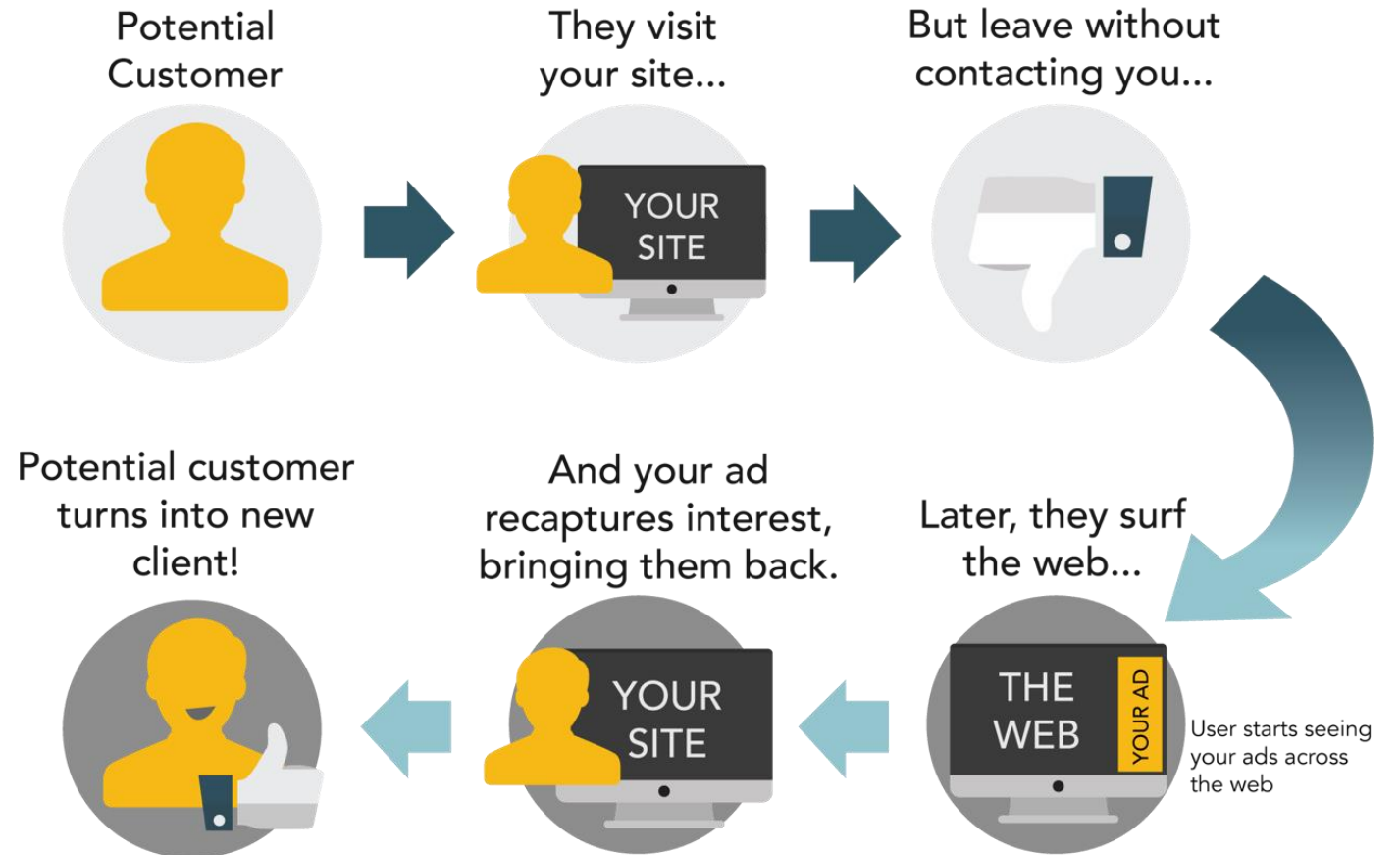
To create and serve a display ad to your target audience, your best strategy is to go through an ad network. One of the most popular options is Google AdWords, which we covered in a previous tutorial. Using AdWords, you can choose to advertise exclusively on the Google Display Network by selecting the “Display Network only” option when setting up your campaign. The network is a collection of partner and Google-owned websites (including YouTube, Gmail, and Blogger) that show AdWords ads. The Display Network also lets you advertise on mobile sites and apps.



RETARGETING FOR REAL ESTATE 3X YOUR AD CLICKS TODAY

PROVEN METHOD TO GENERATE REAL ESTATE LEADS

Retargeting is a sophisticated, way of increasing brand exposure with customers who have already visited your website. Using automated technology and simple JavaScript coding, retargeting tracks a visitor after they leave your site. It then serves targeted ads to your visitor relevant to their behavior on your website.



An aerial photograph of a modern residential complex with several multi-story apartment buildings. The buildings have white facades and balconies. The image is overlaid with a semi-transparent blue rectangle in the top left corner, which contains white text. The overall tone is professional and urban.

WE DRIVE MILLIONS IN PROPERTY SALES. ENJOY EFFICIENCY, SCALE & REVENUE. DONE BY US FOR YOU.

Paid search for estate agents works across multiple platforms with the most popular being Google Ads. We manage campaigns across all the below for estate agents and the property sector.

www.manoramaseoservice.com



YOUR COUNTDOWN TO SUCCESS

01

RESEARCH & EXHAUSTIVE KEYWORD RESEARCH

Our Paid Search Specialist will research your market, meet with you to understand your business and goals. Finding the right words and phrases that customers look for is the foundation for your ads to appear to the target audience.

02

LANDING PAGE CREATION

100% custom landing page design and development based on user requirements improves the CTR and quality score of the ads.

03

AD CREATION

First impression is the best impression. Professional ad copy impresses the customers to click on your ad leaving behind other ads getting your site the quality traffic.

04

BRINGING IT ALL TOGETHER

After you're thrilled with your landing page our IT team takes care of launching it live and we're off to the races. You do absolutely nothing but prepare for the calls and lead form fills.

05

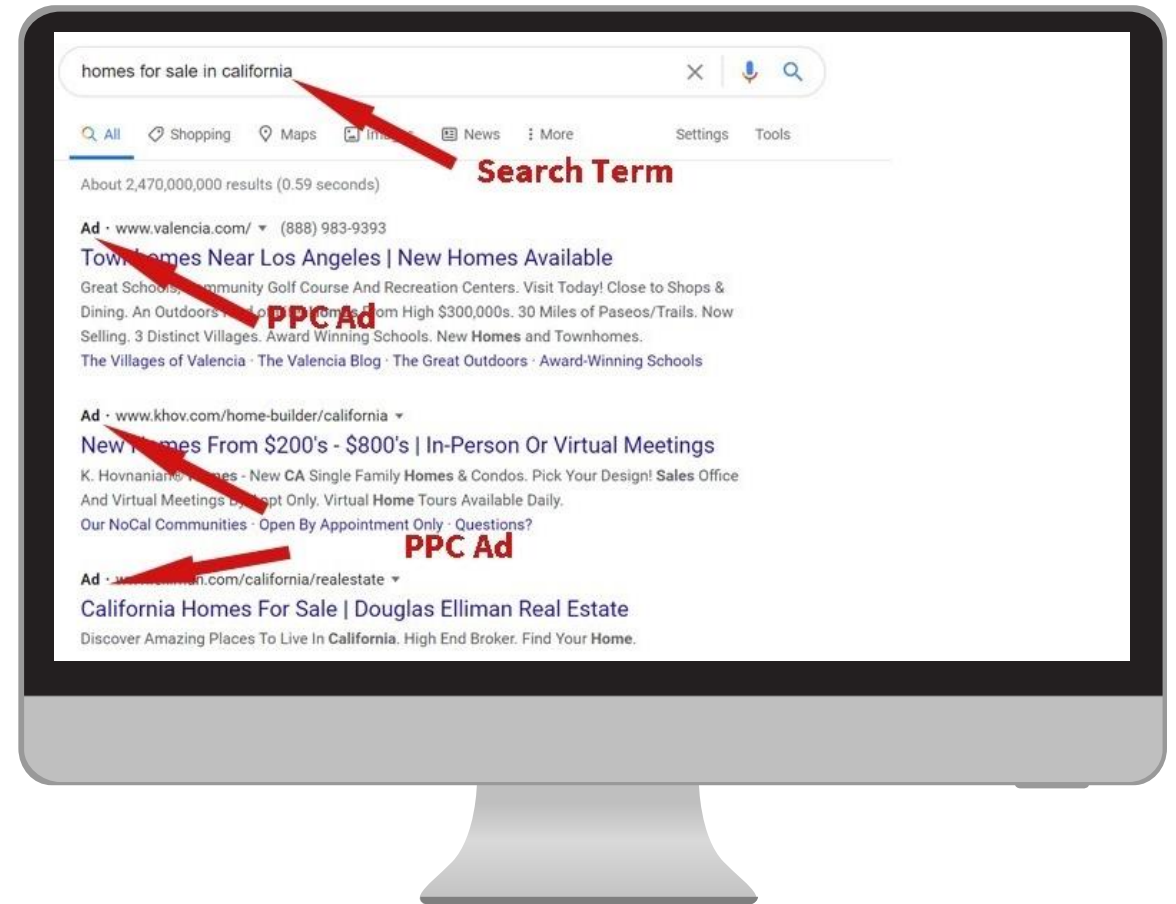
BID STRATEGY

Your campaign is live. Our Paid Search Specialist jumps back in to test the campaign, ensure it meets Google's quality ratings, and adds in all the other backend features to get your ad placed on the pages that get the best results.

06

ONGOING OPTIMIZATION

This is why you hire a professional to manage your paid search or PPC campaign- ongoing management. It takes an experienced Paid Search Strategist, who knows how Ad Words works, to maximize your ad spend without going over budget.



FIND THE BEST REAL ESTATE KEYWORDS

Real Estate Keywords to Get More Leads

Finding the best real estate keywords for your farm area is going to take a lot more work than copy/pasting a list from a website. There are two very simple reasons why keywords from a generic list like this ⌘ will not get you any leads from your website: ⌘

300k-1.5m

Monthly Volume ⁱ

[Learn more about Volume](#)



54

Difficulty ⁱ

[Learn more about Difficulty](#)



60%

Organic CTR ⁱ

[Learn more about Organic CTR](#)



94

Priority ⁱ

[Learn more about Priority](#)



Keyword Suggestions >

Keyword	Monthly Volume ⁱ
houses for sale near me	300k-1.5m
houses for sale by owner	6.5k-9.3k
houses for sale in florida	4.3k-6.5k
homes for sale near me now	11.5k-30.3k
homes for sale near me	300k-1.5m

[See all suggestions >](#)

SERP Analysis >

Rank	Title & URL	PA ⁱ	DA ⁱ
1	Real Estate & Homes For Sale - 14,081 ... https://www.zillow.com/homes/for_sale/	62	86
2	Real Estate, Homes for Sale, Apartment... https://www.trulia.com/houses-for-sal...	48	84
3	Houses For Sale Search Homes.com https://www.homes.com/houses-for-sa...	44	69

[See full analysis >](#)

KEYWORD RESEARCH TOOLS

KEYWORDS



Google Ads

Keyword Planner helps you research keywords for your Search campaigns.

You can use this free tool to discover new keywords related to your business and see estimates of the searches they receive and the cost to target them.



SEMrush is the go-to tool in the SEO industry for spying on your competitors' websites to see and track what keywords they rank for as well as getting lists of other sites that link to your competitor's site.

MOZ

One of the earliest SEO tools, Moz actually invented its own domain authority metric which is widely used in the industry. You can also use Moz to find what other sites are ranking for, as well as who is linking to them.



ahrefs

Keywords Explorer helps you determine how hard it would be to rank in the top 10 search results for a given keyword. It does this by calculating a Keyword Difficulty score from 1 to 100, with 100 being the hardest.

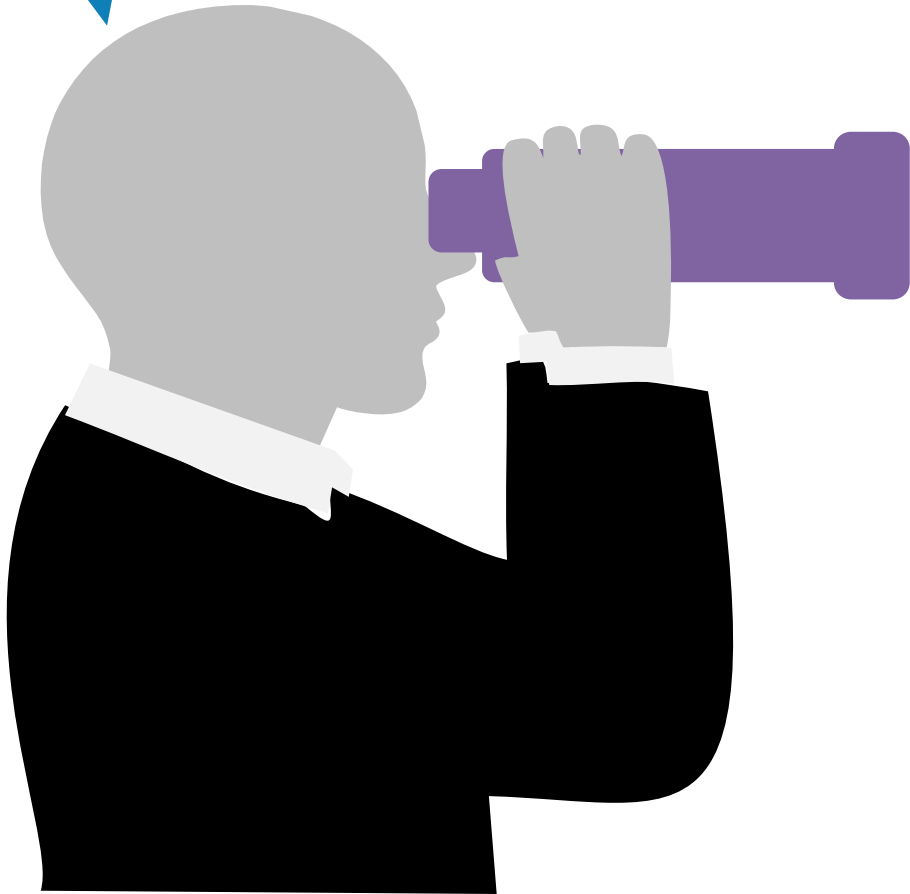
5 KPIS THAT MATTER FOR YOUR REAL ESTATE PPC CAMPAIGN



KEY PERFORMANCE INDICATORS FOR REAL ESTATE INDUSTRY



It's important to understand your goals so that you can appropriately dial in your ad campaigns. Before talking more about this, let's look at a couple metrics.



IMPRESSIONS

You can simply impress your audience and add a unique zing and appeal to your Presentations.

(CPM) COST PER MILE

The cost for 1000 impressions on your ad.

(CTR) CLICK THROUGH RATE

The percentage of impressions that click your ad. For example, if 100 people see your ad and 5 people click on your ad, you would have 5% CTR.

(CPC) COST PER CLICK

The cost for getting someone to click on your ad.

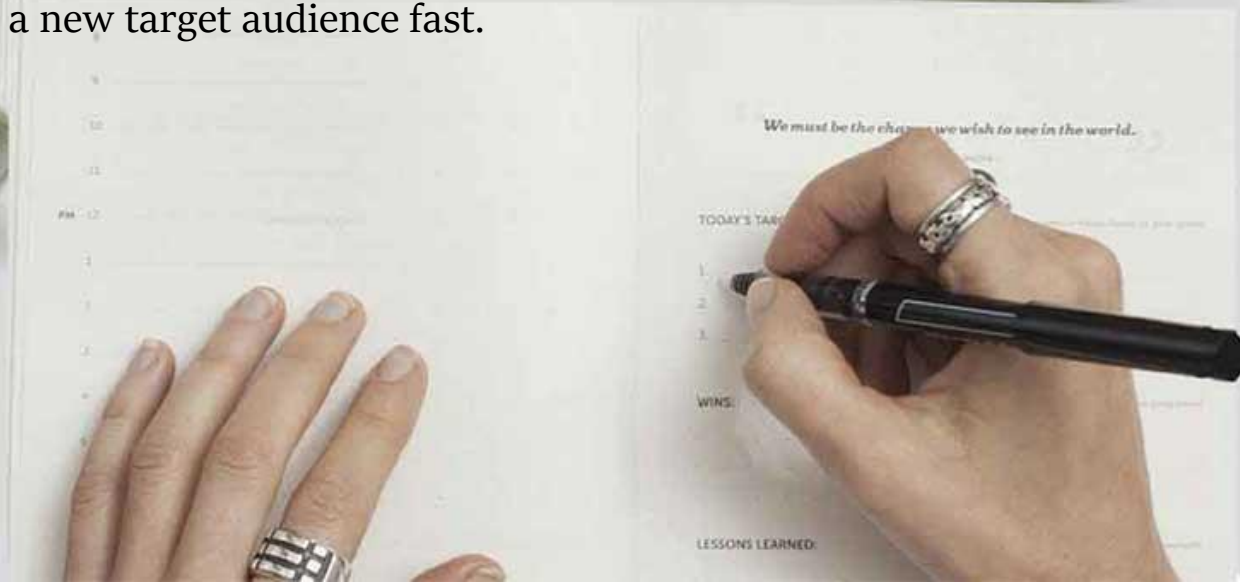
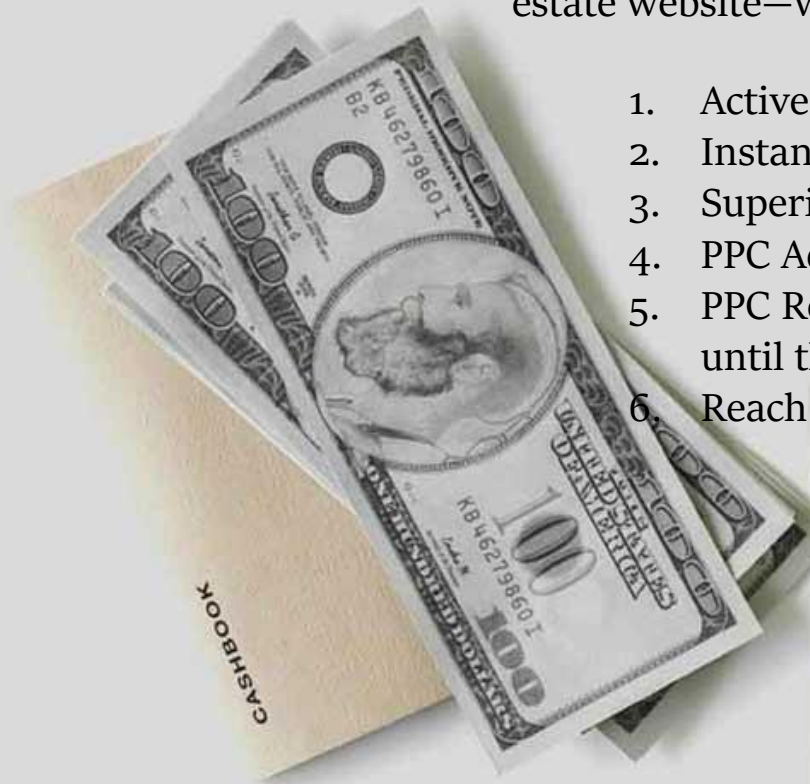
(CPA) COST PER ACTION

This is also known as the cost per conversion. It's the total amount you spend on clicks vs. the number of times you get those visitors to take an action (schedule a call, download your lead magnet etc).

WHY SHOULD REAL ESTATE AGENTS DO PPC

PPC is a great way to quickly boost traffic to your real estate website—with big returns.

1. Active Searchers are Better Leads
2. Instant Lead Generation
3. Superior Return on Investment
4. PPC Ads Put You Ahead of Your Competition
5. PPC Remarketing to Re-engage -Follow them until they're ready.
6. Reach a new target audience fast.



WHY MANORAMA IS THE BEST PPC SERVICE PROVIDERS FOR YOUR REAL ESTATE BUSINESS

At Manorama, we're experts in our craft. We've worked with hundreds of clients on PPC campaigns that have drive meaningful results for their companies, and our 400+ testimonials prove it!

- ✓ Transparent pay per click management pricing
- ✓ We make your goals our goals
- ✓ We save you valuable time
- ✓ We provide transparent ROI reporting
- ✓ We hand-craft each campaign just for you



THOUSANDS OF SATISFIED CUSTOMERS

It is time to be **excited happy thrilled** about your real estate web & lead generation services



A portrait of Mr. Chinu Pal, a man with dark hair and a mustache, wearing a white shirt and a dark vest. He is smiling and has his hand near his chin. The background is a solid blue color.

EDUCATE YOUR CUSTOMERS TO SELL MORE

Mr. Chinu Pal, Founder/Director of Manorama Web Solutions has years of experience in the Real estate Industry. With dreams to win the world, he has helped many small and large Businesses to achieve their dreams with unique methods and tactics. Since 10 years, his expert advice and support have helped us to grow as the **NO. 1 DIGITAL MARKETING COMPANY FOR REAL ESTATE BUSINESS**

MR. CHINU PAL

Founder/ Director Of
Manorama Web Solutions PVT LTD
www.manoramaseoservice.com

CREATING PERFECT DIGITAL JOURNEYS

Providing estate agents with more website visits, more valuations, more properties and more landlords. In a world where your online presence is your only presence, failing to stand out could destroy your estate agency. Official Google Partner