



Nancy Lehrman Edina Realty Website

Preliminary Findings
Website assessment

Bob McClain
WordsmithBob.com
2-12-07

Dear Nancy,

Below, please find my observations and suggestions on your webpage, <http://nancylehrman.edinarealty.com/AgentHome/Homepage.aspx>. It is neither a complete nor thorough report, but it should suffice to help guide you if you choose to update your page.

If you would like to discuss the page further or look at additionally developing a website of your own, please contact me at bob@wordsmithbob.com or 612-226-7667. You are welcome to visit my website (www.wordsmithbob.com) to learn a little more about me, my services and web writing in general.

Bob McClain
WordsmithBob.com

Home Page

First impression, you put your resume on the page. The problem with putting all that text on the page is two-fold: People have no patience on the web and people don't read on the web, they scan. If they see a massive wall of text, you've violated both of these laws and people simply will not bother. There are too many other realtors out there.

Second, everything on the page is about you and what you do. There are a couple of marketing axioms I'd like to share with you. "People don't care how much you know until they know how much you care." And second, "people don't buy the drill, they buy the hole."

The first one means that people don't care about you. They just want to know that you understand their problems. That may seem harsh but that's the reality of the world. The second is related. It means that people really don't care and don't want to know about all the features, gadgets or gizmos you have available or how much education or training you have. All they want is to either buy a house or get out from under the one they own. Ever heard the term "so what have you done for me today?"

I don't know what they will allow you to put on this page but I would suggest an endorsement from a client that was really pleased, heck, ecstatic about the service you gave her. And I say her because in more cases than ever, women are either making the home-buying decision or heavily influencing it. I'm sure I'm not telling you anything you don't already know.

Opening with a testimonial immediately puts a luster of believability on everything you say after that. But the testimonial has to be from a real person with their full name and city and state. People have seen too many phony testimonials from "Bill" or "Sue" to believe anything that doesn't have a full name after it. In fact, I'd give the date their deal was closed to give it even more believability.

What I would do after the testimonial depends on who your target market is. Too many real estate agents try to be everything to everyone and wind up being nothing to no one. Our best bet is a strategy session and then I'd write some powerful copy to convince people you're "the One."

Conclusion

There's a lot we can do to give this web page some real "WOW" factor. I would charge you \$200 to rewrite the page. As for a Nancy Lehrman website, I say we spiff up this "fixer-upper" first and if you're happy with the results, we'll schedule another meeting to figure out how to proceed. And then I will work on the idea of coming up with a pitch that will "knock their socks off" when they hit YOUR site.

Thank you for the opportunity to review your page on Edina Realty. If you choose not to use my services, I hope you use this information to improve your page so it generates more leads. Good luck in all your endeavors and we'll see you on Thursday morning.

Robert McClain

President

WordsmithBob.com

info@wordsmithbob.com

612-226-7667

www.wordsmithbob.com