

# How To Build An Effective Title Insurance Website

That Drives More Visitors, Title Quotes, and Orders!

Presented by



**[www.TitleTap.com](http://www.TitleTap.com)**  
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# About Us



**Dean Collura**

Spent 10 years in the title business before becoming a licensed real estate agent in Florida



**Eliot Dill**

IT Consultant for Real Estate Attorneys & Title Companies: Closing Software, Email, Servers, & Websites

Co-Founders of TitleTap - **Digital Marketing for Title Agents & Real Estate Attorneys** including **Websites, Video, Social Media, Email Marketing, and Calculators.**

# What You'll Learn

- 3 Easy Ways To Be Found In Google
- 4 Steps To Localize For Your Market
- 3 Tips To Drive Qualified Traffic
- And Much More...

# 3 QUICK Ways To Be Found In Google



Can potential customers find you on Google? 

Google Search

I'm Feeling Lucky

A Nicely Designed Website Is Still Bad If...

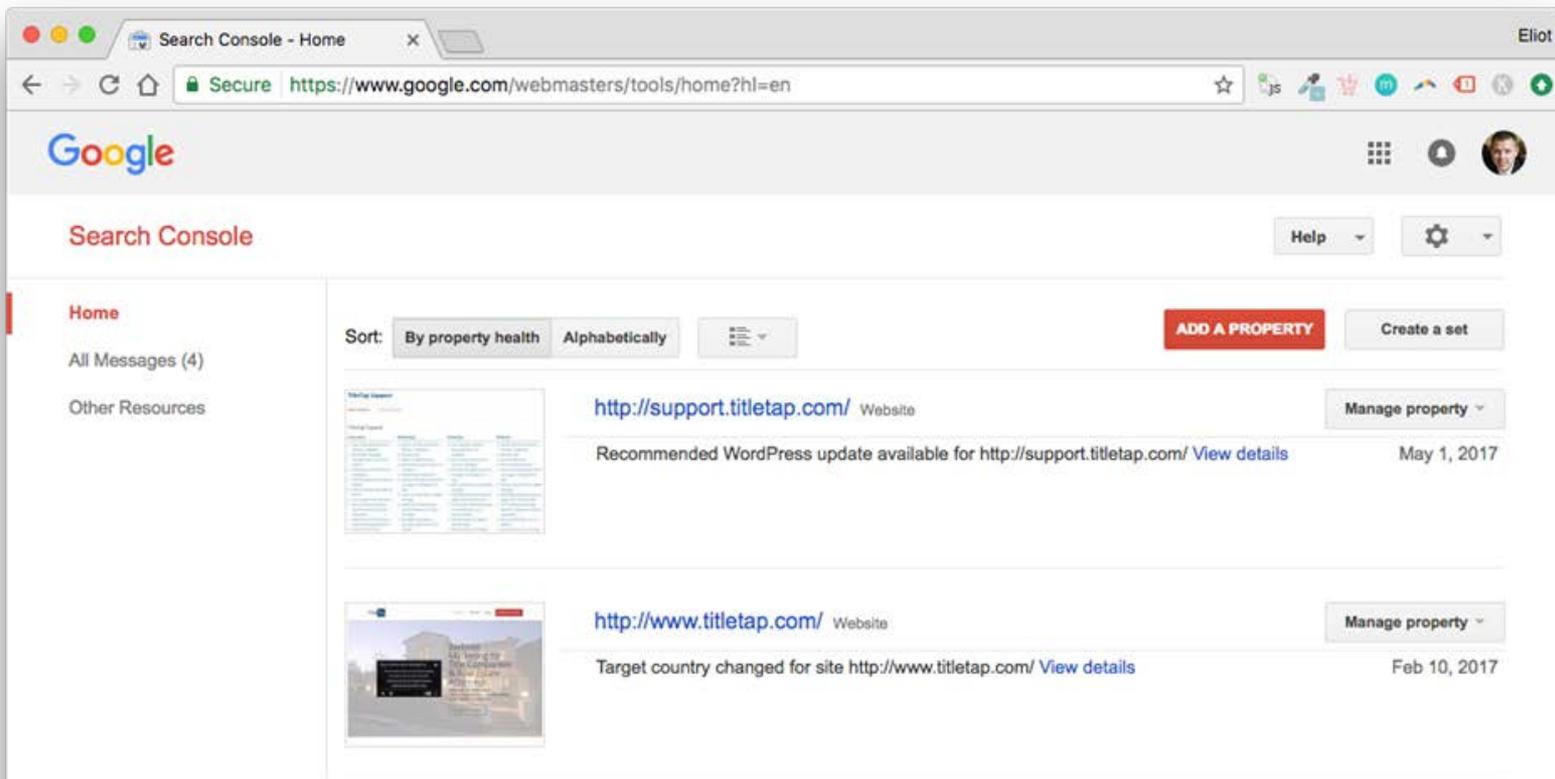
**It Can't Be Found!!!**



# Step 1) Submit Your Site to Google



# Click “Add A Property”



The screenshot shows the Google Search Console interface in a browser window. The browser's address bar displays the URL <https://www.google.com/webmasters/tools/home?hl=en>. The page features the Google logo and the text "Search Console". On the right side, there are "Help" and "Settings" dropdown menus. The main content area includes a "Sort" dropdown menu with options "By property health" and "Alphabetically". A prominent red button labeled "ADD A PROPERTY" is visible, along with a "Create a set" button. Below these, a list of properties is shown. The first property is <http://support.titletap.com/>, with a "Manage property" dropdown menu and a notification: "Recommended WordPress update available for <http://support.titletap.com/> View details" dated May 1, 2017. The second property is <http://www.titletap.com/>, also with a "Manage property" dropdown menu and a notification: "Target country changed for site <http://www.titletap.com/> View details" dated Feb 10, 2017. A left sidebar contains navigation links for "Home", "All Messages (4)", and "Other Resources".

# 1 Result For Well Known Title Company!

Google

site:https://[redacted]

All Images News Maps More Search tools

About 2 results (0.85 seconds)

Google promotion

Try Google Search Console  
www.google.com/webmasters/  
Do you own [redacted]/search? Get indexing and ranking data from Google.

[redacted]  
https://[redacted]  
A description for this result is not available because of this site's robots.txt  
Learn more

*In order to show you the most relevant results, we have omitted some entries very similar to the 3 already displayed.  
If you like, you can repeat the search with the omitted results included.*

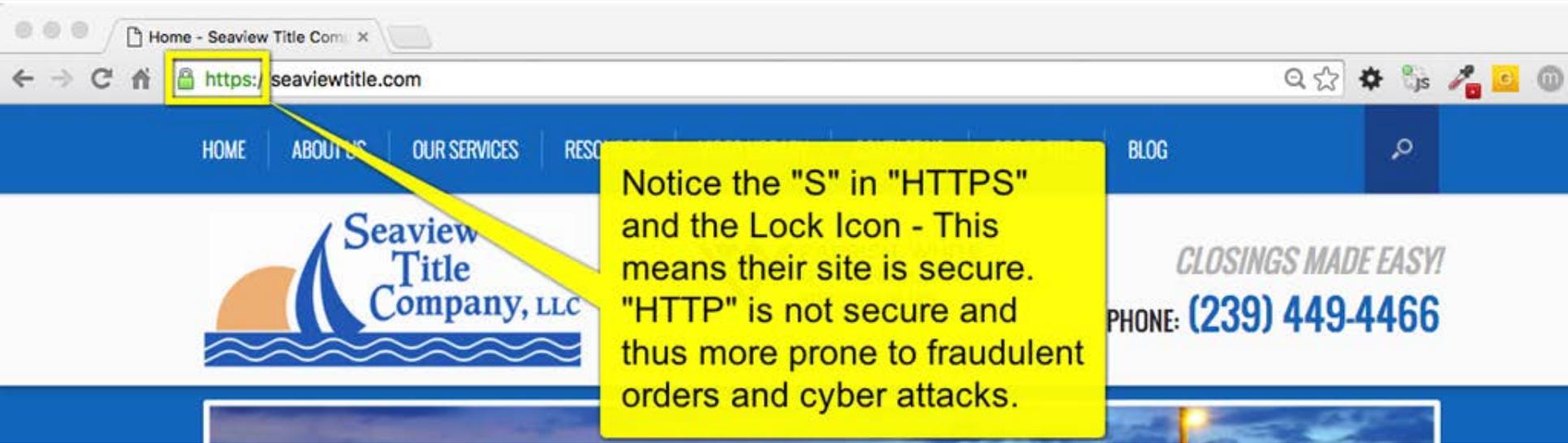
Web Designer forgot to allow search engines.

It was like this for years...

## Step 2) Secure & Deter

**COMPLIANCE**

# Secure Your Website with SSL



Home - Seaview Title Com... x

← → ↻ 🏠 🔒 <https://seaviewtitle.com> 🔍 ☆ ⚙️ 📄 📧

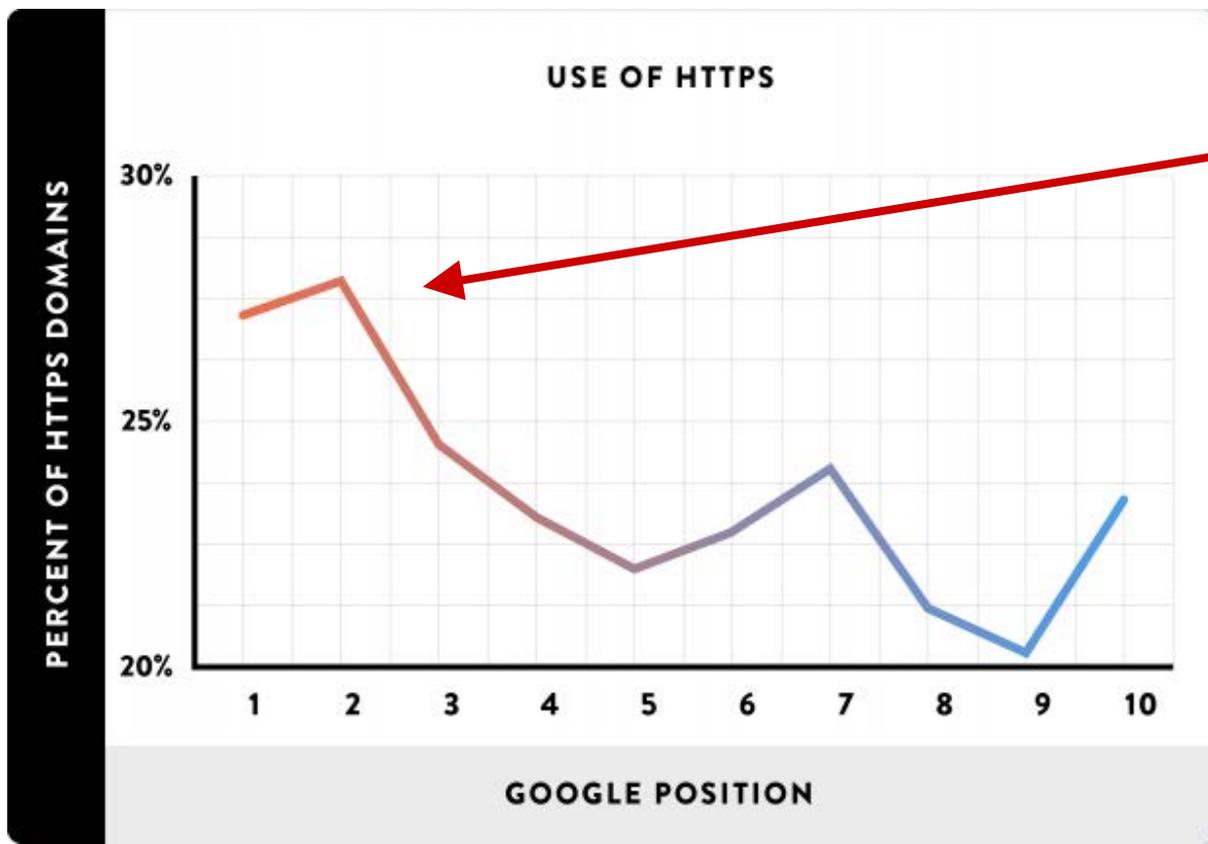
HOME ABOUT US OUR SERVICES RESOURCES BLOG

 Seaview Title Company, LLC

*CLOSINGS MADE EASY!*  
PHONE: **(239) 449-4466**

Notice the "S" in "HTTPS" and the Lock Icon - This means their site is secure. "HTTP" is not secure and thus more prone to fraudulent orders and cyber attacks.

# After Analyzing a Million Search Rankings



The Majority of the top 3 search results were using HTTPS

Source: <https://ahrefs.com/blog/ssl/>

# Other Benefits Of Security

People do business with  
people they trust...



Don't just tell them.  
Show them.

# Importance Of Security

*“New York State Department of Financial Services (DFS) has updated its proposed first-in-the-nation cybersecurity regulation to protect New York from the ever-growing threat of cyberattacks.”*

Source: The Legal Description, Jan ‘17

# Tip: Review Our Compliance Guide

<http://bit.ly/tt-hackers>

## How Hackers Target Real Estate Transactions

Real estate transactions are some of the higher value transactions commonly done by individuals and companies. As such, they have become an increasing large target for hackers.

The way a typical scam works is first the hacker gains access to the email of one of the involved parties - the buyer, seller, real estate agent, lender, attorney or title agent. Next, they take note of important transaction details such as down payment amounts and closing dates.

As the closing date approaches, the scammer poses as one of the other parties and sends new instructions for wiring funds.

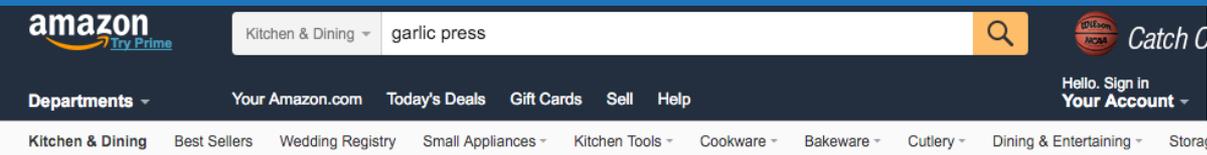


Step 3) People look for information, not to buy anything!



**“Selling something is simply the byproduct of finding the information that you were looking for”**

# Even Amazon Must Provide Information First



Back to search results for "garlic press"



Roll over image to zoom in

**Stainless Steel Garlic Press, X-Chef Premium Peeling Press Mince & Roller, Best Silicone Tube Garlic Peeler - Crush Garlic Cloves & Ginger with Ease**

by X-Chef

★★★★☆ 257 customer reviews | 7 answered questions

Price: \$32.99

Sale: **\$9.99** & **FREE Shipping** on orders over \$49. [Details](#)

You Save: **\$23.00 (70%)**

**In Stock.**

**Want it tomorrow, April 4?** Order within **9 hrs 7 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Sold by [Oak Leaf LLC](#) and [Fulfilled by Amazon](#).

- **2 FOR THE PRICE OF 1-** Buy the X-Chef Garlic Press and receive 1 FREE SILICON PEELERS FOR FREE, BEST BARGAIN EVER!
- **IS YOUR CURRENT GARLIC PRESS RUSTY AND SCRATCHED?** X-Chef Garlic Press is made of commercial grade Solid stainless steel which will last a lifetime without any corrosion.
- **SICK AND TIRED OF PEELING GARLIC?** X-Chef Garlic Clove Peeler has been tested to identify the best texture and thickness of silicone for optimal peeling, it is Highly durable and dishwasher safe
- **DESIGNED WITH EASE OF USE** - Hold the X-Chef Garlic Press in your hand. Feel the thickness of the handles and how comfortably your fingers wrap around them. With a clove of garlic nestled in the basket the handles are the ideal distance apart to maximize leverage. Gently squeeze the handles together. You'll be delighted at how

- **Product Title**
- **Images**
- **Product Description**

# Ways A Title Company Can Provide Information:

- What is Title Insurance?
- Resources Page
- Frequently Asked Questions
- About the Closing Process
- Videos Answering Common Questions
- Blog Articles Answering Common Questions
- Provide Tools For Cost Estimates
- ALTA HOP

# On Your Website, Don't Tell Me About You...



What's In It  
For ME?

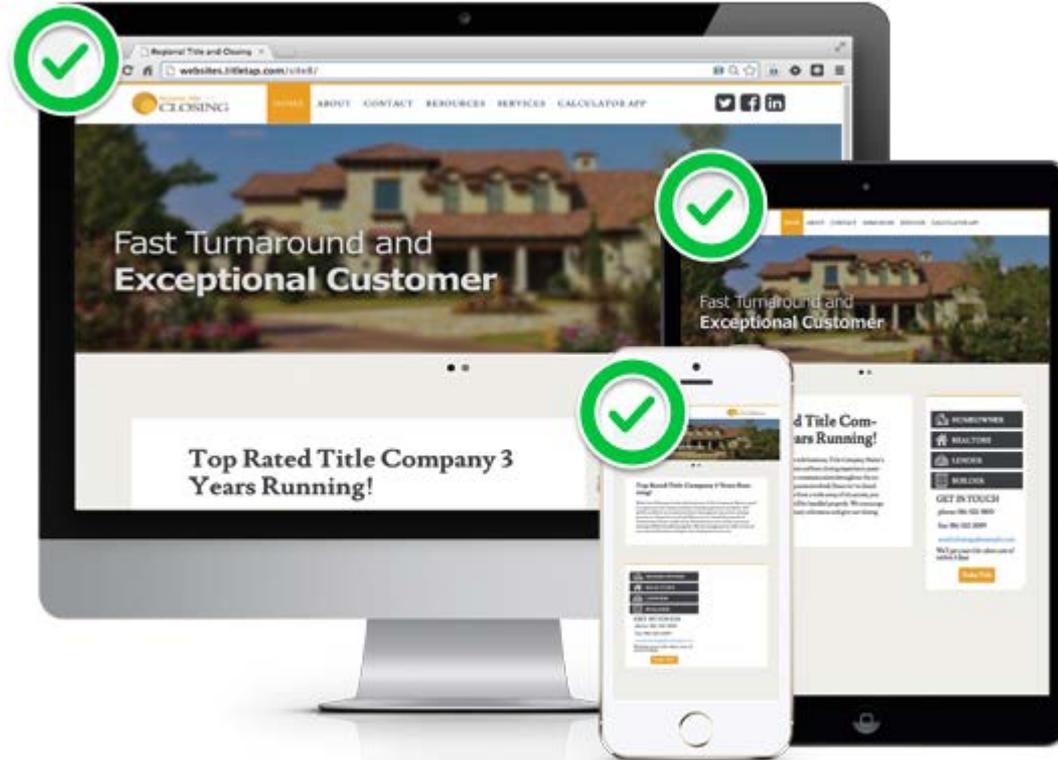
# Recap of Getting Found!

- ✓ People Are Actually Able To Find Your Business Faster & Easier
- ✓ Choosing Your Services Is A Byproduct Of Finding Information
- ✓ Security Not Only Helps Build Rankings But Trust As Well
- ✓ Focus Content On “What’s In It For Them”

# 4 EASY Ways To Localize For Your Market

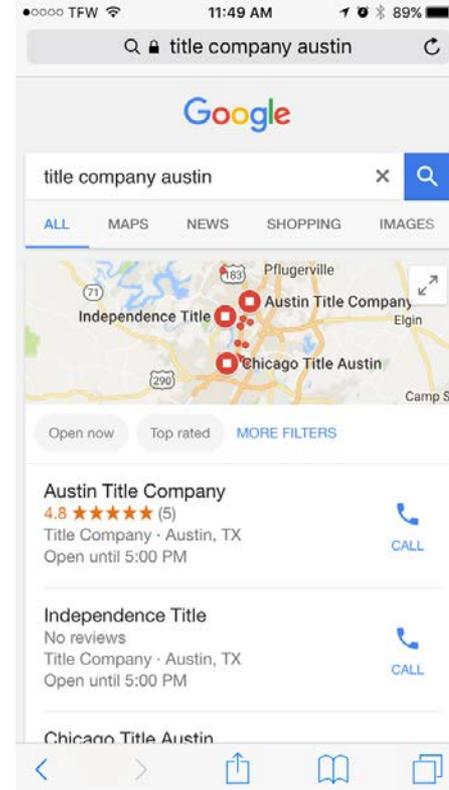


# Step 1) Be Mobile Friendly



# Why Mobile-Friendly?

When Someone  
Searches From a  
Phone Results  
are Automatically  
Localized!



# Why Mobile-Friendly?

“Over Half of Google’s traffic comes from mobile devices”

Source: Google



# Why Mobile-Friendly?

“Mobile-First” Trend is growing so quickly that in 2017 Google is expected to give mobile websites even more priority over desktop.

Source: Moz

## Step 2) Page Titles & Content

**The Least Important  
Part of Your Page Title  
is Your Business Name**

# Why?

Local & Specific  
Page Titles  
Always Win!



# Bad Title

South Bend Title Company

XYZ Title Company | "The Best Title Company In The West" | South Be...

<https://www.xyztitleexample.com>

XYZ **Title Insurance Company** has been in business for 28 years and serves the East Side and **South Bend** area. We not only handle closing services but...

Common Titles:  
Company + Slogan

But Localized info  
not displayed so  
less likely to be  
clicked...

# Title Insurance Homepage Title

South Bend Title Company

South Bend & East Side | XYZ Title Company

<https://www.xyztitleexample.com>

XYZ **Title Insurance Company** has been in business for 28 years and serves the East Side and **South Bend** area. We not only handle closing services but...

Localized

Tells What You Do

# Informational Title Insurance Page Title

What is the 3 day closing disclosure rule?

What is the Three Day Rule?

South Bend & East Side

XYZ Title Company

<https://www.xyztitleexample.com/3-day-rule>

On October 3, 2015, the Know Before You Owe mortgage **rule** goes into effect. One of the important requirements of the **rule** means that you'll receive your new, easier-to-use **closing** document, the **Closing...**

Matches Search

Localized

Tells What You Do

# How To Be More Specific & Local?



## 1) Modify Content

EX: Rephrase Titles For What Is Searched



## 1) Add in Local Keywords in Pages

EX: “At XYZ Title in Some City we help take the worry out of the largest transaction of your life.”



## 1) Add Local Tags and Categories:

EX: “[Office Cities] Title Company”

# Step 3) Claim Directories & Get Reviews

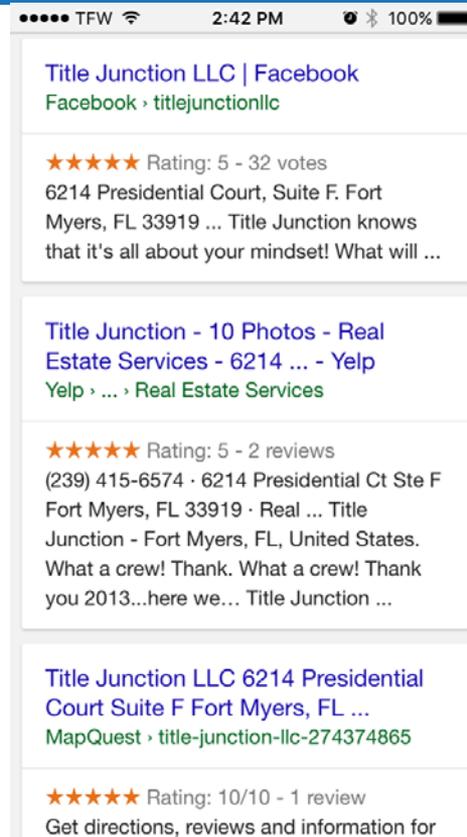
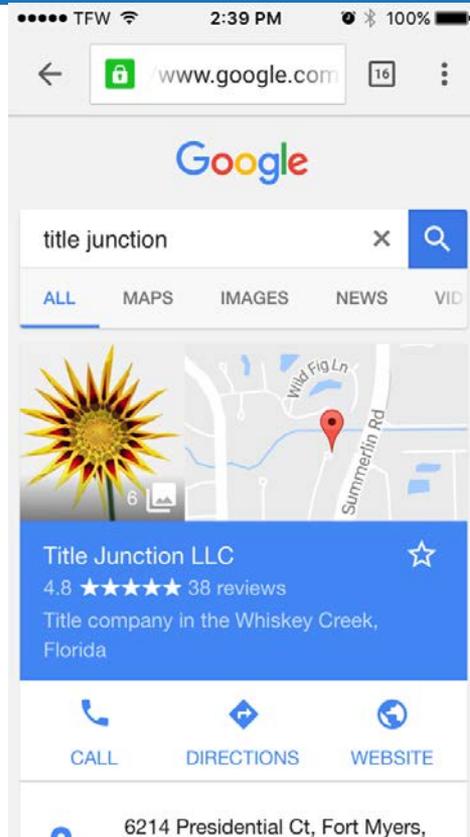


# Why Local Directories?

“89% of consumers search for a local business on their smartphone once a week  
...58% search at least daily”

Source: Mediative Labs

# They Rank High & Display Trust Indicators



# Step 4) Localize Your Photos

WILLKOMMEN

欢迎

स्वागत

BIENVENIDA

*WELCOME*

BIENVENUE ようこそ

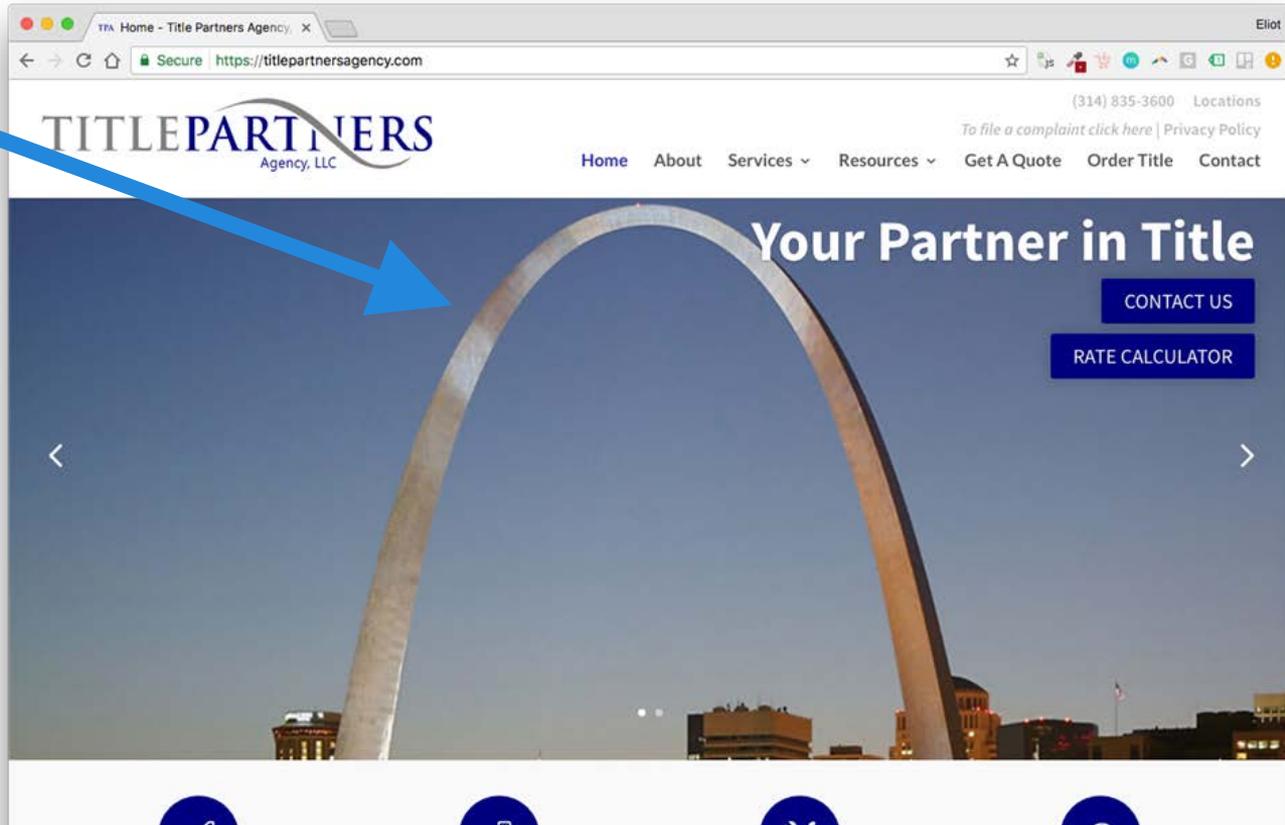
добро пожаловать

ترحيب

BEM-VINDO

# Where Do You Think They Are Located?

(Hint)



# What City Has A Lot Of Yellow Cabs?

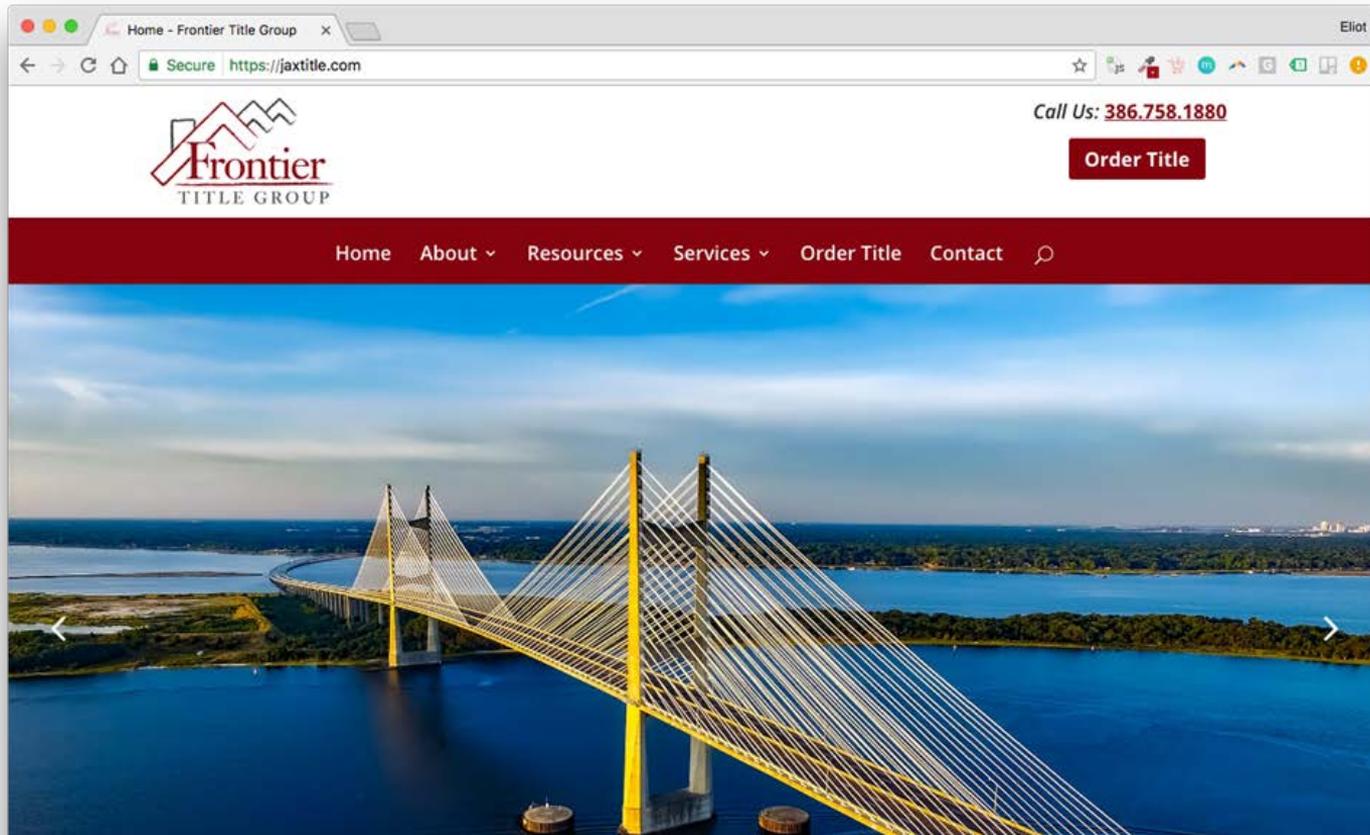
Goal: Attract POTENTIAL Customers In Your LOCAL Market

1) Quality / Iconic Image

2) City or Local



# A Locally-Famous Bridge in Jacksonville



# Recap of Localizing!

- ✓ Be Mobile Friendly - Mobile Search Is Local Search
- ✓ Local Directory Profiles And Get Reviews Show Up First In Search
- ✓ Optimize Your Content and Page Titles For Local Keywords
- ✓ Use Locally Recognizable Photos To Connect With Your Market

# 3 SIMPLE Tips To Drive Qualified Traffic



# Step 1) Have A Single Call-To-Action (CTA)



# Where Do You Click First?

## The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

SELF SERVE

Traffic Stats

THIS WEEK	999	9/10
LAST WEEK	999	9/10
DAILY RECORD	61.22	9/10

>>>> You've found **The World's Worst Website Ever!**

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. [Click here for an incomplete list of errors found on this site.](#)

**WATCH OUT! This site is under construction! :-)**

← send us email!

OHHH BOY!

v 1.0

of TWWWE coming SHORTLY!

**\$100 Bonus AdWords Credit**

[www.google.com.au/adwords](http://www.google.com.au/adwords)

Try Google AdWords and Get \$100 Bonus Credit When You Spend \$25!

AdChoices

**MAIN MENU**

**NEW TO THE SITE**

[YAHOO NEWS](#) [WEATHER](#) [GOOGLE MAPS](#) [GREAT WEB DESIGN](#)

[ABOUT TWWWE](#) [VISIT KENTUCKY LAKE!](#) [SHOCKING PICTURES!](#) [AMAZING COLOURS](#) [SMOKY MOUNTAINS!](#)

**BREAKING NEWS:** 3 out of 4 people say this is a terrible website!

### WHAT'S NEW

Welcome to our new world's Worst Website EVER! we're stoked to be able to bring a dash to REALLY BAD WEBSITE DESIGN! Our goal is to break every single rule in website design!!! As an educational tool, the aim of this sight is to pinpoint and highlight the very worst things I could do in designing a website. You can see a list of all the errors on this sight by [clicking here!](#) We now have added a traffic surgeset! Isn't it kewi??? LOL!

# Example CTA: Amazon

Share



Qty: 1 



Add to Cart

[Turn on 1-Click ordering](#)

Add to Wish List

# Clear Focus Of What You'd Like Visitor To Do

Clear  
Call-To-Action



# CTA On Ad

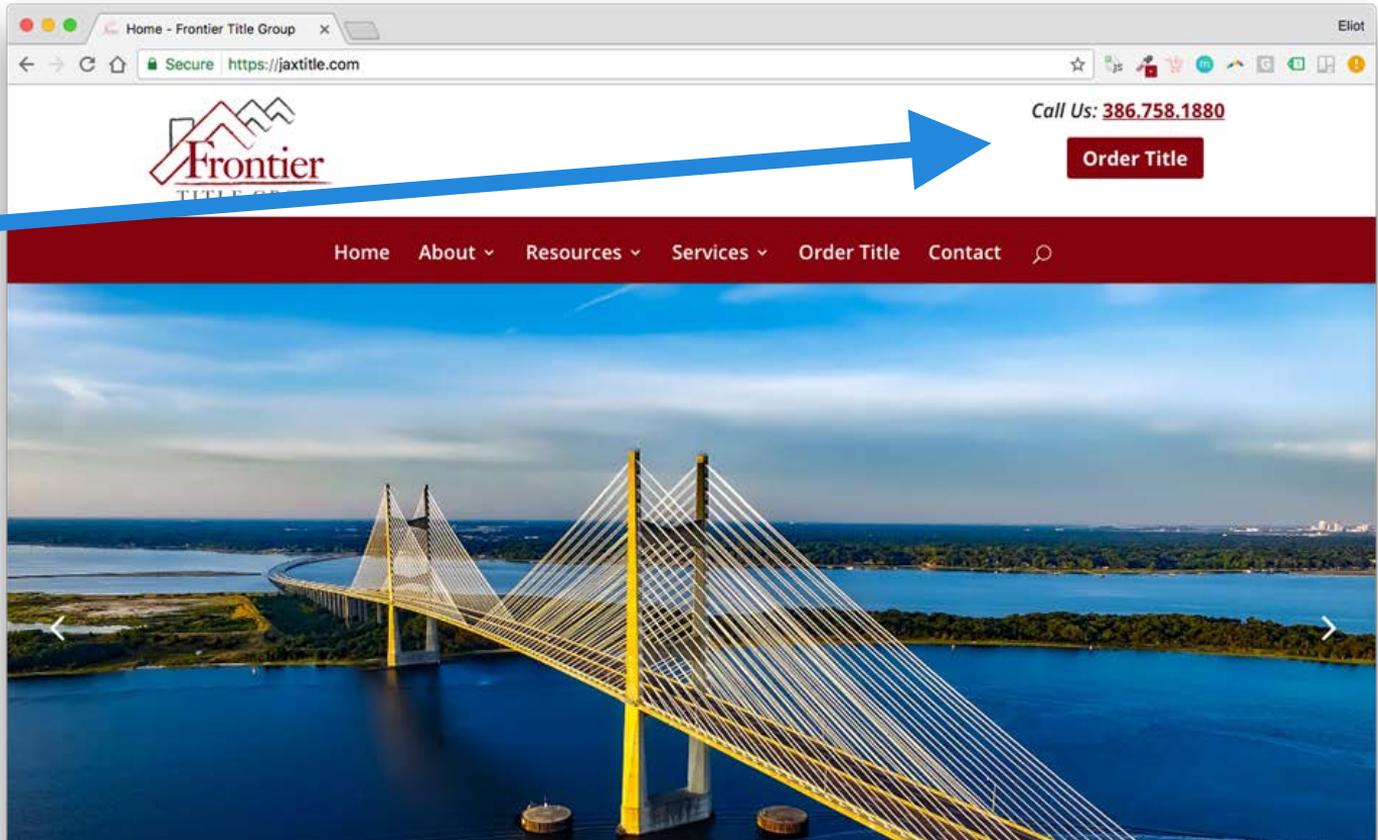
Goal: Attract POTENTIAL Customers In Your LOCAL Market

Clear  
Call-To-Action



# Where Is The Eye Drawn To?

Clear  
Call-To-Action



## Step 2) Use Facebook To Attract...

...Realtors, Lenders,  
FSBOs, and Buyers



# Facebook: Fantastic Targeting

- Income brackets
- Likelihood to move
- Job Title or Employer
- Location Radius
- Interests



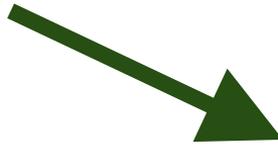
i.e. You can specifically target...

...Realtors employed by Keller Williams that live within 32 miles of your office who make at least \$75,000 a year.

# Boosted Post Example

With Only 150  
Followers

33,436 People  
Reached!



**Tap** TitleTap  
Written by Eliot Dill [?] · March 22 at 12:55pm · 🌐 Like Page

Looking for a way to attract more qualified home buyers and sellers?  
...Check it out!



100 Branded Real Estate Explainer Videos.  
100 Real Estate Explainer Videos Branded with your Logo and Contact Information for One Low Price.

[HTTP://WWW.TITLETAP.COM/REALTORVIDEOS](http://www.titletap.com/realtorvideos) Learn More

33,436 people reached Boost Post

Like Comment Share Tap

# If Done Correctly...



# Website Traffic

Average Title Company's Traffic:  
**100-200 visits a month**

With Social Boosting:  
**800-1200 visits a month**

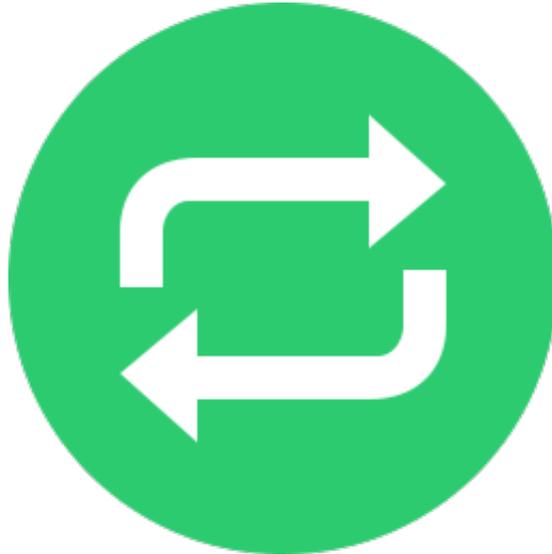
**4-6x**

**More Traffic**

From Local Realtors, Lenders, etc.

## Step 3) “Top-of-Mind” Remarketing

Only Advertises To Those Likely  
To Use Your Services



# REMARKETING EXPLAINED



# Title Insurance Remarketing on Yahoo

Young Adults Are Skipping x Eliot

https://finance.yahoo.com/news/young-adults-skipping-starter-homes-10000671.html

Home Mail Search News Sports Finance Celebrity Weather Answers Flickr Mobile More

YAHOO! FINANCE

Search Finance Search Web

Sign in Mail

Recent  
Quotes you view appear here for quick access.

Quote Lookup Go

Orlando Title Services  
Click Here  
Get Quick Monthly Tips  
Sell More Real Estate

Follow Yahoo Finance  
f t

Wed, Jun 22, 2016, 2:46pm EDT - US Markets close in 1 hr and 14 mins

## Young Adults Are Skipping Starter Homes, Survey Says

credit.com By Bob Sullivan  
June 16, 2016 6:00 AM

Y + X t f t

EXTRADE  
ADAPTIVE PORTFOLIO

### Rates

Mortgage Savings Credit Cards Auto

Average rates in Los Angeles, CA

Loan Type	Today	Change	Last Week
30 yr fixed	3.74%	↑	3.70%
15 yr fixed	2.73%	→	2.73%
30 yr fixed refi	3.63%	↓	3.65%
15 yr fixed refi	2.75%	→	2.75%
30 yr jumbo	4.47%	↑	4.44%
5/1 ARM refi	3.03%	↓	3.11%

View rates in your area - Bankrate.com

# We all get interrupted and distracted...

**“Users who are retargeted to are 70% more likely to convert.”**

Source: Digital Information World



# HOW?

## PERFECT AUDIENCE

The AdRoll logo features the word "Ad" in a bright blue, sans-serif font, followed by "Roll" in a black, serif font with a distinctive flourish on the end of the "l".

AdRoll

The Facebook Remarketing logo features the word "facebook" in its signature blue, lowercase, sans-serif font, with the word "Remarketing" in a smaller, grey, sans-serif font centered below it.

facebook  
Remarketing

# Remarketing Traffic

Title Agents Average:  
**5-7% return visitors**

With Retargeting:  
**20-30% return visitors**

**3-6x**

**Return Visits**

From Local Realtors, Lenders, etc.

# Recap of Driving Traffic!

- ✓ Have 1 Call-To-Action On Your Website And Marketing
- ✓ Facebook Is Great For Targeting Realtors, Lenders, FSBOs, & Buyers
- ✓ Remarketing Is Fantastic For Keeping You Top-Of-Mind With Prospects

Questions?



# Recap



## 3 Ways To Be Found In Google

- People look for 1 thing online: INFORMATION
- Google Search Console
- SSL to secure for forms & to deter criminals



## 4 Steps To Localize For Your Market

- Mobilize
- Claim Profiles and Get Reviews
- Change Your Website Titles
- Localize Your Photos



## 3 Tips To Drive Qualified Traffic

- Single CTA
- Facebook Website Ad - Great Targeting
- Retargeting - Visitor Return Rates, Marketing



# How To Reach Us

[Hello@TitleTap.com](mailto:Hello@TitleTap.com)

