

# 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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Diligent Media Inc.

# 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...

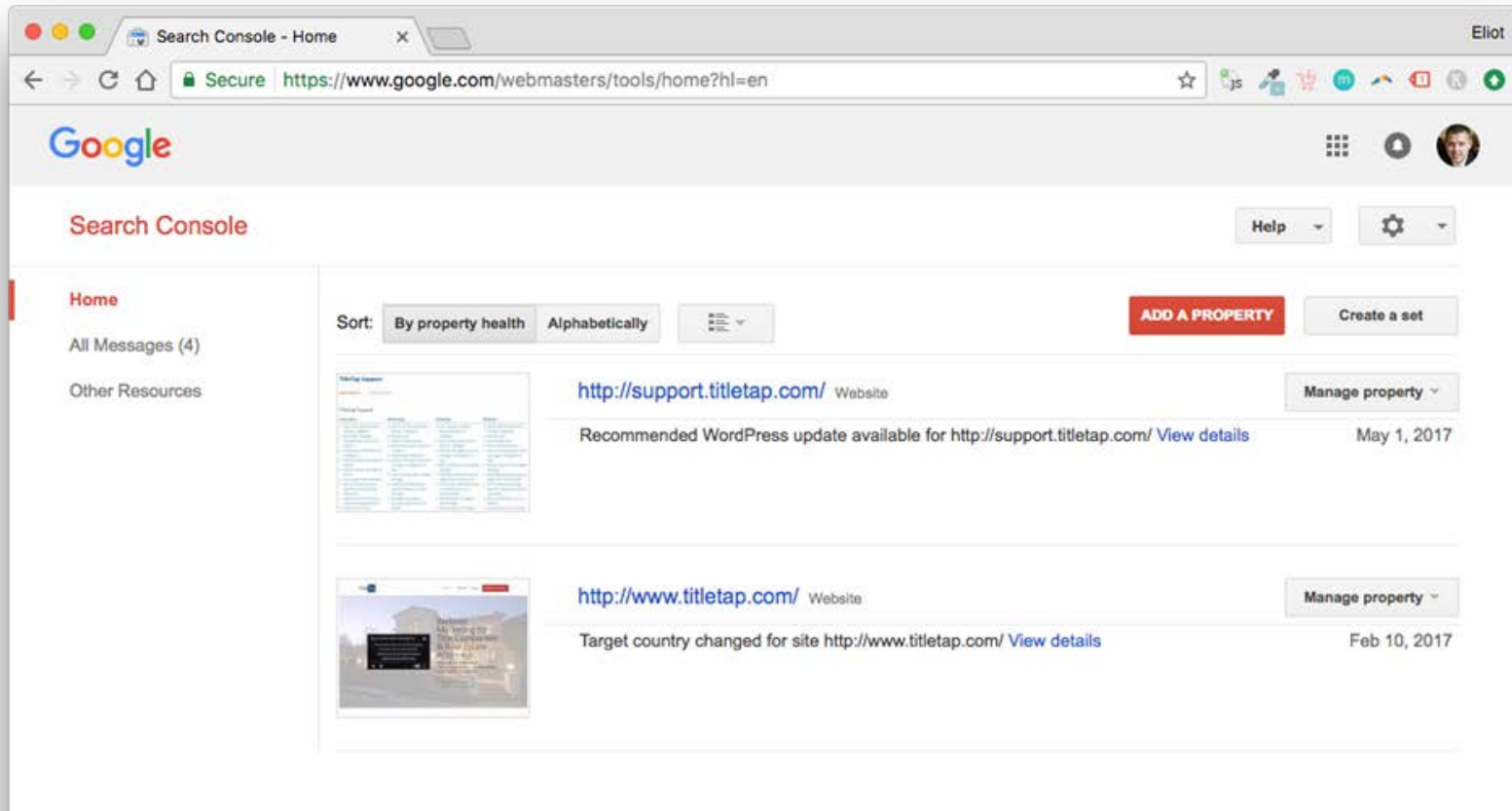
## It Can't Be Found!!!



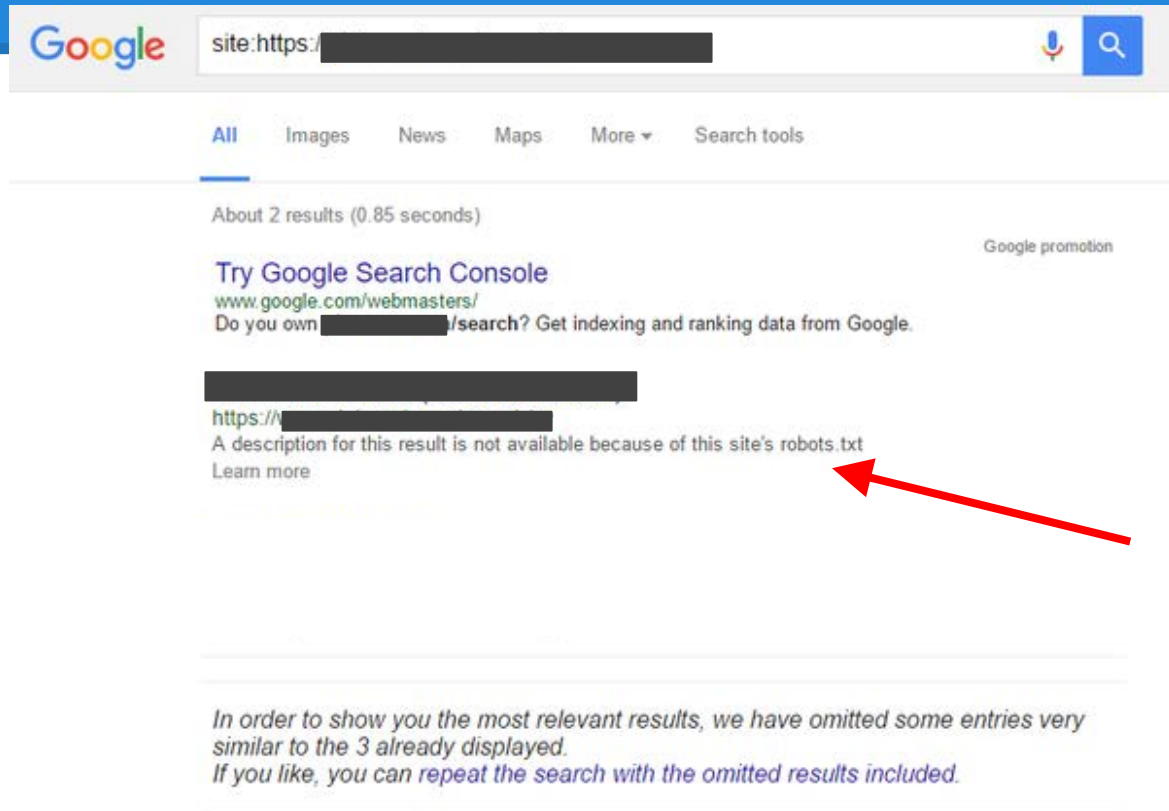
# Step 1) Submit Your Site to Google



# Click “Add A Property”



# 1 Result For Well Known Title Company!



The screenshot shows a Google search interface. The search bar contains the text "site:https://[redacted]". Below the search bar, the "All" tab is selected. The search results show "About 2 results (0.85 seconds)". A "Google promotion" for "Try Google Search Console" is displayed. Below the promotion, a search result for "[redacted]" is shown. The URL is "https://[redacted]". The description states: "A description for this result is not available because of this site's robots.txt". A red arrow points from the text "Web Designer forgot to allow search engines." to the "robots.txt" mention. Below the search result, a message states: "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."

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/](https://www.google.com/webmasters/)

Do you own [redacted]/search? Get indexing and ranking data from Google.

[redacted]

[https://\[redacted\]](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.

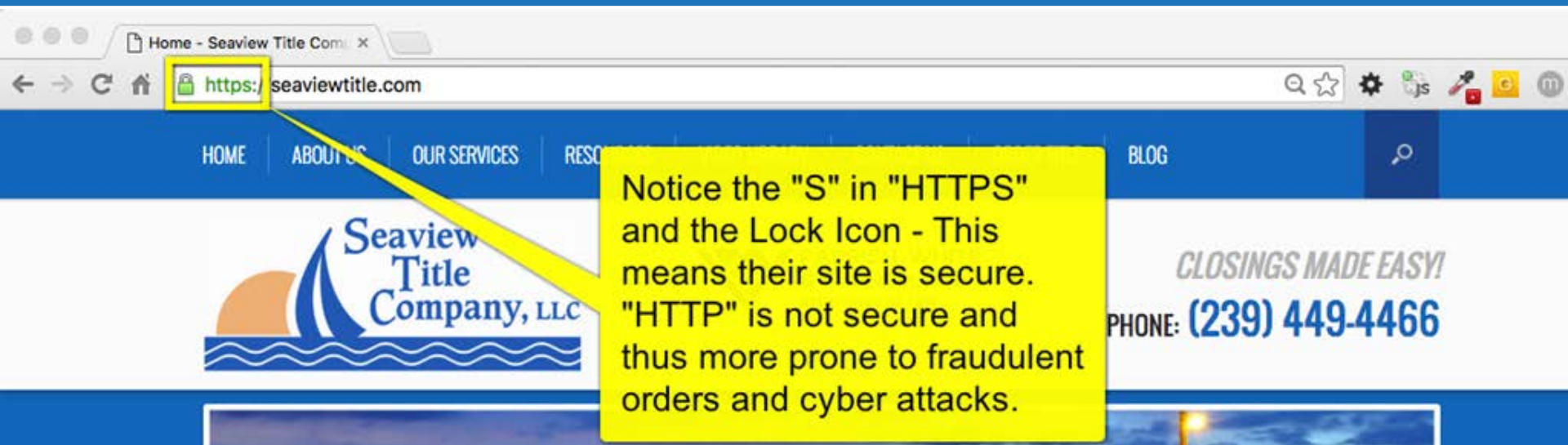
It was like this for years...



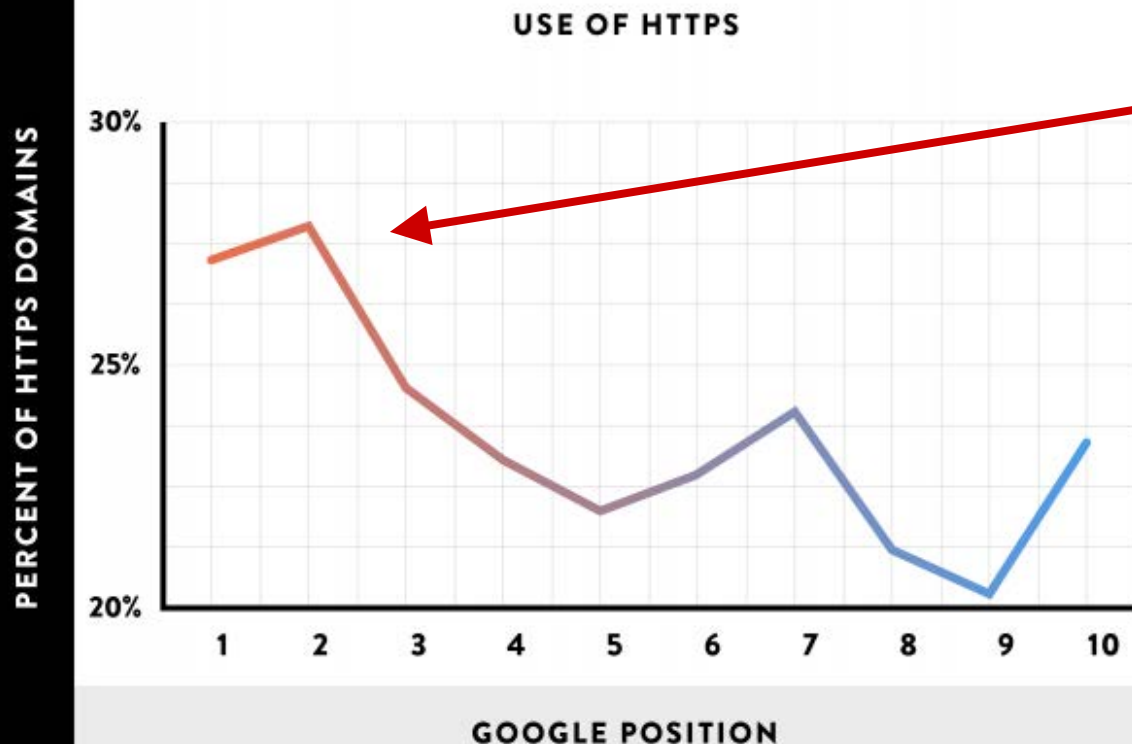
## Step 2) Secure & Deter

**COMPLIANCE**

# Secure Your Website with SSL



# 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

amazon Try Prime


Kitchen & Dining ▾ garlic press 🔍

Departments ▾ Your Amazon.com Today's Deals Gift Cards Sell Help

Hello, Sign in Your Account ▾

Kitchen & Dining Best Sellers Wedding Registry Small Appliances ▾ Kitchen Tools ▾ Cookware ▾ Bakeware ▾ Cutlery ▾ Dining & Entertaining ▾ Storage ▾

◀ Back to search results for "garlic press"



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

Roll over image to zoom in

- 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?

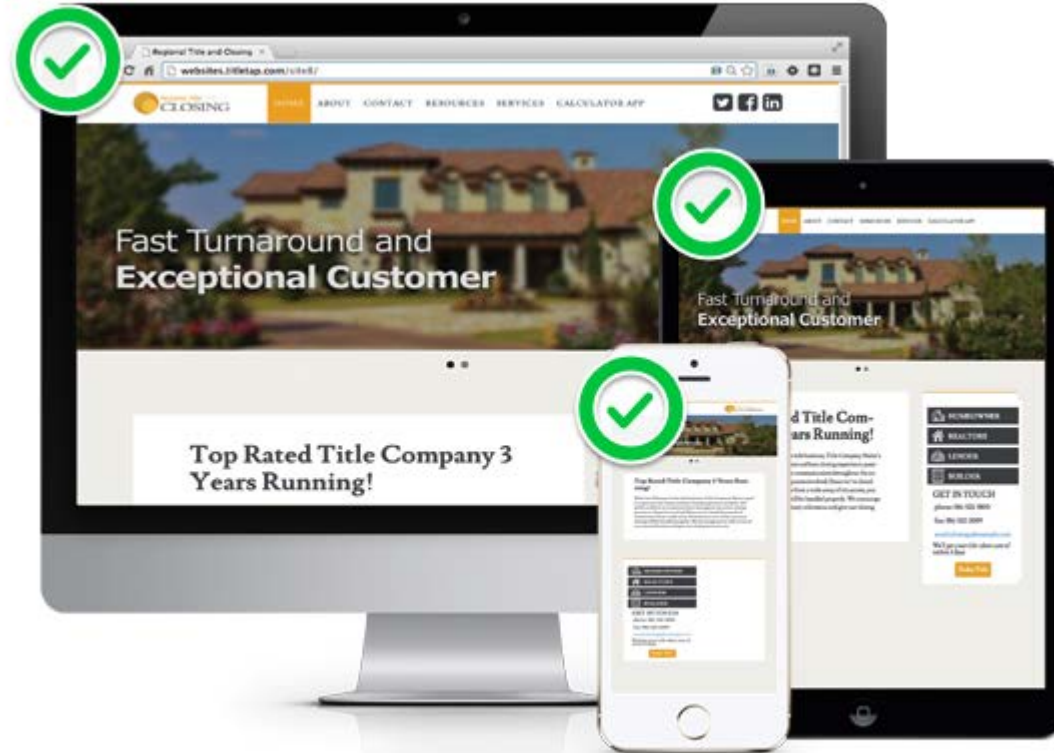
# Recap of Getting Found!

- ✓ 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

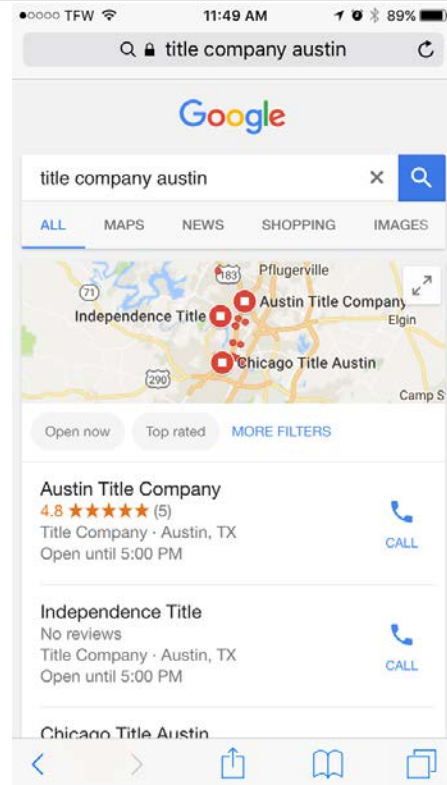


# Step 1) Be Mobile Friendly



# 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.xyz-titleexample.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?

<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**...

South Bend & East Side

XYZ Title Company

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



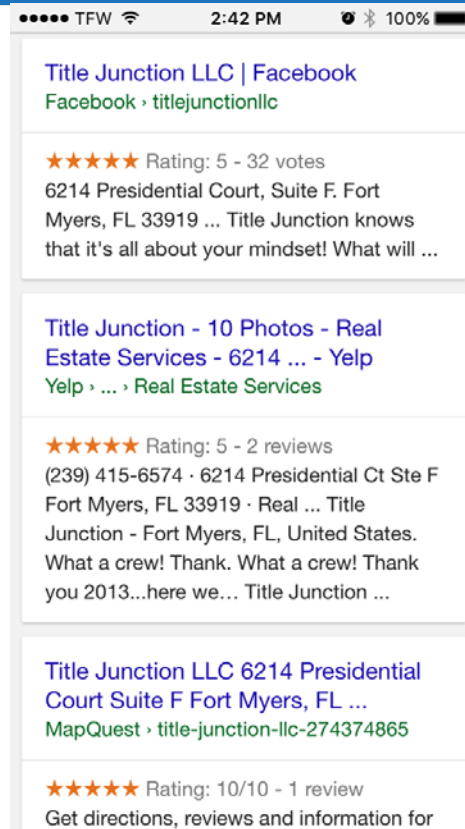
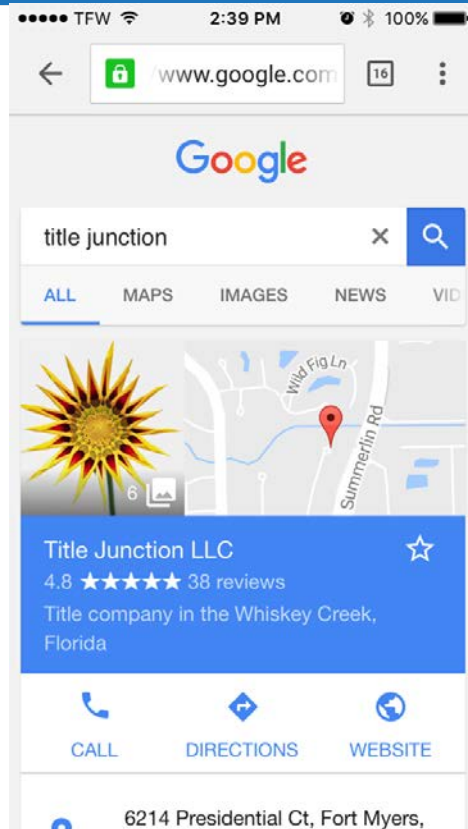
# Why Local Directories?

“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?

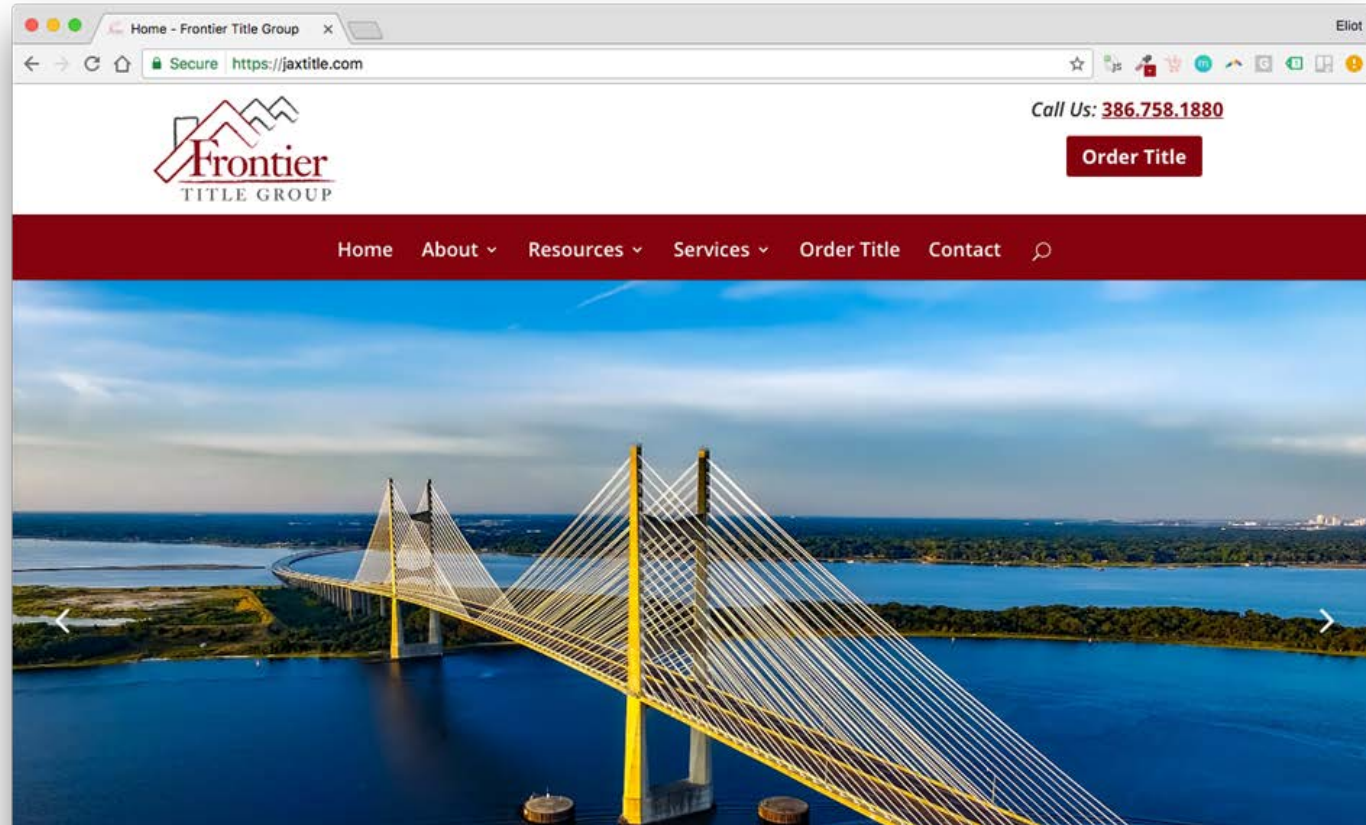
Goal: Attract POTENTIAL Customers In Your LOCAL Market

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!

Traffic Stats

SELF SERVE

THIS WEEK

LAST WEEK

DAILY RECORD

999

999

61.22

9/10

9/10

9/10

>>>> You've found

### The World's Worst Website Ever!

TWWW 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! :-)

[Click here](#)

<-- send us email!

OHHH BOY!

v 1.0

of TWWW 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 TWWW](#) [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 do bust 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 hi-light the very worst things I could do in dedging a website. You can see a list of all the errors on this sight by [clicking here!](#) We now have added a traffic misquage! Isn't it kew??? 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

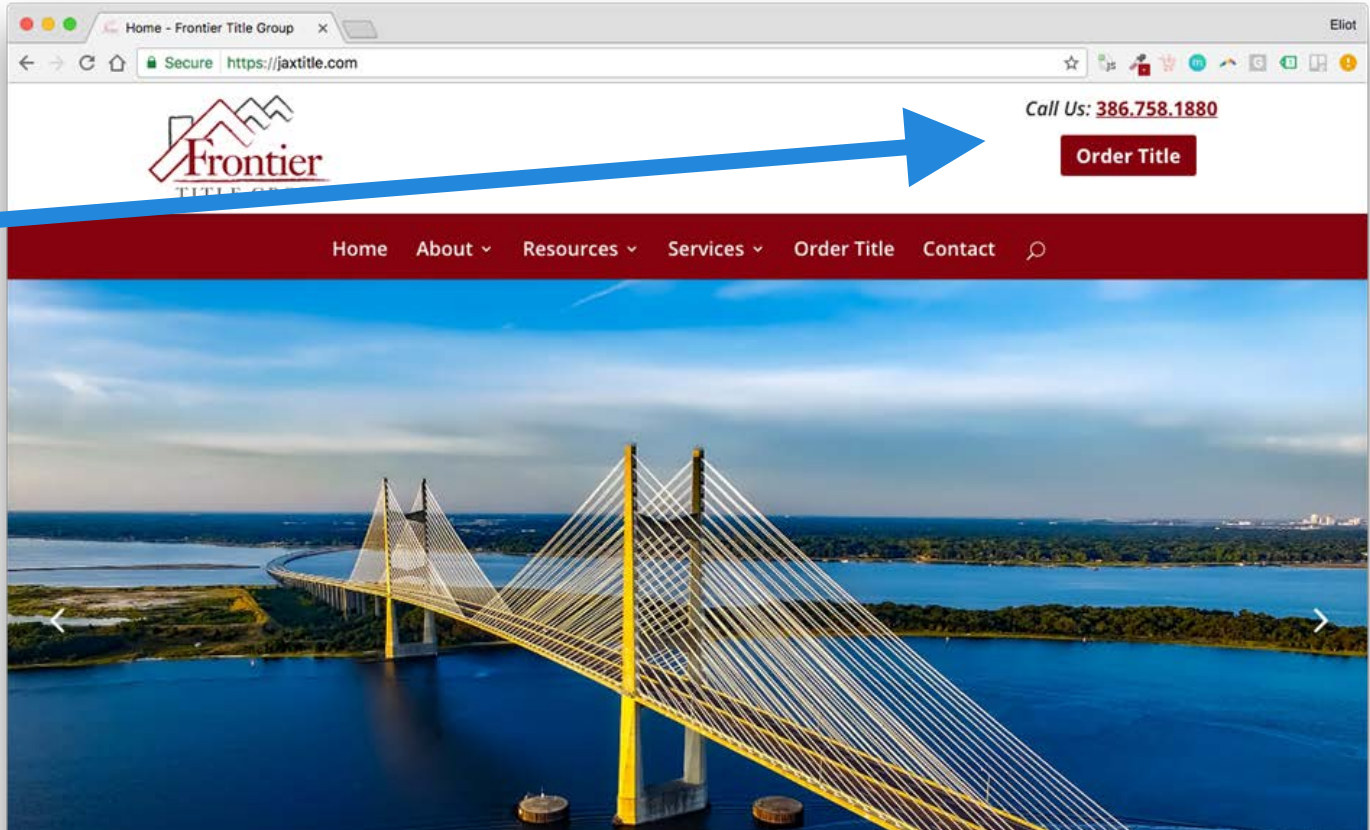
Goal: Attract POTENTIAL Customers In Your LOCAL Market

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...

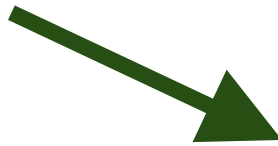
...Realtors employed by  
Keller Williams that live within 32  
miles of your office who make at  
least \$75,000 a year.



# Boosted Post Example

With Only 150  
Followers

33,436 People  
Reached!



**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)

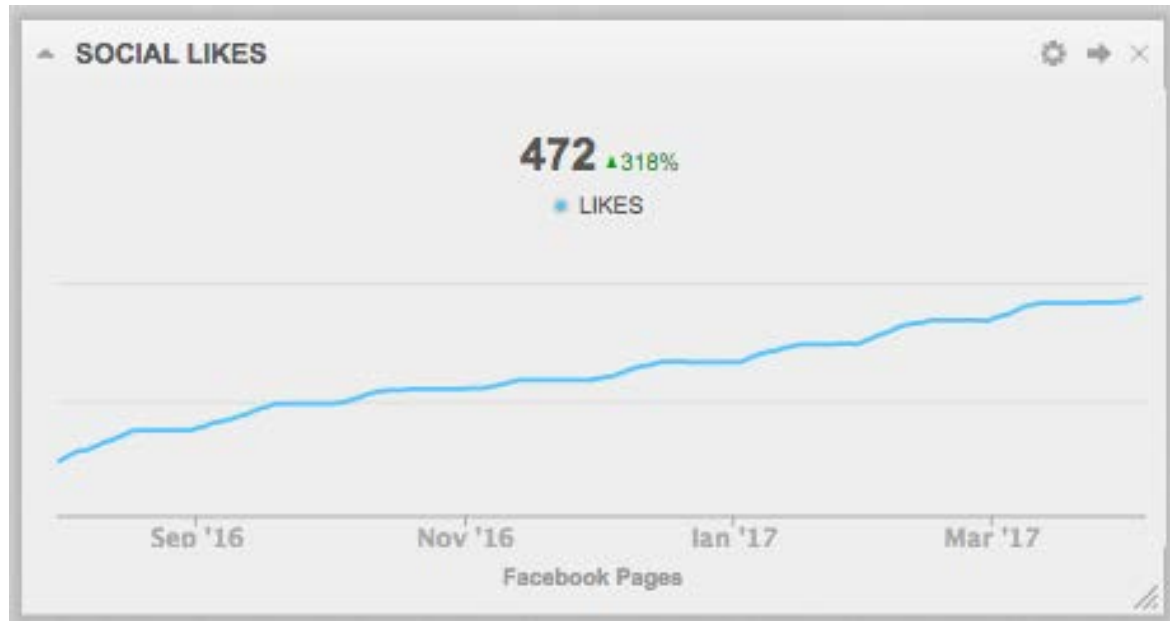
Learn More

33,436 people reached

Boost Post

Like Comment Share

# 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

Y Young Adults Are Skipping x

https://finance.yahoo.com/news/young-adults-skipping-starter-homes-100000671.html

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

**YAHOO! FINANCE**

Search Finance Search Web

Sign in Mail

Recent  
Quotes you view appear here for quick access.

Quote Lookup Go

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

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

### 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

**EXTRADE**  
ADAPTIVE PORTFOLIO

# 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 "AdRoll" in a bold, sans-serif font. The "Ad" is colored blue, and "Roll" is black. A stylized blue swirl is positioned at the end of the "L".

**AdRoll**

The Facebook Remarketing logo features the word "facebook" in its characteristic blue font. Below it, the word "Remarketing" is written in a smaller, grey, sans-serif font.

**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)

