

Welcome to the **Virtual Results** family!

# Getting Started

As Easy as **ONE - TWO - THREE**

# So You Have A New Site ...Now What?

## **STEP ONE**

### Know What You Have

Understanding What Comes With Your Virtual Results Account

# So You Have A New Site...Now What?

## Knowing What Comes With Your Virtual Results Account



# So You Have A New Site...Now What?

## Knowing What Comes With Your Virtual Results Account



**DIVERSE**  
SOLUTIONS



**Integrated Home Page Property Search**  
**Interactive Mapping IDX (varies)**  
**Built in Lead Generation and Call to Action tools**  
**Custom Searches (varies)**  
**Mobile IDX**  
**Forced Registration**  
**Optimized and Indexed Listing Pages (DS)**  
**Custom Widgets (IDX Broker)**  
**Dynamic Content (updated every 2 hours)**  
**Walk Score Feature**  
**IDX Search Widgets**  
**Short Code Tool (DS)**  
**Customizable Details Pages (IDX Broker)**

# So You Have A New Site...Now What?

## Knowing What Comes With Your Virtual Results Account



**Altos Charts** - integrated dynamic Market Statistical Charts & Stats embedded in your pages & posts

**Altos Reports** - personally-branded Market Reports packed full of real-time, rich local data

**Altos Connect** - Weekly or Monthly drip marketing campaigns (proven 37% open rate, over twice the industry standard of 18% with notifications of number of opens and forwards)

**Altos Web Page Builder**- Create custom web pages containing multiple Altos elements and statistics

**Personalized Coaching | Altos University | Live Webinars | Altos Research Blog**



create and deliver fun, friendly, conversation starting messages for up to 200 of your clients that contain your branding. It's a "done-for-you" service that's as simple as picking a new message once every 3 weeks, editing it if you choose, then watching the replies arrive in your inbox. Happy Grasshopper's open rates are 198% higher than the leading DIY email marketing service.

# So You Have A New Site...Now What?

## Knowing What Comes With Your Virtual Results Account



generates detailed statistics about a website's traffic and traffic sources and measures conversion

**Integration of your Google Analytics account to your site**  
**Creation of a Google Analytics account (if you don't have one already)**



WordPress SEO tool incorporates everything from a snippet preview and page analysis functionality that helps you optimize your pages content, images titles, meta descriptions and more to XML sitemaps, and loads of optimization options in between.

# So You Have A New Site...Now What?

## Knowing What Comes With Your Virtual Results Account



Your Virtual Results account comes with 2 posts, professionally written and posted into your dashboard EACH WEEK.

receive email notifications every time a blog is posted into your dashboard

select the author those posts are assigned to

decide if the posts are automatically posted or if you want to customize them with information about your community, your team and your experience.



The evergreen post feature allows you to create dynamic posts and have them re-date and renew at an interval of your choice.

### EXAMPLES

This Month's Top 10 Homes in Irvine  
This Week's Market Report: Laguna Beach

... AND MORE

So Many Tools, So Much To Learn  
So Little Time

# **STEP TWO**

## Educate Yourself

Knowing Where to Find the Information You Need



# So Many Tools, So Much to Learn, So Little Time Knowing Where To Find The Information You Need

## Start with the Fundamentals

### Dashboard Menu Item: Your Webinars

The Fundamental Classes cover the following topics and are a good place to start when you first get your site. They will teach you how to create basic content, manage the content and features currently active on your site and how to activate additional features and tools.

- A WordPress Dashboard Tour
- Adding & Editing Listings
- Creating a Page/Post
- Adding & Editing Community Pages
- Adding & Editing Associate Pages
- Adding & Editing Testimonials
- Your Theme Settings
- Creating & Modifying Forms
- Adding Additional Users
- Widgets & Sidebar Settings
- Menu Settings
- Utilizing Plugins
- Google Analytics
- Multimedia

# So Many Tools, So Much to Learn, So Little Time Knowing Where To Find The Information You Need

## Virtual Results Support

**<http://support.virtualresults.net>**

The Virtual Results Support Center is where you can go to find information, articles and step-by-step instructions on adding and revising content on your site, setting up additional features and utilizing the tools already integrated and set up on your new Virtual Results site.

**(888) 997-3785, line 2**

Phone Support hours: Monday - Friday 9am-7pm (PST)

**[support@virtualresults.net](mailto:support@virtualresults.net)**

Online Support hours: Monday - Sunday 8am-7pm (PST)

# So Many Tools, So Much to Learn, So Little Time Knowing Where To Find The Information You Need

**VIRTUAL RESULTS**  
university

## **VRU Advanced Training**

Virtual Results hosts special webinars that cover new feature announcements, advanced strategies and tips and tricks on tools in our network. Webinar announcements are sent via email as they are scheduled.

## **Wired 4 Success Webinar Series**



Jim Marks teaches an amazing series on internet marketing and social media for busy real estate professionals. No fluff, no sales! Jam-packed with so much information, you will want to view it twice!

**<http://wired4successwebinars.com>**

# Enjoy A Supportive Community!



**Tom Lipinski**

Anyone working in Florida, I have a possible referral?

Like · Comment · Follow Post · February 14 at 8:55am near St. Clair Shores, MI

Sharon Alters likes this. Seen by 74

View 4 more comments

**Sharon Alters** Thanks Janis!  
February 14 at 2:06pm · Like · 1

**Agi Anderson** For future reference I work the Melbourne FL area.  
February 15 at 3:10am via mobile · Like

Write a comment...



**Brian Morgenweck**

I know there are different ideas on this topic, but here goes:

How many (if any) unregistered IDX searches should we permit in DS settings??

Are there any hard data analytics yet that point to the best-case-scenario to attract quality registrations? (I'm looking for objective info, not so much unsubstantiated opinion.)

Thanks!

Like · Comment · Follow Post · February 12 at 7:37am

Seen by 74

View 7 more comments

**Don Reedy** Got it...and like it.  
February 14 at 10:44am · Like

**Brian Morgenweck** Makes sense. I'll try that. \*HatTip\*  
February 14 at 11:22am · Like

Write a comment...

You are NOT alone on this journey!

## Virtual Results VIP Facebook Group

The Virtual Results VIP Facebook Group is where you can go to connect with Virtual Results clients and staff. Get feedback on tools and strategy, share ideas with each other and enjoy discussions on the latest real estate and website topics.

Please note that this Facebook Group is NOT a support queue. Please submit your support requests to [support@virtualresults.net](mailto:support@virtualresults.net). Thanks!

# Going Beyond the Scope of Your Site

## **STEP THREE**

### Making Your Site Work For You

Developing Habits of Proactive Participation

# Making Your Site Work for You

## Developing Habits of Proactive Participation

### **Customizing Content**

#### **BRANDING**

Your Look: Colors, Logo & Signature

Your Voice: customize pre-written content - be  
PERSONAL

#### **BLOGGING**

Customize Your Existing Posts to be Hyper Local  
Create New Dynamic Evergreen Posts

**Tutorials available in the Support Center**

# Making Your Site Work for You

## Developing Habits of Proactive Participation

### **Creating Communication**

*(keyword: CONVERSATION)*

#### **SOCIAL NETWORKING**

Facebook, Twitter, LinkedIn, Pinterest, Google+  
watch the Wired4Success webinars to help get started  
[email our Support team for the link to the Wired4Success Webinars](#)

#### **EMAIL MARKETING**

utilize your Happy Grasshopper account to help get  
you started in creating interesting conversation with  
people

[Sign up instructions are available in our Support Center](#)

# Making Your Site Work for You

## Developing Habits of Proactive Participation

**Remember, EVERY SITE needs work  
But if you need help, WE ARE HERE**

### **One-on-One Coaching: \$75 (one-hour session)**

Not very comfortable with tutorials? We can walk you through elements on your site one-on-one & answer any of your questions.

### **Website Concierge Services: \$50-\$300/month**

If you need some help updating and adding content, blogs, listings to your site, there's no need to hire a VA. We already know the ins and outs of your site and are willing to lend a hand!

### **SEO Jumpstart: \$500**

Our SEO Consulting services can jumpstart your SEO process



AND FINALLY....

**GO FOR LAUNCH!!!**

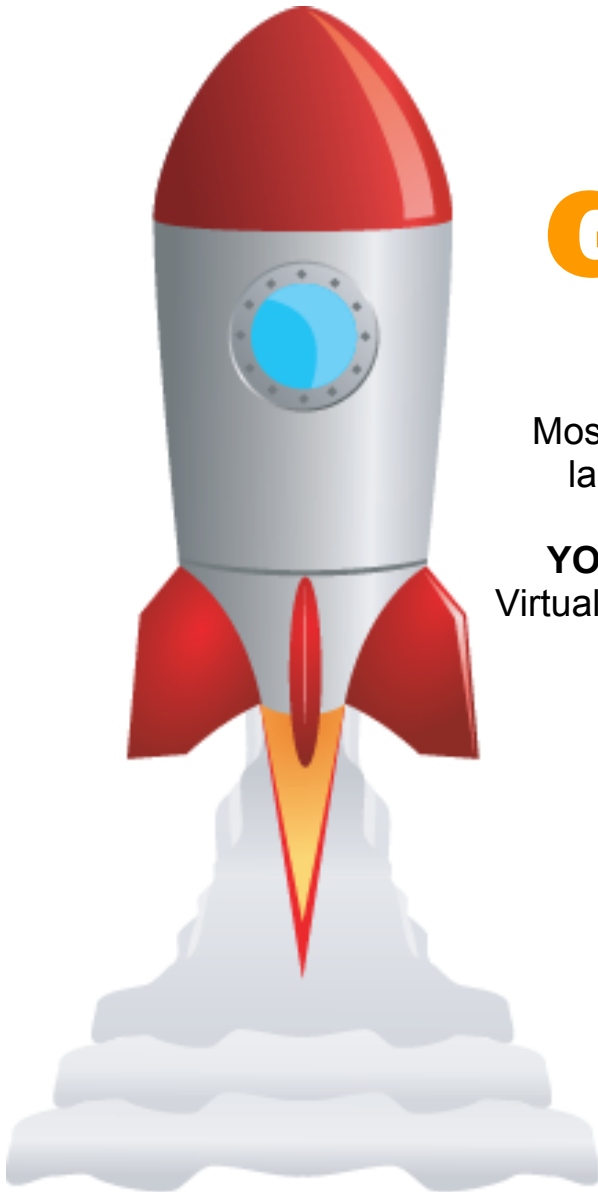
**DON'T WORRY ABOUT A FINISHED PRODUCT:**

Most of these elements can be revised or added even after your site is launched. Unlike print media, there's no such thing as a final draft!

**YOUR SITE WON'T START WORKING FOR YOU UNTIL YOU DO.**

Virtual Results is waiting for your approval before we can start the process.

**Just let us know when you are ready! We are standing by!**



**VIRTUAL RESULTS**  *LLC*

EFFECTIVE INTERNET & SOCIAL MARKETING STRATEGIES