

THE REAL ESTATE AGENT'S
— DIGITAL WORKBOOK —





A REAL ESTATE AGENT IS MANY THINGS:

A SALESPERSON, A CEO, AND A ONE-PERSON
ADVERTISING AGENCY.

Based on Advertising Agency evaluations, the Real Estate Agent's Digital Scorecard is a simple guide for agents to take control of their online reputation. The Digital Scorecard asks agents to get back to basics and honestly evaluate their current online portfolio.

Follow the Digital Scorecard one step at a time to see where you stand today and what actions you can take to establish and improve your online reputation starting tomorrow.



**THE DIGITAL SCORECARD STARTS WITH GOOGLE,
THE MOST POWERFUL, WIDELY-USED SEARCH ENGINE
IN THE WORLD.**


A Google search reflects many aspects of your online reputation. Your goal is to own the first page of search results for your personal brand.

CATEGORY	QUESTION	POINTS	MULTIPLIER	TOTAL POSSIBLE	SCORE
YOUR SEARCH RESULTS	Google Your Name + Real Estate Agent: How many results on the 1st page contain your information?	5	Per Result, Up to 10	50	
GOOGLE BUSINESS PAGE	Do you own a Google My Business page?	10		10	
	Does the Knowledge Card appear for your search?	6		6	
	How many Google Reviews do you have?	2	Per Review, Up to 10	20	



REVIEWS ARE CENTRAL TO ANY BUSINESS'S **ONLINE REPUTATION.**



In addition to addressing reviews on real estate websites, you should maintain a strong profile on Yelp, one of the most used and trusted online communities.

CATEGORY	QUESTION	POINTS	MULTIPLIER	TOTAL POSSIBLE	SCORE
	Do you have a Yelp profile?	5		5	
	How many Yelp reviews do you have?	2	Per Review, Up to 10	20	



ESTABLISH AND MAINTAIN POWERFUL PROFILES ON THE MOST POPULAR REAL ESTATE WEBSITES.



We have highlighted the following sites due to their strong Domain Authority (for SEO purposes) as well as their strong consumer affinity among home buyers & sellers.

CATEGORY	QUESTION	POINTS	MULTIPLIER	TOTAL POSSIBLE	SCORE
	Do you have a <i>claimed</i> Zillow profile?	5		5	
	Does it contain an up to date photo?	2		2	
	Does it contain an up to date photo?	2		2	
	Have you uploaded past sales?	5		5	
	How many Zillow Reviews do you have?	2	Per Review, Up to 10	20	
	Are all of your current listings displayed?	2		2	
	Do you have a <i>claimed</i> Trulia profile?	4		4	
	Does it contain an up to date photo?	1		1	
	Does it contain a unique biography?	1		1	
	Have you uploaded past sales?	4		4	
	How many Trulia Reviews do you have?	2	Per Review, Up to 10	20	
	Are all of your current listings displayed?	1		1	
	Do you have a <i>claimed</i> Realtor.com profile?	4		4	
	Does it contain an up to date photo?	1		1	
	Does it contain a unique biography?	1		1	
	How many Realtor.com Reviews do you have?	2	Per Review, Up to 10	20	



JUST ABOUT EVERYONE HAS REALIZED THE IMPORTANCE OF SOCIAL MEDIA FOR BUSINESS.

Unless you are an advanced Social Media user, we recommend focusing your efforts on the following social sites due to their popularity and prominence in search engine results.

CATEGORY	QUESTION	POINTS	MULTIPLIER	TOTAL POSSIBLE	SCORE
	Do you have a Facebook profile?	10		10	
	Have you posted at least 3 times in the past week?	15		15	
	Do you have a Facebook Business page with fewer than 1,000 followers?	-10		-10	
	Do you have a LinkedIn profile?	2		5	
	Do you have at least 30 connections?	2		2	
	Do you have at least 100 connections?	5		5	
	Do you have 200+ connections?	10		20	



HAVE YOU COMPLETED ALL OF THE PRIMARY TASKS ABOVE?

It's time to advance your reputation even further by addressing the following real estate, social media, and networking sites.

CATEGORY	QUESTION	POINTS	MULTIPLIER	TOTAL POSSIBLE	SCORE
BONUS	Do you have a Homes.com profile?	2		2	
	Do you have a Twitter profile?	2		2	
	Do you have an Instagram profile?	2		2	
	Do you have a Pinterest profile?	2		2	
TOTAL				300	

