TOP 10 REASONS
TO CHOOSE LIMELIGHT TO BUILD YOUR WORDPRESS REAL ESTATE WEBSITE

LIMELIGHT
marketing.ca

Did you know that there is no certification or professional association overseeing Wordpress website developers? Your only defense against a future issue is to choose a company that has experience, a track record, client testimonials and fair policies that will ensure you are not left "holding the bag".

The barrier to entry is so low that Limelight has put together this *Client Wordpress Manifesto*. In particular we would like to reassure Realtors® that Limelight Marketing is the right choice.

#1 We Build Real Estate Websites For Realtors®… Almost exclusively

Over the past 15 years we have designed more than 500 websites using the Ubertor and Wordpress CMS platforms. We know your business inside and out and we know what your buyers and sellers are looking for when they visit your website. Our designs continually evolve as clients expect new user experiences.

#2 We Build On The WordPress Platform… The Most Flexible Platform

We actually give our clients the option of using the Wordpress or Ubertor Content Management Systems based on your budget and specific needs, but our most amazing real estate websites are built on Wordpress.

#3 We Build Real Estate Websites That Are Modern… Because That Is What Separates Your Website From the Others

Just like car models and fashion designs are always changing, website designs change all the time too. Some of this is driven by the upsurge in the use of mobile devices and iPads, sometimes it is a new technique introduced like Parallax or the increase in the use of video. We keep on top of what is "in" and add new techniques as we learn about them or even innovate them.

#4 We Add An IDX Feed… So You Can Capture Leads

If you are looking to generate leads from your website you need to provide access to all of the MLS listings in your area. Often we add hundreds of pages for each of the sub-areas and price ranges to improve your search engine results. We use IDX providers like IDXBroker, iHomeFinder, MRP and Clicksold, but can work with any other you choose.

#5 We Include A Blog… So You Can Get Ranked In Google

This may seem obvious as Wordpress sites are technically blog sites, but we make sure there is an actual blog page so you can add content and improve your search engine results. We teach you how to blog effectively or we will blog for you.

#6 We Develop Mobile Friendly Websites… So People Will Love Your Website on Their iPhone

We have watched the use of mobile devices rise dramatically over the past few years with younger Realtors® often getting up to 70% of their visits from mobile devices. We have observed that iPhones and handhelds are often use to find your phone number or email address and iPad users seem to be looking at your listings or looking for a home.

#7 We Provide Training… So You Don't Get Lost

To be honest, Wordpress sites are marketed as user-friendly and easy to use, but the reality is you want to sell real estate and find homes for buyers and adding "website expert" to your repertoire is a stretch when you are busy. Realistically you will always need help from Limelight or another Wordpress Developer as there are going to be some things that are above your pay grade, but we will make sure you know how to edit pages, add pages, add listings and blog posts and if you want to learn more we are only a phone call away.

#8 We Allow You To Add Or Change Elements… Without Nickel And Diming You

One thing we have learned in 15 years of website designing for Realtors® is our clients often don't know what they want, but they can definitely tell us what they don't want after they see it. We price our sites to allow you the flexibility to make changes, move things around and add elements that you might not have thought of originally.

#9 Our Websites Are Affordable… Because No One Needs A $10,000 Website

Our websites start with a Wordpress theme that we purchase for $39.00 to $79.00 and then the fun begins. We choose the theme that is best for the type of website you want to end up with. These themes come out of the box with more bells and whistles and page layout options than you can shake a stick at so it is our responsibility to pare down the options to create the end result. Along the way we do a lot of custom programming to ensure your website is unique. As an option to keep the cost down we have designed three unique templates that are modern, well designed and optimized for search engines. Look like a million bucks for only $1,999.00 and we will customize the site to be unique to you. This package includes a mini-branding package and is the perfect combination to jump start a career or add new life to an established one.

#10 If You Leave, You Keep Your Content… So You Aren't Our Hostage

Everything we add to your website is owned by you. If you choose to work with a different company or want to take over control of the content we will work with you to ensure a seamless transition. We will never hold back any assets including content, custom code and photos.

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