



## AUDIENCE POLL

When was the last time you revamped your website?

- In the last 6 months
- 6 to 12 months ago
- 12 to 18 months ago
- more than 18 months ago



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# OCTOBER 2020

## REVAMP & REJUVENATE YOUR TIRED WEBSITE

Hosted by: Ryan Rockwood & Leah Marks



## WHAT'S TRENDING NOW



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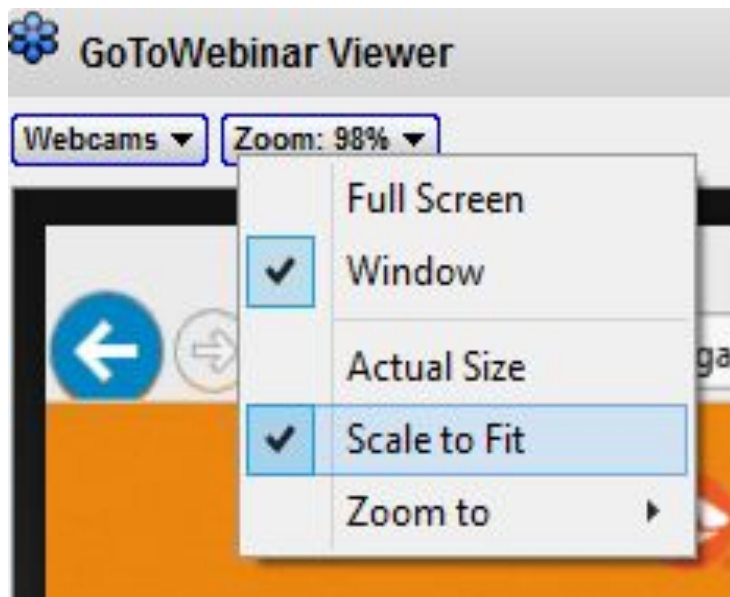
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# What's Trending Now



WHAT'S TRENDING NOW



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## 1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



## 2) **THIS WEBINAR WILL LAST 45 MINUTES**

Our goal is to complete our presentation within 40 minutes and open up the last 5-10 minutes for questions



## 3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

## IMPORTANT HOUSEKEEPING



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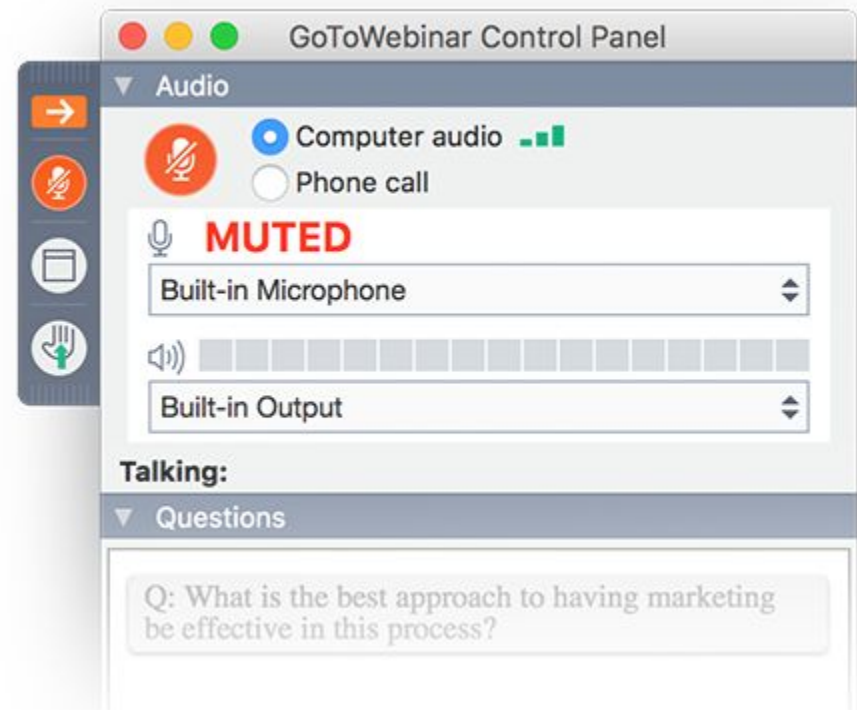
WHAT'S TRENDING NOW

## HAVE QUESTIONS? Not A Problem!

Locate the Questions  
Panel.

You CAN type a question in  
your control panel.

We will do our best to  
answer it.



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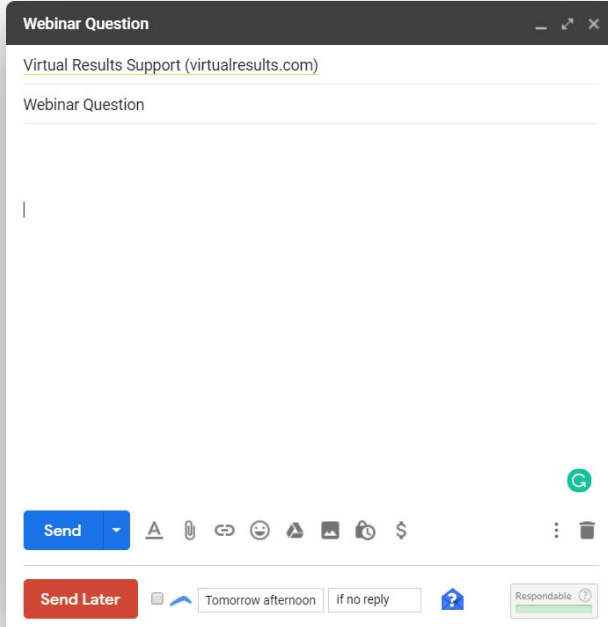
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## HAVE QUESTIONS AFTER THE WEBINAR? STILL Not A Problem!

Email our Support Team!

[support@virtualresults.com](mailto:support@virtualresults.com)



Webinar Question

Virtual Results Support (virtualresults.com)

Webinar Question

|

Send

Send Later

Tomorrow afternoon

If no reply

Responsible



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## If we teach it on this webinar series, it's been



Tried



Tested



Approved



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SERIES BY



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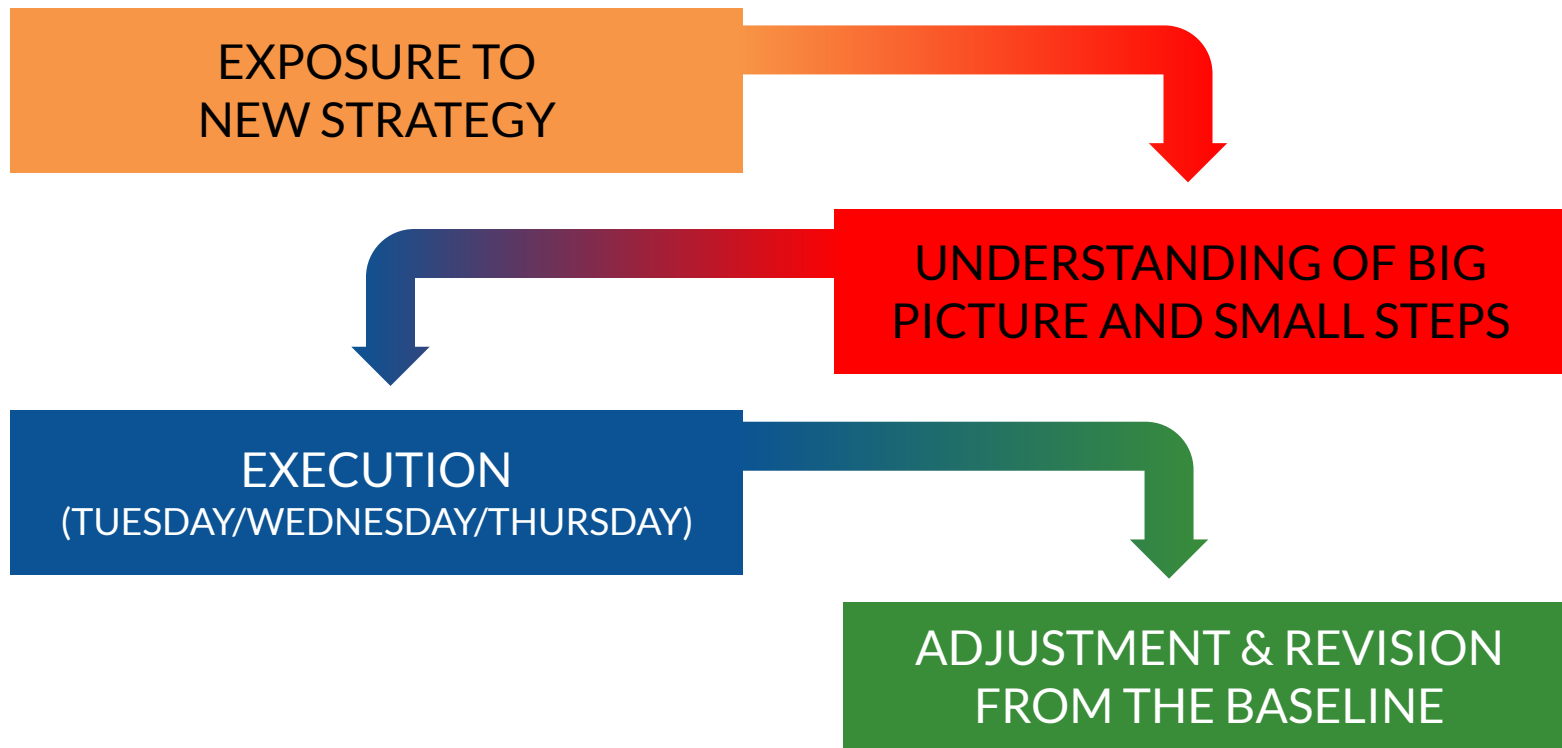
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## HOW THIS SERIES WORKS

# Understand the Formula For Success



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## UPCOMING WEBINARS

Thursday  
October 15

Revamp & Rejuvenate  
Your Tired Website

[pncwhatstrendingnow.com/oct](https://pncwhatstrendingnow.com/oct)

Tuesday  
November 17

How to Automate Your  
Open House Process

[pncwhatstrendingnow.com/nov](https://pncwhatstrendingnow.com/nov)

Thursday  
November 19

How to Automate Your  
Open House Process  
(Live Encore)

[pncwhatstrendingnow.com/nov](https://pncwhatstrendingnow.com/nov)

**DON'T FORGET TO REGISTER!**



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## Today's Charter



STEPS TO REVAMP YOUR SITE SO  
IT'S RELEVANT TODAY



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## WHAT WE WILL BE COVERING

1. Design
2. Usability
3. Content



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## SEVEN ANTICIPATED TRENDS FOR 2021

# DESIGN



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# What's Trending Now



WHAT'S TRENDING NOW

BLACK AND WHITE - ISH

The screenshot displays the LUXURY ESTATES International website. At the top, there's a navigation bar with the company logo, a search bar, and links for 'CONTACT US' and a menu. Below the navigation bar, there's a search bar with the placeholder text 'Enter a location or associate name'. To the right of the search bar are dropdown menus for 'Languages' and 'Expertise'. The main content area features a large map of Europe with various countries labeled. Overlaid on the map is a profile card for Diana Prince, showing her photo, name, phone number (702.555.1213), recent sales (15), and a 4.63-star rating. To the right of the map, there's a 'Sort Results By' dropdown and a '213 Results' indicator. Below this, there's a grid of agent profiles. The first profile is for Kamran Zand, showing his photo, name, phone number (702.555.1213), company name (LUXURY HOMES INTERNATIONAL), address (7945 W SAHARA AVENUE, SUITE LAS VEGAS 89117 USA), and buttons for 'VIEW PROFILE' and 'CONTACT AGENT'. Below his profile are two more agent photos, one of a woman and one of a man.



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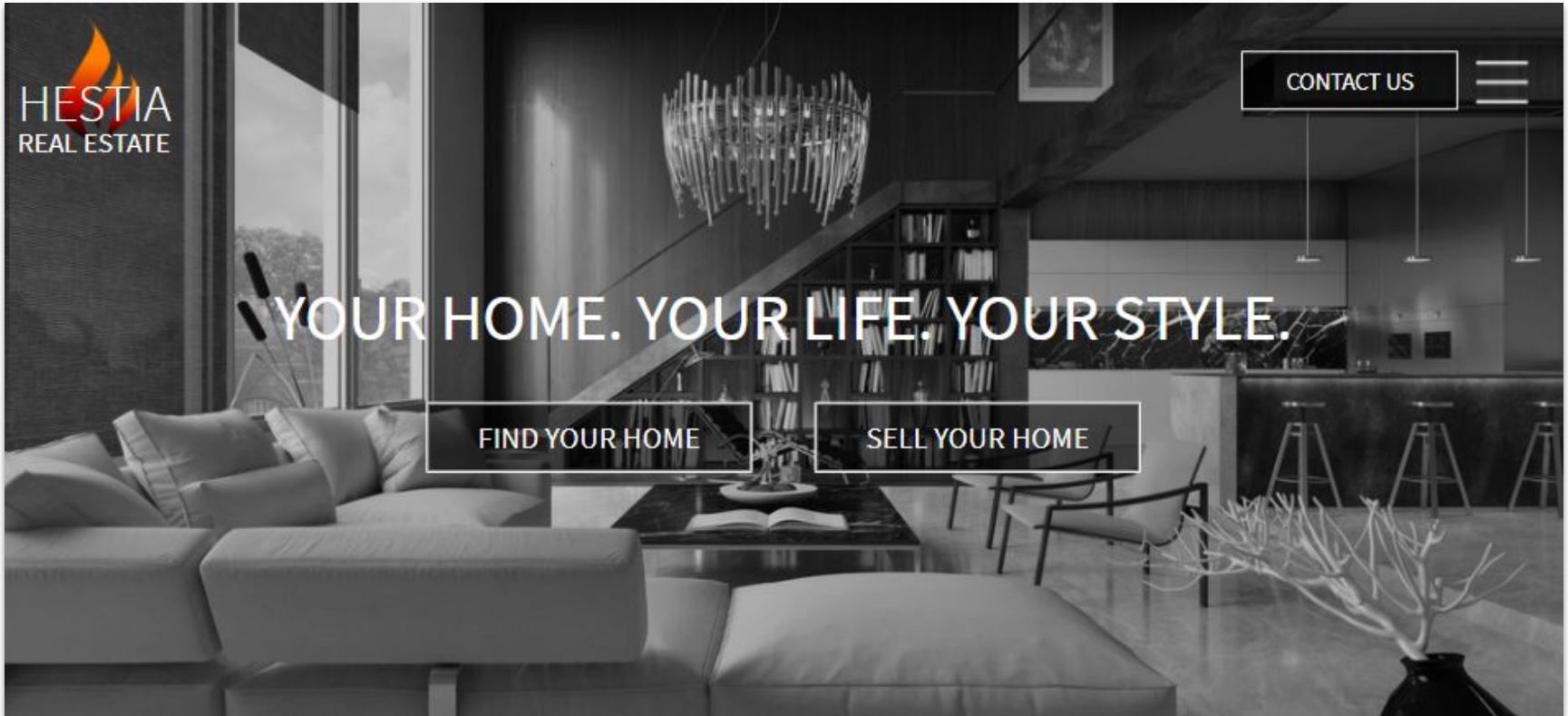


# What's Trending Now



WHAT'S TRENDING NOW

BLACK AND WHITE - ISH



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FLOATING ELEMENTS

## Commonly Asked Question

Name your favorite restaurant or bar in downtown Las Vegas?

There's a place called Carson Kitchen that I love to go to. Amazing food, great drinks and great vibe inside and outside.



**KAMRAN ZAND**  
BROKER/OWNER

LUXURY ESTATES LAS  
International | VEGAS



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WHAT'S TRENDING NOW

LIVE IMAGE/GRAPHICS MIX

## Fox & Roach Careers

### *Everything You Need To Succeed*

Being the savage's bowsman, that is, the person who pulled the bow-oar in his boat (the second one from forward), it.

1 —  
Culture

2 —  
Growth

3 —  
Innovation

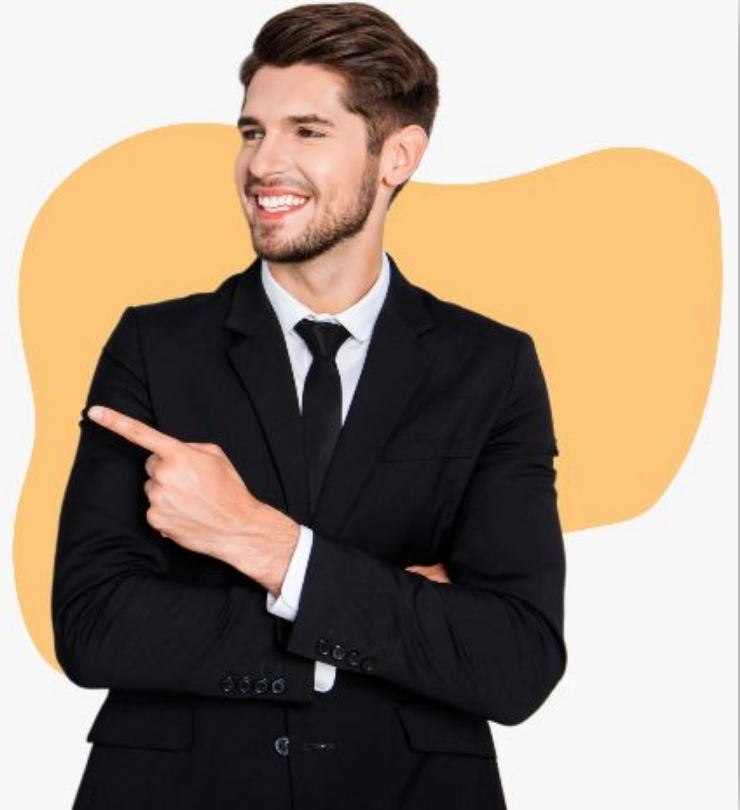
4 —  
Leadership

5 —  
Strength

6 —  
Promotion

I am a new agent →

I am an experienced agent →



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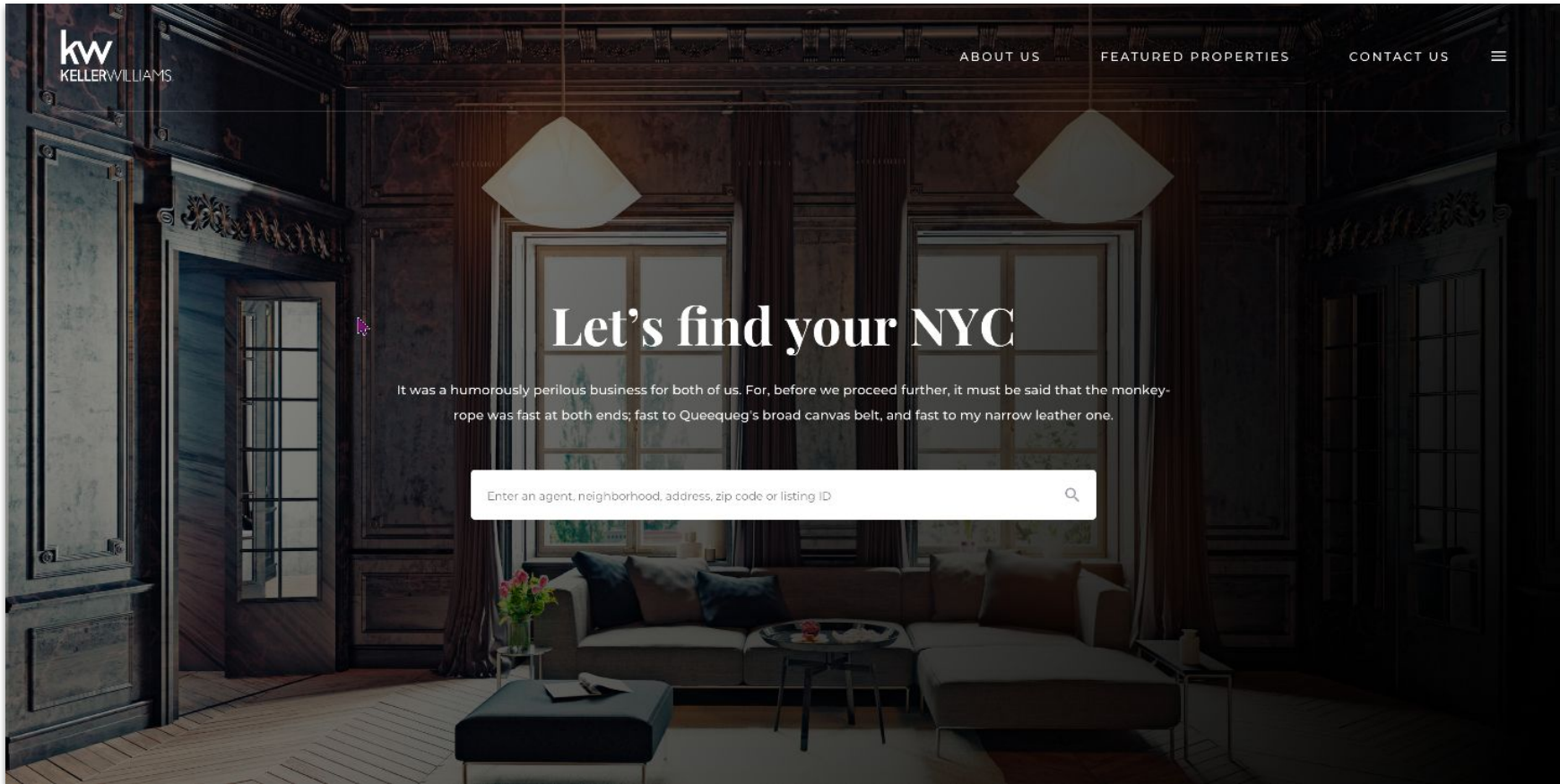


# What's Trending Now



WHAT'S TRENDING NOW

MINIMALIST NAVIGATION



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WHAT'S TRENDING NOW

MINIMALIST NAVIGATION



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MINIMALIST NAVIGATION



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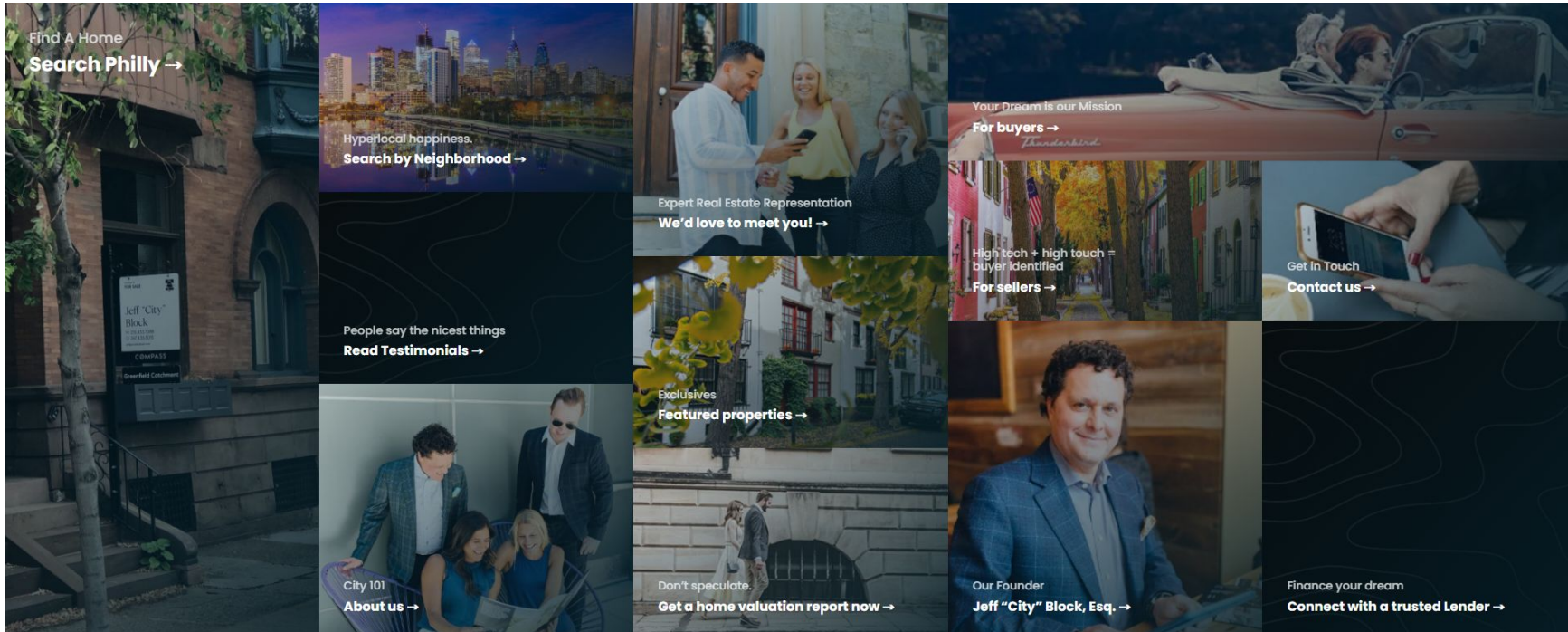


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WHAT'S TRENDING NOW

SOLID COLOR BLOCKS



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WHAT'S TRENDING NOW

SOLID COLOR BLOCKS

HESTIA  
REAL ESTATE

CONTACT US

RANKED NUMBER ONE REAL ESTATE  
TEAM IN PHILADELPHIA SINCE 2018

Enter an agent, neighborhood, address, zip code or listing ID



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SERIF FONTS AND BOLD  
SAN SERIF FONTS

## THE MARKS HOME TEAM

### Fox & Roach Careers

### NEUE HOMES & SERVICES

### DanielsRealtyGroup



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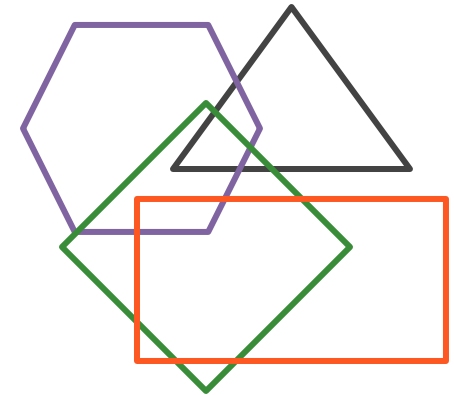
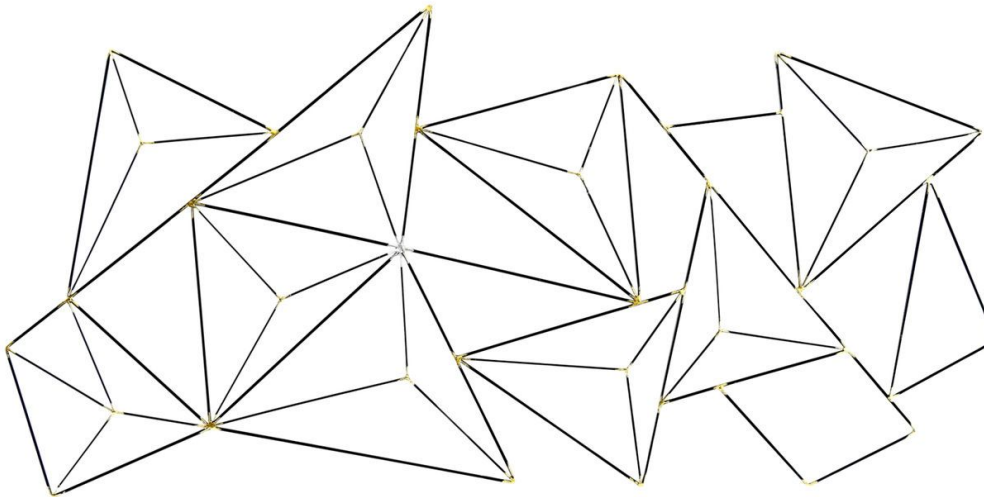


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WHAT'S TRENDING NOW

BOLD BRIGHT COLORS  
& GEOMETRIC SHAPES



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## DESIGN CHECKLIST



### CHECK YOUR SITE:

- ☐ Offer a prominent home search call to action on your site.
- ☐ Replace dated graphic design / images with modern illustrations & images.
- ☐ Ensure the site branding is clear and consistent throughout the site.
- ☐ The homepage features sufficient use of whitespace for readability.
- ☐ The navigation menu items clearly describe the page to which they link.
- ☐ Replace dated colors, fonts and icons with modern design elements.
- ☐ Provide more than 5 vlog entries, at least three that are recent and relevant.
- ☐ Use a custom favicon.
- ☐ Remove any non high-res images.



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## BEYOND AESTHETICS AND DESIGN...

Modern websites need to address, or at least take into account changes in the existing social economical context.



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## EVOLVING CONSUMER EXPERIENCE

# USABILITY



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## ACCESSIBILITY



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## Ensuring your website is usable for those with impairments, temporary or permanent.

**Visual:** This can apply to the blind, those with low vision or anyone who has been recently concussed or experience migraines.

**Dexterity:** Users with motor issues range from those with RSI to complete paralysis. However, it can also include people holding children or who have broken upper appendage, etc.

**Hearing:** Usually this refers to the profoundly deaf through to hard-of-hearing, either by age or medical condition. But hearing impairments can also be caused by environmental or technical issues, such as noisy background or lack of audio options or a headset.

**Cognitive:** Conditions such as ADD, dyslexia, and autism alter the way people access and absorb information, among others.



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## ACCESSIBILITY STANDARDS

### P • O • U • R

**Perceivable:** Can users perceive the content? This helps us keep in mind that just because something is perceivable with one sense, such as sight, that doesn't mean that all users can perceive it.

**Operable:** Can users use UI components and navigate the content? For example, something that requires a hover interaction cannot be operated by someone who can't use a mouse or touch screen.

**Understandable:** Can users understand the content? Can users understand the interface and is it consistent enough to avoid confusion?

**Robust:** Can the content be consumed by a wide variety of user agents (browsers)? Does it work with assistive technology?



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ACCESSIBILITY WIDGET  
EXAMPLE



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## ACCESSIBILITY WIDGET EXAMPLE



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## ACCESSIBILITY CHECKLIST



### CHECK YOUR SITE:

- ☐ Complete an Accessibility audit of your site
- ☐ Set up all non-text content with a text alternative.
- ☐ Provide captions or transcripts for all pre-recorded audio/video content.
- ☐ Make sure your privacy policy is written in clear and understandable language.
- ☐ Every page of the website contains a hyperlink to an Accessibility Statement.
- ☐ Use text labels on all forms and related form fields are grouped together
- ☐ Install an accessibility widget or software on your site.
- ☐ Text is at least 18pt and contrasts with it's background. Avoid images of text.
- ☐ All functionality of the content is operable through a keyboard interface.



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## ACCESSIBILITY RESOURCES



### RESOURCES



<https://www.w3.org/WAI/GL/>



<https://www.nvaccess.org/>



Chrome DevTools Accessibility Reference:

<https://developers.google.com/web/tools/chrome-devtools/accessibility/reference>



Firefox Accessibility Inspector:

[https://developer.mozilla.org/en-US/docs/Tools/Accessibility\\_inspector](https://developer.mozilla.org/en-US/docs/Tools/Accessibility_inspector)



Microsoft Edge DevTools: Accessibility:

<https://docs.microsoft.com/en-us/microsoft-edge/devtools-guide/elements/accessibility>



<https://www.nar.realtor/window-to-the-law/ada-and-website-accessibility-update>



<https://webaim.org/standards/wcag/checklist>



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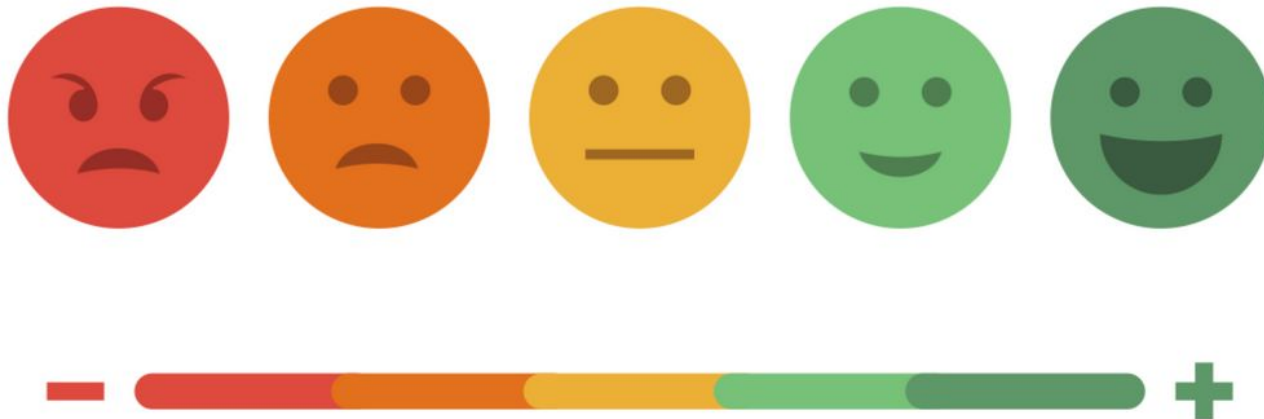


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## FRictionLESS EXPERIENCE



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# What's Trending Now



WHAT'S TRENDING NOW

REAL ESTATE WEBSITES NEED TO OFFER A  
COMPREHENSIVE ONLINE EXPERIENCE THAT IS  
BOTH SIMPLE TO NAVIGATE AND FRICTIONLESS.



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Understand Your Audience and Present Them With Ways You Can Be Uniquely Helpful.

Understand how things are changing in human behavior and technology and how that shapes their experience.

Be in it for the long run. This pandemic is likely to affect and alter how consumers interact online for at least the next 12-18 months.



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## REAL ESTATE WEBSITES PAGES NEED TO

- ➡ BE FULL SERVICE, BOTH IN PERSON AND VIRTUALLY
- ➡ SET ONE OBJECTIVE PER PAGE
- ➡ BE FAST, SIMPLE & RELEVANT TO PREVIOUS ACTION
- ➡ CHAMPION THE CONSUMER



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RELEVANT TO THE CURRENT CONTEXT

# CONTENT



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## VIDEO



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WHAT'S TRENDING NOW



In the USA, staying at home has led to a 60% increase in the amount of content watched - Americans are watching roughly 12 hours of media content each day, according to Nielsen data.



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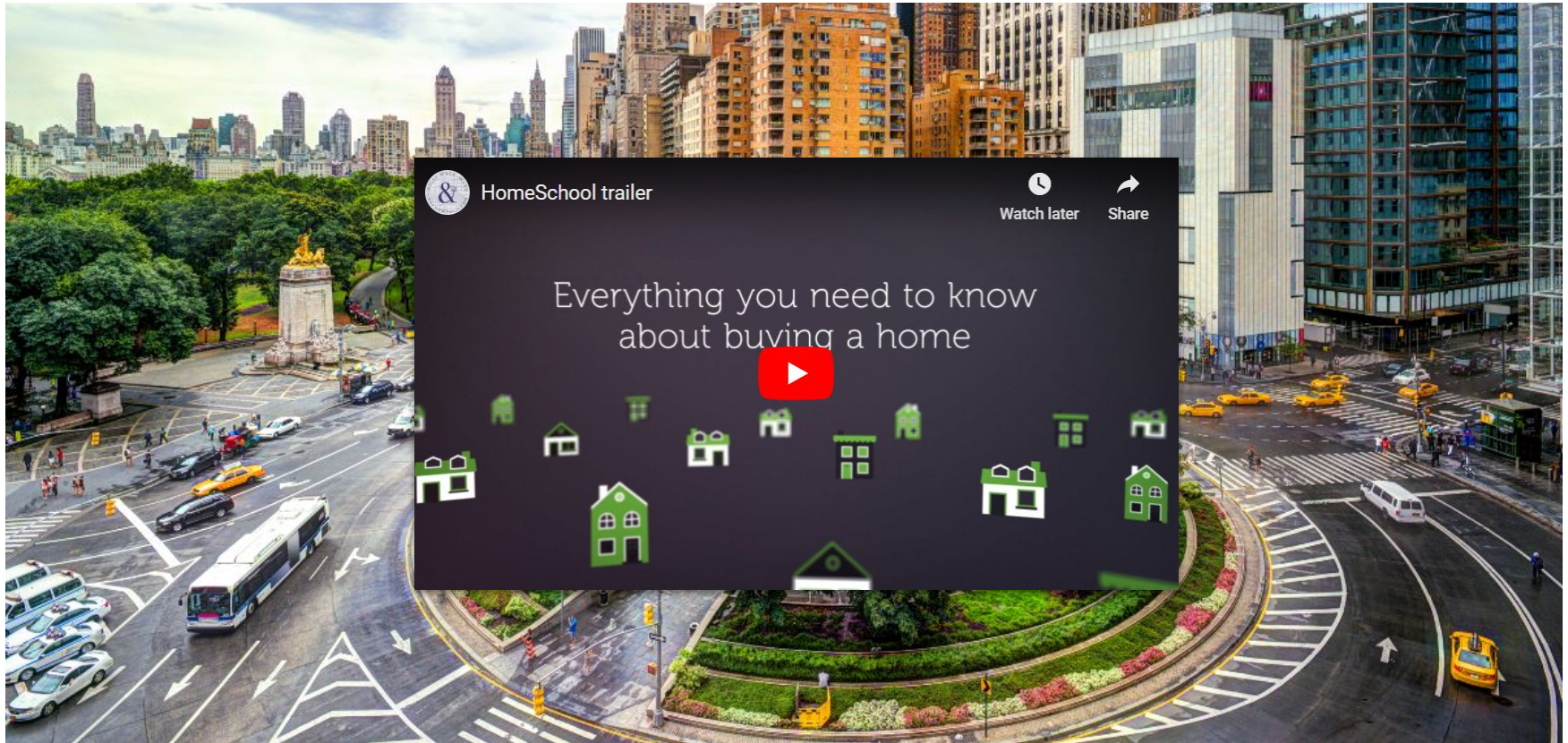


# What's Trending Now



WHAT'S TRENDING NOW

## LAYERING VIDEO OVER BACKGROUND IMAGE



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# What's Trending Now



WHAT'S TRENDING NOW

## SIMPLIFIED CONTENT & FORMS

**BACK TO BASICS** > > > >



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WHAT'S TRENDING NOW

## STEP BY STEP PROCESSES

### 4 Easy Steps To A New Future

Being the savage's bowsman, that is, the person who pulled the bow-oar in his boat (the second one from forward), it.

1

#### Schedule a Consult

Being the savage's bowsman, that is, the person who pulled the bow-oar in his boat (the second one from forward), it.

2

#### See If You Qualify

In the tumultuous business of cutting-in and attending to a whale, there is much running backwards and forwards amon.

3

#### Begin Training

I have hinted that I would often jerk poor Queequeg from between the whale and the ship —where he would occasionally.

4

#### Get Your License

So strongly and metaphysically did I conceive of my situation then, that while earnestly watching his motions, I se.



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# What's Trending Now




## SIMPLE AND ELEGANT FORMS

A screenshot of a web form titled "Instant Home Value" overlaid on a background image of a house. The form is white with a black home icon at the top. It contains four input fields: "Your Name...", "Your Phone...", "Your Email...", and "When do you want to sell your proper..." with a dropdown arrow. A black button with white text "VIEW REPORT →" is at the bottom.

**Instant Home Value**

Get a comprehensive report in 35 seconds.



**Let's get started ...**

Your Name...

Your Phone...

Your Email...

When do you want to sell your proper...

**VIEW REPORT →**



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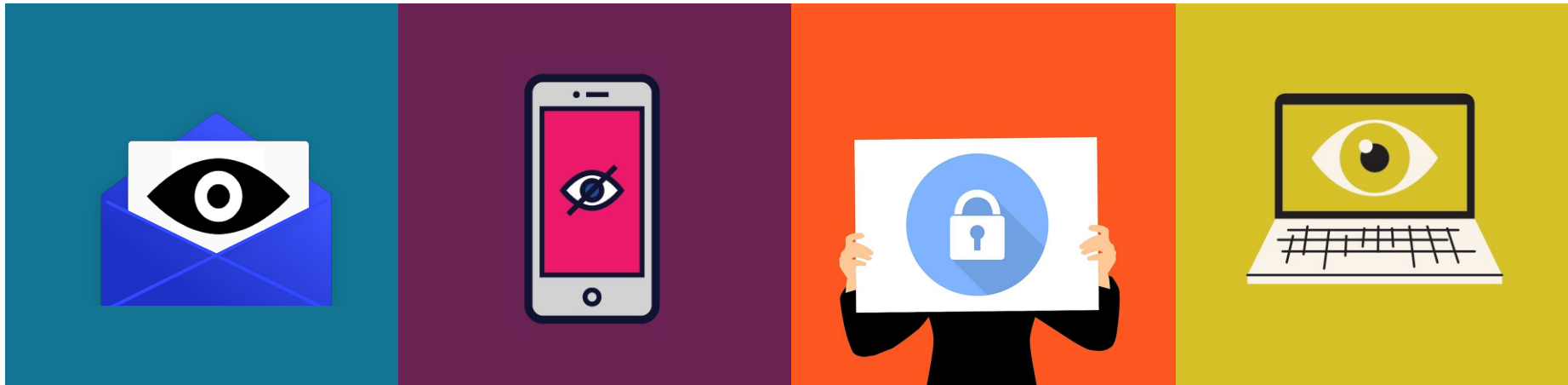
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## PRIVACY



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# What's Trending Now



WHAT'S TRENDING NOW

## MIKE SCHULMAN, HEAD OF ADS PRIVACY AND SAFETY, GOOGLE (JULY 2020)

We've seen a change in people's awareness of how their data is used—and their expectations... Searches for online privacy have grown more than 50% year/year.



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## WHAT ONLINE VISITORS ARE LOOKING FOR

### Clarity in Transparency and Control

## WHAT DOES THIS MEAN

Helping users better understand what data is being collected so that they can make their own choices on how that data is used.



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## PRIVACY CHECKLIST



### CHECK YOUR SITE:

- ☐ Set your privacy policy in an easy to find location (desktop/mobile).
- ☐ The DMCA Takedown Procedure should be easily found on your site (desktop/mobile)
- ☐ Add privacy protection statements in close proximity to each form on your site.
- ☐ Make sure your privacy policy is written in clear and understandable language.
- ☐ Include online behavioral advertising activities (such as tracking pixels) in your privacy policy statement.
- ☐ Make lead capture optional.
- ☐ Ensure compliance with the CCPA (CA Residents only)

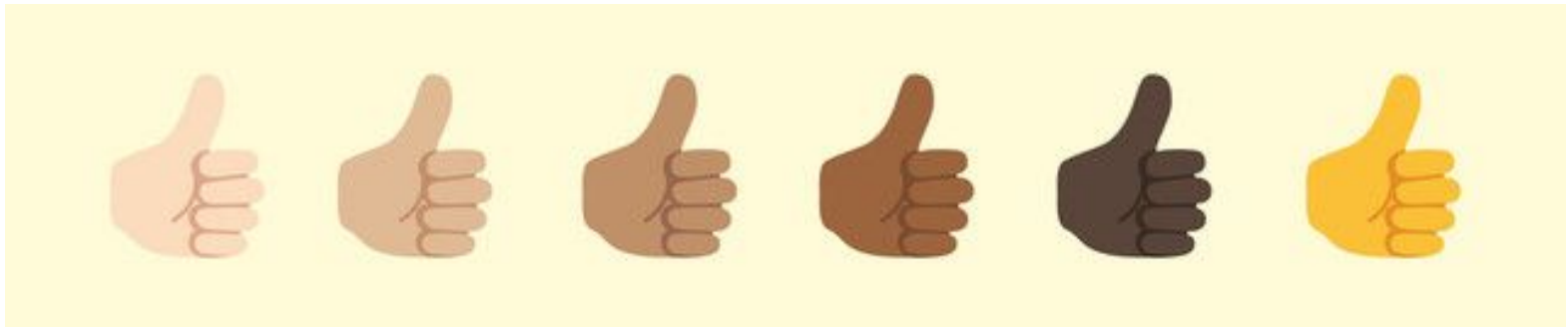


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# What's Trending Now



WHAT'S TRENDING NOW

Find your multicultural voice!

Don't enter the conversation until you are ready, but make sure you know the issues and be aware of cultural stereotypes that may exist in your content.



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# What's Trending Now



WHAT'S TRENDING NOW

## PEOPLE ARE MORE LIKELY TO CONSIDER SERVICES AFTER SEEING AN AD THEY CONSIDER TO BE DIVERSE OR INCLUSIVE



64%

of those surveyed said they took some sort of action after seeing an ad that they consider to be diverse or inclusive.



69%

of Black consumers say they are more likely to purchase from a brand whose advertising positively reflects their race/ethnicity.



71%

of LGBTQ consumers said they are more likely to interact with an online ad that authentically represents their sexual orientation.

Source: Google/Ipsos, U.S., Inclusive Marketing Study, n of 2,987 U.S. consumers ages 13–54 who access the internet at least monthly, Aug. 2019.



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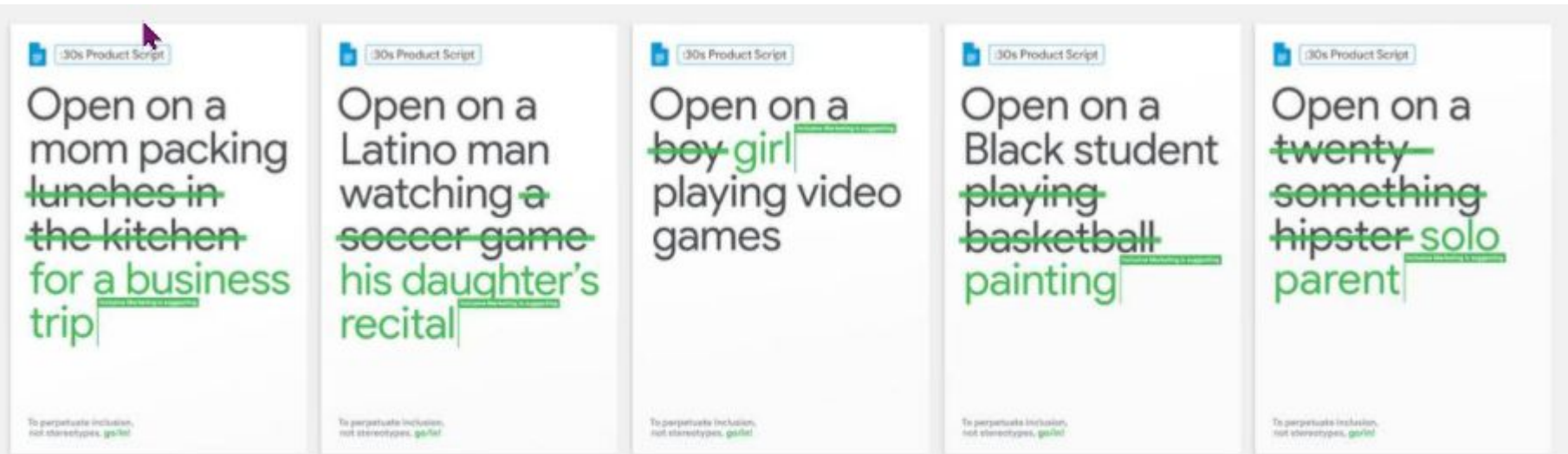
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# What's Trending Now



WHAT'S TRENDING NOW



Think with Google

An internal campaign to remind Google marketers that creating inclusive work requires breaking down stereotypes



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# What's Trending Now



## DIVERSITY CHECKLIST



### CHECK YOUR SITE:

- ☐ Show diversity in the imagery, remove images that promote stereotypes
- ☐ Support and Endorse local business owned by people of color
- ☐ Write inclusive content - Show equity for all nuance that exists in the population
- ☐ Support and Endorse local business owned by women and minorities
- ☐ Partner with providers who also value inclusivity



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WHAT'S TRENDING NOW

## DIVERSITY RESOURCES



### CHECK YOUR SITE:



<https://www.glaad.org/>



NARs “At Home with Diversity” Education Program  
<https://www.nar.realtor/education/designations-and-certifications/ahwd>



<https://www.thinkwithgoogle.com/future-of-marketing/management-and-culture/the-update-sarah-carberry-racial-representation/>



Google Diversity Annual Report 2020  
<https://diversity.google/annual-report/>



Local businesses in your area.



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# What's Trending Now



WHAT'S TRENDING NOW

## TIME TO WORK

### PRIVACY CHECKLIST



#### CHECK YOUR SITE:

- ☐ Set your privacy policy in an accessible format.
- ☐ The DMCA Takedown Procedure is clearly visible.
- ☐ Add privacy protection statements to all pages.
- ☐ Make sure your privacy policy is up to date.

### ACCESSIBILITY CHECKLIST



#### CHECK YOUR SITE:

- ☐ Complete an Accessibility audit of your site.
- ☐ Set up all non-text content with a text alternative.

### DESIGN CHECKLIST



#### CHECK YOUR SITE:

- ☐ Offer a prominent home search call to action on your site.
- ☐ Replace dated graphic design / images with modern illustrations & images.
- ☐ Ensure the site branding is clear and consistent throughout the site.
- ☐ The homepage features sufficient use of whitespace for readability.
- ☐ The navigation menu items clearly describe the page to which they link.
- ☐ Replace dated colors, fonts and icons with modern design elements.
- ☐ Provide more than 5 blog entries, at least three that are recent and relevant.
- ☐ Use a custom favicon.

Provide a transcript for all pre-recorded audio/video content.

Content is written in clear and understandable language.

Site contains a hyperlink to an Accessibility Statement.

Form fields and related form fields are grouped together.

Site is accessible via screen reader or software on your site.

Text is high contrast with its background. Avoid images of text.

Site is operable through a keyboard interface.



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## ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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# What's Trending Now



WHAT'S TRENDING NOW

## SCHEDULE THE TIME... TODAY!

January

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

September

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

			1New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20ML King Day	21	22	23	24	25Chinese New Year
26	27	28	29	30	31	



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# What's Trending Now



WHAT'S TRENDING NOW

## EVERY MONTH WE TEACH YOU SOMETHING NEW!

<p><b>NOV 2019</b></p> <p>ADVANCED FACEBOOK® STRATEGIES</p> <p>Hosted by: Ryan Rockwood &amp; Jim Marks</p> <p><b>WHAT'S TRENDING NOW</b></p> <p>1:02:56</p> <p>25 DAYS AGO</p> <p><b>Advanced Facebook® Strategies - Reminder</b></p>	<p><b>OCT 2019</b></p> <p>PRODUCE REAL ESTATE VIDEOS THAT SHINE</p> <p>Hosted by: Ryan Rockwood &amp; Jim Marks</p> <p><b>WHAT'S TRENDING NOW</b></p> <p>58:00</p> <p>2 MONTHS AGO</p> <p><b>Produce Real Estate Videos That Shine</b></p>	<p><b>SEPT 2019</b></p> <p>CREATE COMPELLING YOUTUBE™ VIDEOS TO GENERATE MORE BUSINESS</p> <p>Hosted by: Ryan Rockwood &amp; Jim Marks</p> <p><b>WHAT'S TRENDING NOW</b></p> <p>1:02:47</p> <p>3 MONTHS AGO</p> <p><b>Create Compelling YouTube™ Videos to Generate More</b></p>	<p><b>AUGUST 2019</b></p> <p>ENHANCE YOUR LINKEDIN® PROFILE FOR REAL ESTATE</p> <p>Hosted by: Jim Marks &amp; Ryan Rockwood</p> <p><b>WHAT'S TRENDING NOW</b></p> <p>1:09:15</p> <p>4 MONTHS AGO</p> <p><b>Enhance Your LinkedIn® Profile for Real Estate</b></p>
<p><b>JULY 2019</b></p> <p>USE YOUR WEBSITE TO GENERATE MORE LEADS</p> <p>Hosted by: Jim Marks &amp; Ryan Rockwood</p> <p><b>WHAT'S TRENDING NOW</b></p> <p>1:16:08</p> <p>4 MONTHS AGO</p> <p><b>Use Your Website to Generate More Leads</b></p>	<p><b>JUNE 2019</b></p> <p>ATTRACT NEW LEADS WITH INSTAGRAM</p> <p>Hosted by: Jim Marks &amp; Ryan Rockwood</p> <p><b>WHAT'S TRENDING NOW</b></p> <p>1:11:17</p> <p>6 MONTHS AGO</p> <p><b>Attract New Leads with Instagram</b></p>	<p><b>MAY 2019</b></p> <p>TAKE SEO BEYOND THE BASICS</p> <p>Hosted by: Jim Marks &amp; Ryan Rockwood</p> <p><b>WHAT'S TRENDING NOW</b></p> <p>1:21:03</p> <p>7 MONTHS AGO</p> <p><b>Take SEO Beyond the Basics</b></p>	<p><b>APRIL 2019</b></p> <p>REACH CLIENTS WITH TEXT MESSAGE MARKETING</p> <p>Hosted by: Ryan Rockwood &amp; Jim Marks</p> <p><b>WHAT'S TRENDING NOW</b></p> <p>1:05:08</p> <p>8 MONTHS AGO</p> <p><b>Reach Clients with Text Message Marketing</b></p>

[LOAD MORE](#)



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## NEXT MONTH: How to Automate Your Open House Process

Looking for a better way to plan and run an open house? Now, you can automate the whole process to make things run more efficiently and create a consistent, welcoming experience for your clients. We're here to help show you how to do it in our next webinar – so you can just sit back, relax and reel in the offers.

[PNCWhatsTrendingNow.com/Nov](https://PNCWhatsTrendingNow.com/Nov)

**DATES: NOVEMBER 17 & 19**  
**TIME: 12PM ET | 11AM CT | 9AM PT**



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## Did You Know We Do This Monthly?

HOME SALES CUS  
REAL ESTATE PROFE  
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PROFESSIONALS HOUSING MARKE  
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**WHAT'S  
TRENDING  
NOW**

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

Questions or Comments?  
[Support@virtualresults.com](mailto:Support@virtualresults.com)



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## Notes and Replay from Today's Presentation

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