

How HBW Agents Can Grow Their Business Using the Web

HBW Agents can leverage websites to gain leads, close deals, and grow their business. Here are the top 5 ways HBW Agents can use the web to grow their business:

... Did you know?

Addison Clark Online is HBW's new web provider for Agent Websites. Addison Clark Online specializes in web design and is committed to **making your business successful**. To enroll in the new HBW Agent Program or learn more, ➔ [click here!](#)

- 1. Effectively reflect your services.** As an HBW Agent, your customers need to know what services you are offering and how you are going to meet their needs. Remember, they want an agent; this is your opportunity to tell them why they should choose you.
- 2. Easily accessible contact information.** This is fundamental. Your website is a sales tool. You have pitched to your prospective client why they should choose you and they are convinced. Now you have 30 seconds for them to act. Make sure your contact information is easily accessible for your new sales lead.
- 3. Data collection.** Analytical data about your website traffic is essential for monitoring your website traffic. Insights about how your website is working as a sales tool can help you better understand your customers, generate leads and close business.
- 4. Video Integration.** Provide your clients with an enjoyable experience by engaging them with interactive video on your website. Web video is rapidly gaining popularity as an entertaining and informative way of viewing content. Having gained your client's attention, they are more likely to connect with your website content... leading to sales.
- 5. Advanced technology to help people find you.** Take advantage of the latest technology equipped for search engine optimization to guide your prospective clients your way. Increasing your visibility on search engines will help people find you before your competitors.

Addison Clark Online is a full service online marketing and consulting firm focused on helping our clients make money and extend their brand on the web. From web development and search engine marketing to social media management and business consulting, Addison Clark Online partners with organizations to develop and manage programs that increase traffic, gain market share, grow customer relationships, and generate sales – while providing the highest possible return on investment. For more information, please visit our website at <http://www.addisonclarkonline.com>.