

Things you will want to have ready when you set up your FREE My C21 Site

If you plan to take advantage and build the FREE Century 21 website available on 21online.com, there are a few things you need to prepare ahead of time and bring to your meeting with the IT Department in order to optimize our time in creating your website, here is a quick list:

- Create a website/business tagline for your site
- Write a custom welcome message that visitors to your site will see (For your "Homepage")
- Have your professional profile/bio written (For your "About Me" Page)
- Write "buying tips" that visitors to your site will read (Not NEEDED, but SUGGESTED – Can use the one found on www.davidkantner.com)
- Write "selling tips" that visitors to your site will read (Not NEEDED, but SUGGESTED – Can use the one found on www.davidkantner.com)
- Have all your social media account urls/usernames handy (Or bring your Logins so we can pull them when we go link them to your my C21 Site)
- Decide if and which area Market Reports you want to feature (using the market report layout on the content pages)
- Decide if you want any additional content pages (and if so, which ones, and what you want them to say)

Remember when writing your content to make it specific about YOU and your area, your specialty. Include KEY RICH terms throughout. If you sell luxury homes in Wyomissing, then be specific and say so. If you specialize in condos in Exeter Township, then spell it out. Google is looking for specific content to dish up as search results!