

# **COLDWELL BANKER**

## **BLOG CONSOLIDATION STRATEGY**

**DECEMBER 15, 2016**



## **OVERVIEW**

**A SUMMARY OF THE  
PROJECT AND OUR  
ACTIVITIES**

## **DISCOVERY**

**THE RESEARCH THAT  
INFORMS OUR  
RECOMMENDATIONS**

## **CONCLUSIONS**

**WHAT WE LEARNED  
FROM DISCOVERY TO  
DRIVE OUR STRATEGY**

## **STRATEGY**

**OUR STRATEGIC  
RECOMMENDATIONS  
TO MOVE FORWARD**



# **CONCLUSIONS**

**WHAT WE CAN DERIVE  
FROM FINDINGS TO  
DRIVE THE STRATEGY**



**BASED ON OUR RESEARCH,  
WE'VE DEVELOPED A FEW  
CONCLUSIONS.**





**THE EXISTING BACKEND IS BROKEN AND  
DOESN'T SUPPORT THE FUTURE.**



**THE EXISTING BACKEND IS BROKEN AND  
DOESN'T SUPPORT THE FUTURE.**

## **IMPACT**

**FUNCTIONALITY DOESN'T WORK ON THE FRONT OR BACK END &  
IS INCREASING YOUR MAINTENANCE COSTS. THIS WILL  
ONLY GET WORSE OVER TIME AND DRIVE USERS AWAY. A BROKEN  
SITE DOESN'T REPRESENT YOUR BRAND IN A POSITIVE WAY.**



**THERE ARE NO FEATURES TO KEEP USERS  
ON THE SITE OR BRING THEM BACK.**



**THERE ARE NO FEATURES TO KEEP USERS  
ON THE SITE OR BRING THEM BACK.**

## **IMPACT**

**YOUR USERS MAY NOT BE QUALIFIED LEADS WHEN THEY FIRST  
VISIT THE SITE, BUT IT'S LIKELY AT SOME POINT THEY WILL BE.  
BY NOT BUILDING AN ONGOING RELATIONSHIP, YOU'RE MISSING  
THE OPPORTUNITY TO BE THERE WHEN THEY ENTER THE MARKET.**



**THERE IS NO CONNECTION TO  
LISTINGS OR AGENTS ON BLUE MATTER.**



**THERE IS **NO CONNECTION** TO  
LISTINGS OR AGENTS ON BLUE MATTER.**

## **IMPACT**

**ONE OF THE GOALS EXPRESSED BY STAKEHOLDERS  
IS TO CONVERT THESE USERS TO CUSTOMERS.  
WITHOUT SOME LINKAGE TO CB.COM, THAT'S NOT POSSIBLE.**



**THE ABILITY TO NAVIGATE AND  
FIND CONTENT IS DIFFICULT.**



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FIND CONTENT IS DIFFICULT.**

## **IMPACT**

**THIS COULD BE ONE OF THE REASONS USERS ARE NOT VIEWING  
MULTIPLE PAGES. YOU'RE SPENDING TIME & MONEY WRITING  
CONTENT NO ONE CAN FIND.**





THE BLOGS DO NOT **ALIGN** WITH THE **BRAND**  
AND LOOK **DATED** IN SOME CASES.



**THE BLOGS DO NOT **ALIGN** WITH THE **BRAND**  
AND LOOK **DATED** IN SOME CASES.**

## **IMPACT**

**INCONSISTENT BRANDING CAN CAUSE YOU TO LOSE OPPORTUNITIES IN BUILDING BRAND EQUITY. IT ALSO CREATES A JARRING EXPERIENCE WHEN DRIVING USERS TO OTHER SITES WITHIN THE ECOSYSTEM. USERS MAY PERCEIVE YOUR BRAND AS DATED & UNCONNECTED IN THE CURRENT STATE.**



**YOU NEED A CONTENT STRATEGY THAT ALIGNS TO  
YOUR BUSINESS AND SEO GOALS.**



**YOU NEED A CONTENT **STRATEGY** THAT ALIGNS TO  
YOUR **BUSINESS** AND **SEO** GOALS.**

## **IMPACT**

**THE CURRENT CONTENT DOESN'T SUPPORT ALL THE GOALS  
EXPRESSED BY STAKEHOLDERS. SOME OF THE "MISSING" CONTENT  
TENDS TO UNDER-PERFORM ON SOCIAL. THAT SAID, IF A USER IS  
EXPLORING YOUR BLOG, THEY'RE PROBABLY EXPECTING TO SEE THIS  
CONTENT AND WILL GO ELSEWHERE TO FIND IT.**



**AGENTS ARE NOT SHARING AS MUCH OF YOUR  
CONTENT AS THEY SHOULD.**



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CONTENT AS THEY SHOULD.**

## **IMPACT**

**STAKEHOLDERS UNANIMOUSLY AGREED ONE OF THE MAIN GOALS OF  
THE BLOGS IS TO PROVIDE AGENTS WITH CONTENT THEY CAN SHARE.  
YOU'RE NOT MEETING ONE OF YOUR PRIMARY OBJECTIVES.**



THE EXISTING **ANALYTICS** AREN'T PROVIDING THE  
INFORMATION YOU NEED TO **MAKE DECISIONS.**



THE EXISTING **ANALYTICS** AREN'T PROVIDING THE  
INFORMATION YOU NEED TO **MAKE DECISIONS**.

## IMPACT

BEING UNABLE TO MEASURE CONTENT PERFORMANCE AND  
TRACK USER PATHS MEANS YOU'RE CREATING CONTENT & FEATURES  
BASED ON HYPOTHESES. THIS PUTS YOU AT RISK FOR SPENDING TIME  
AND MONEY IN THE WRONG AREAS.





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# STRATEGY

**OUR STRATEGIC  
RECOMMENDATIONS  
FOR MOVING FORWARD**



**NOW, ON TO OUR  
STRATEGIC  
RECOMMENDATIONS.**



**EVOLVE**  
**FROM BLOG**  
**TO DESTINATION.**

# WE ENVISION

A UNIFIED, **MODERN** SITE WITH THREE  
**UNIQUE** BUT CONNECTED PERSONALITIES.



# WE ENVISION

AN IMPROVED AND SHARED **NAVIGATION** THAT ALLOWS  
USERS TO **TOGGLE** BETWEEN THE BLOGS - EACH OF WHICH  
**CAN STAND ON THEIR OWN.**



# WE ENVISION

A **DESTINATION** PAGE WITH AREAS FOR TARGETED AND CORPORATE **INITIATIVE** CONTENT AND ACCESS TO A SECTION THAT HOUSES YOUR SHARED **VIDEO**.



# WE ENVISION

A **CONSOLIDATED** BACKEND WITH **UPGRADED** FUNCTIONALITY THAT CAN BE SHARED ACROSS THE SITE, AND **NEW** FUNCTIONALITY TO MAKE THE EXPERIENCE **STICKY**.





**THIS WILL  
DIFFERENTIATE  
YOU FROM THE COMPETITION.**

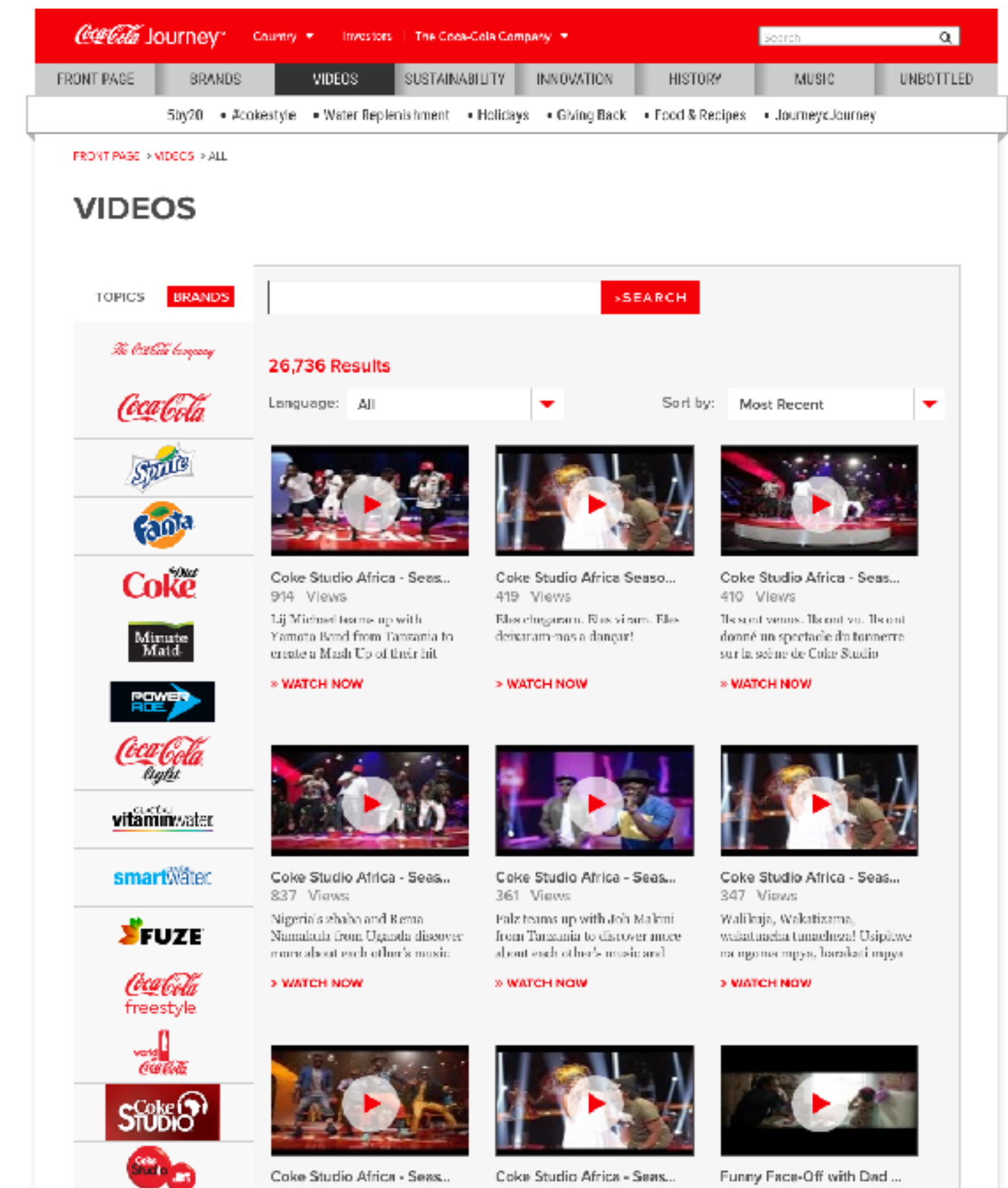
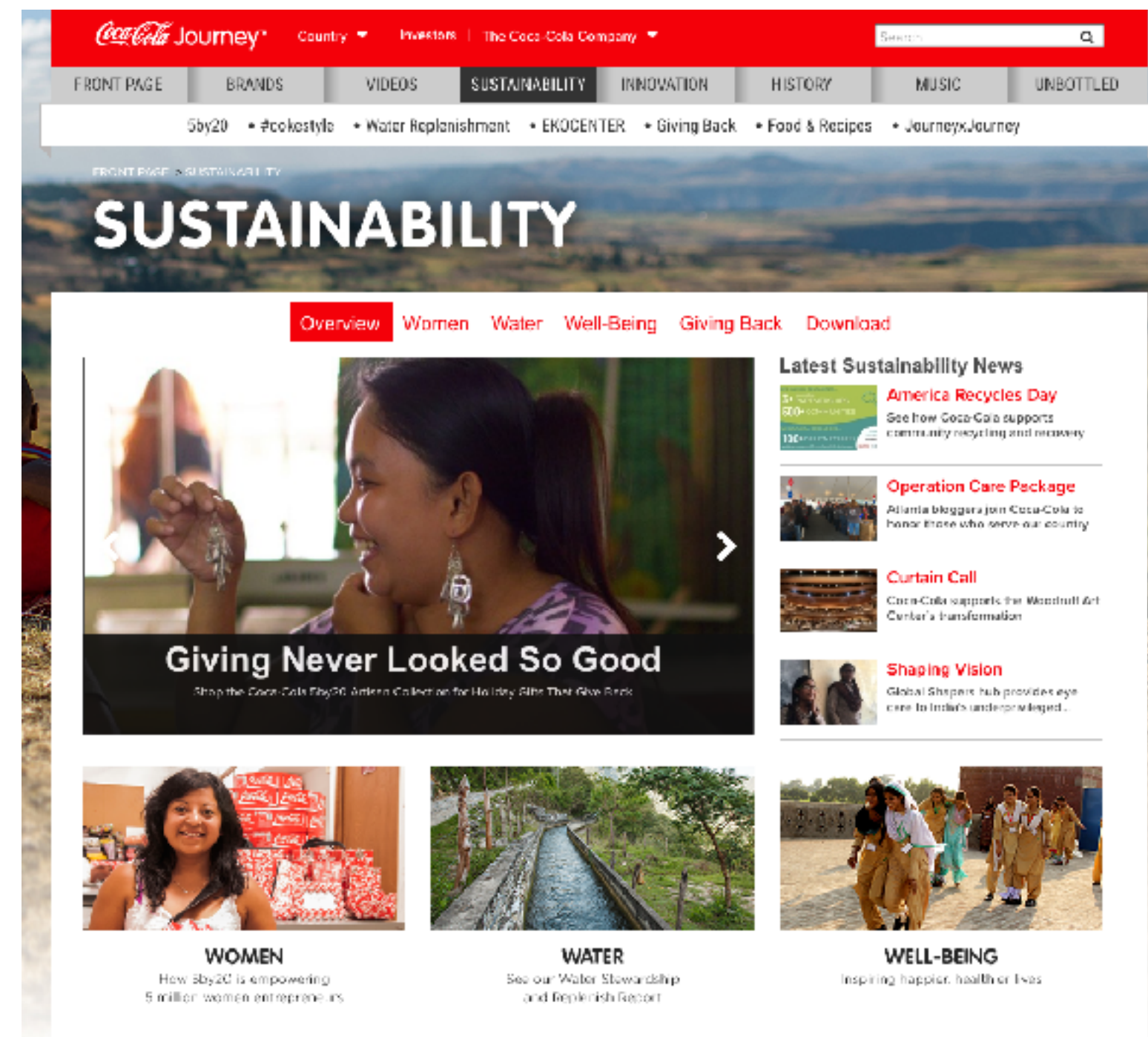
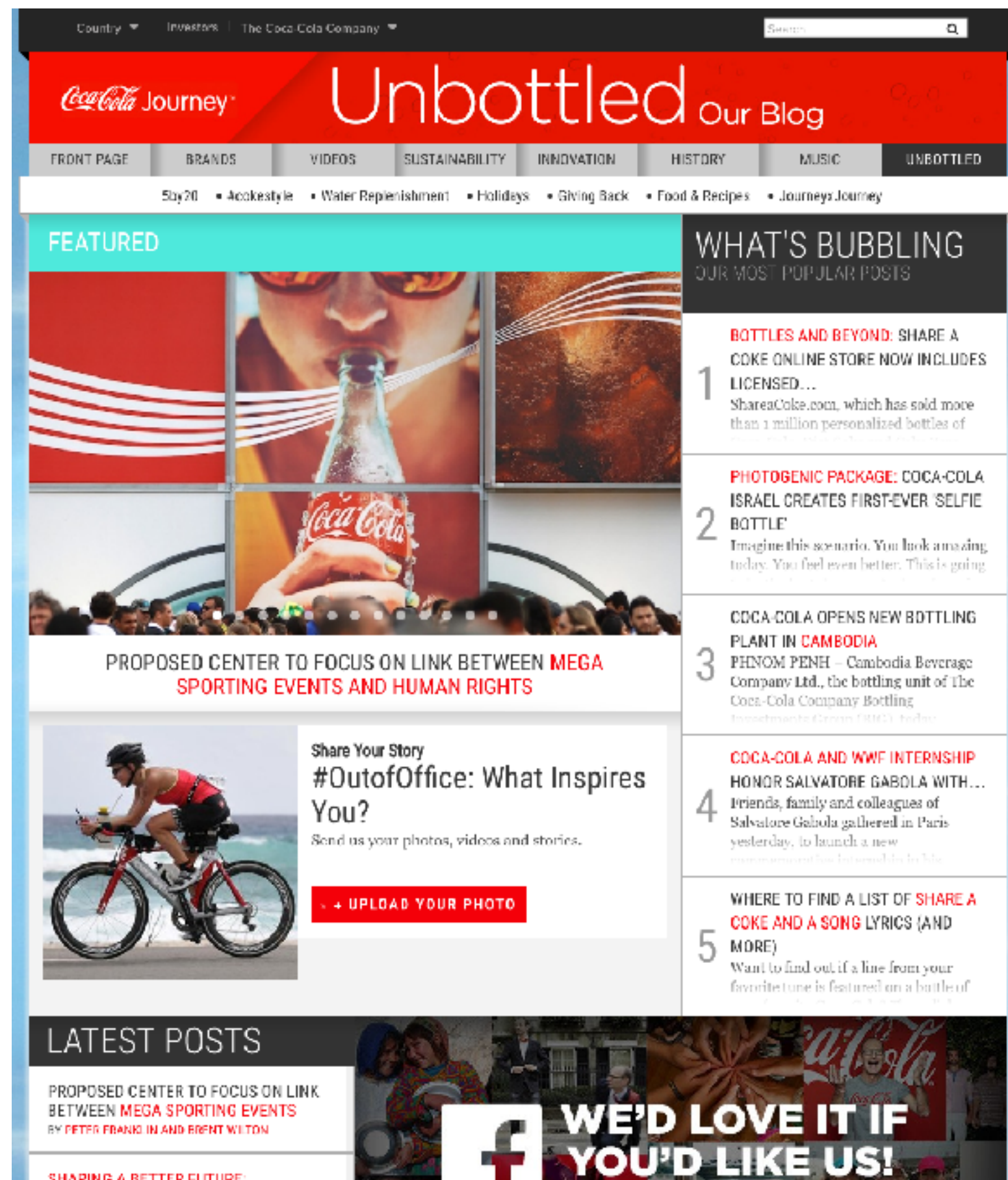


# HOW ARE OTHER COMPANIES DOING THIS?



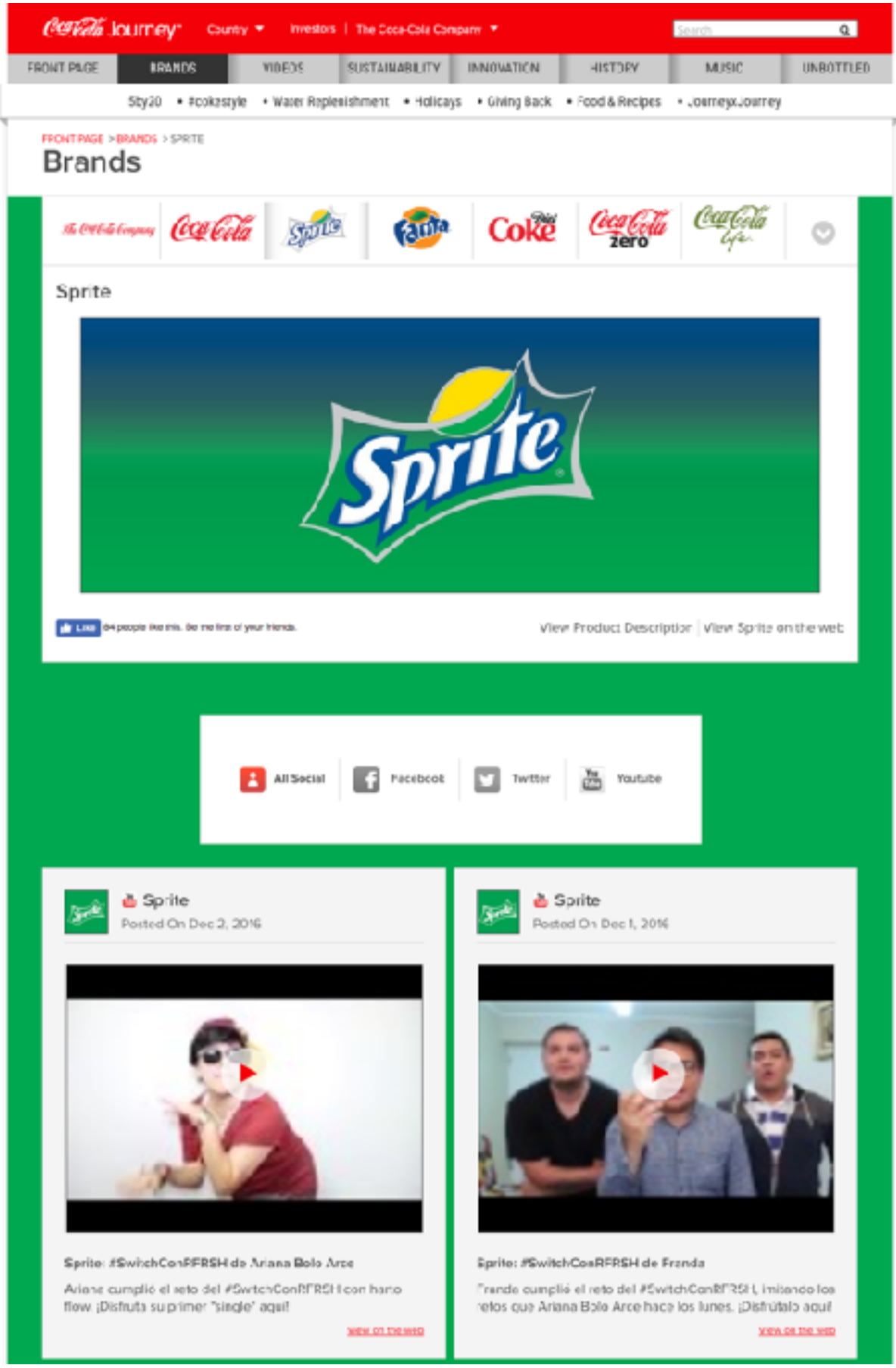
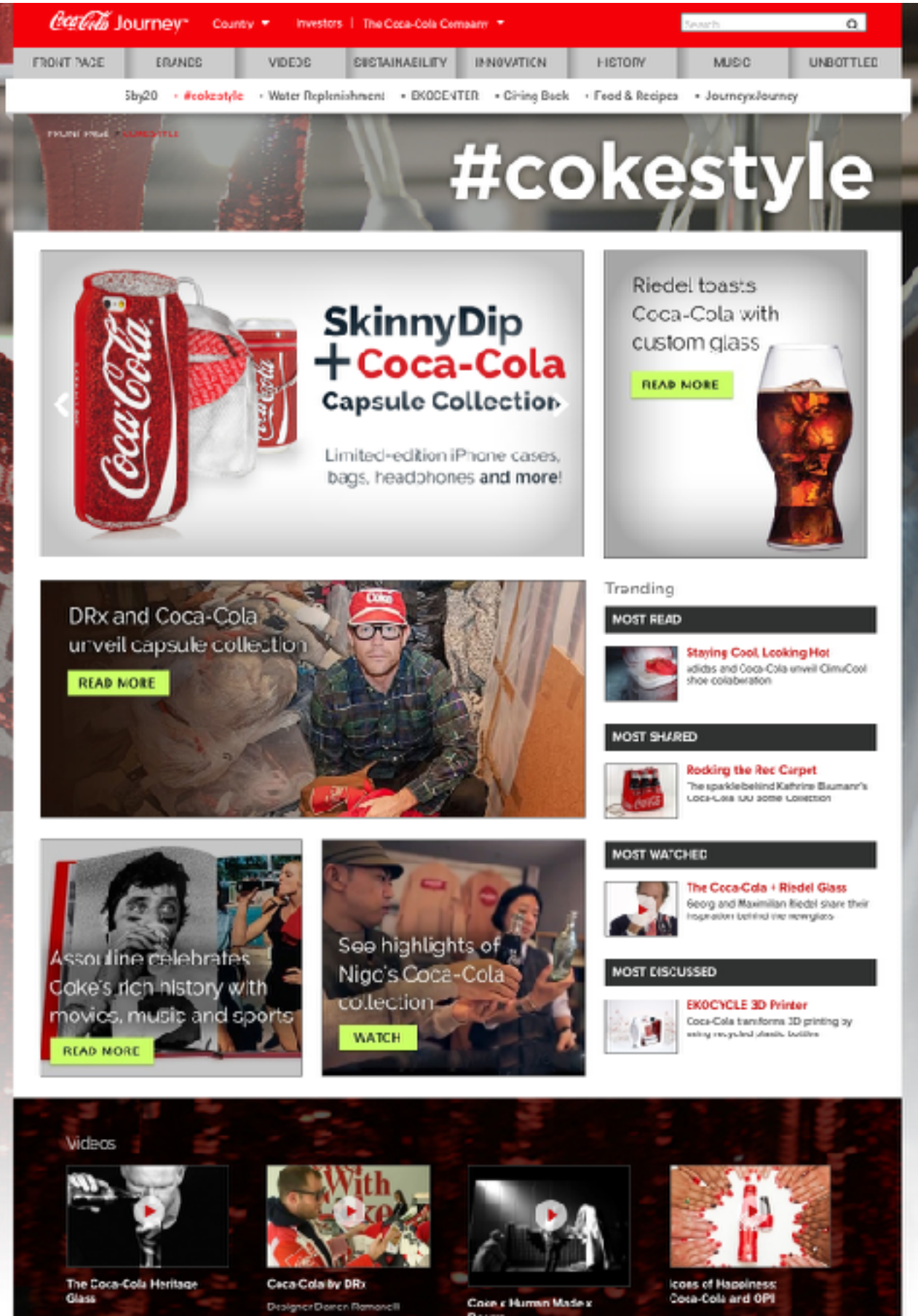
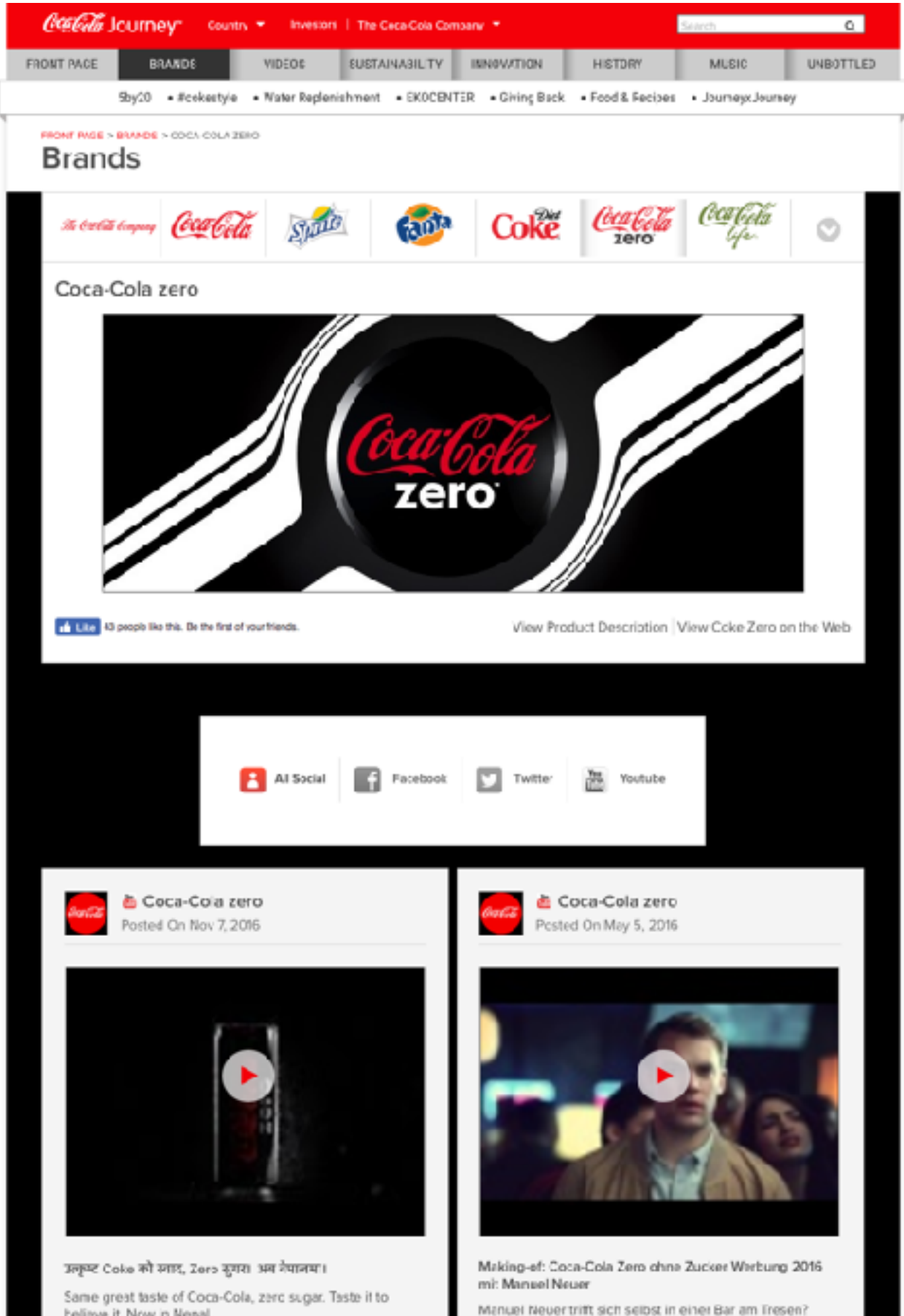


# UNBOTTLED. EVERYTHING COCA COLA.





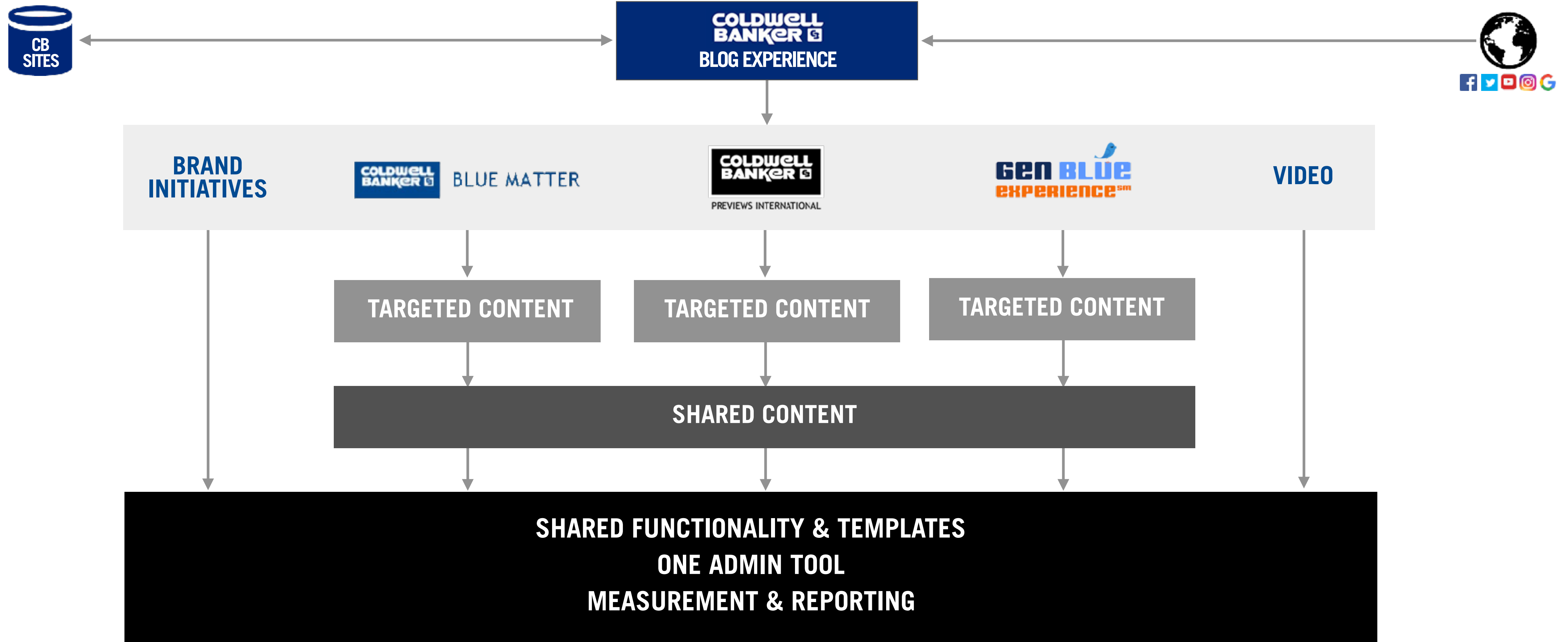
# BRAND PAGES WITH UNIQUE PERSONALITIES & COMMON ELEMENTS



**WHAT DOES THIS LOOK  
LIKE CONCEPTUALLY?**



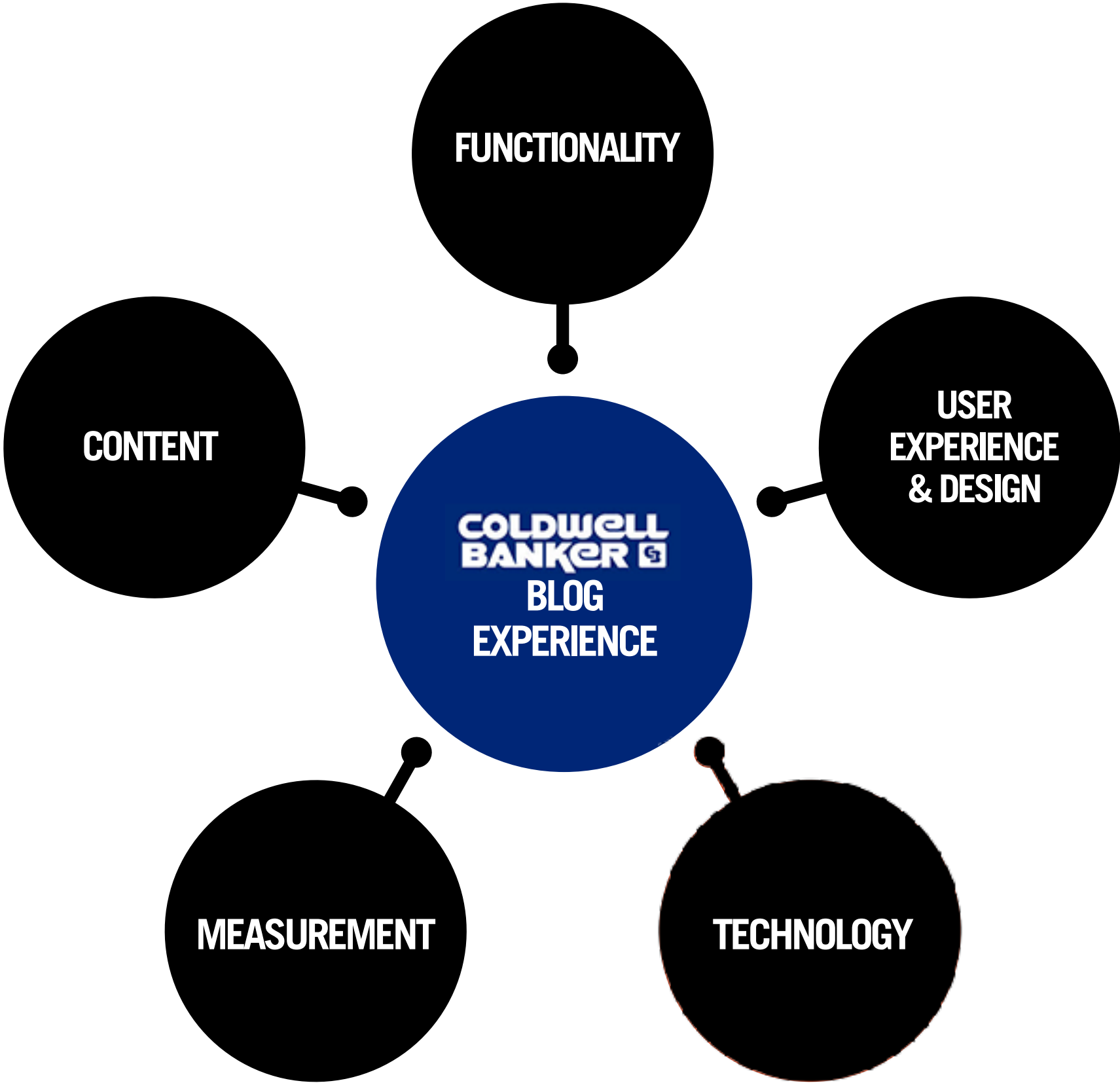
# CONCEPTUAL DIAGRAM



# HOW DO YOU GET THERE?

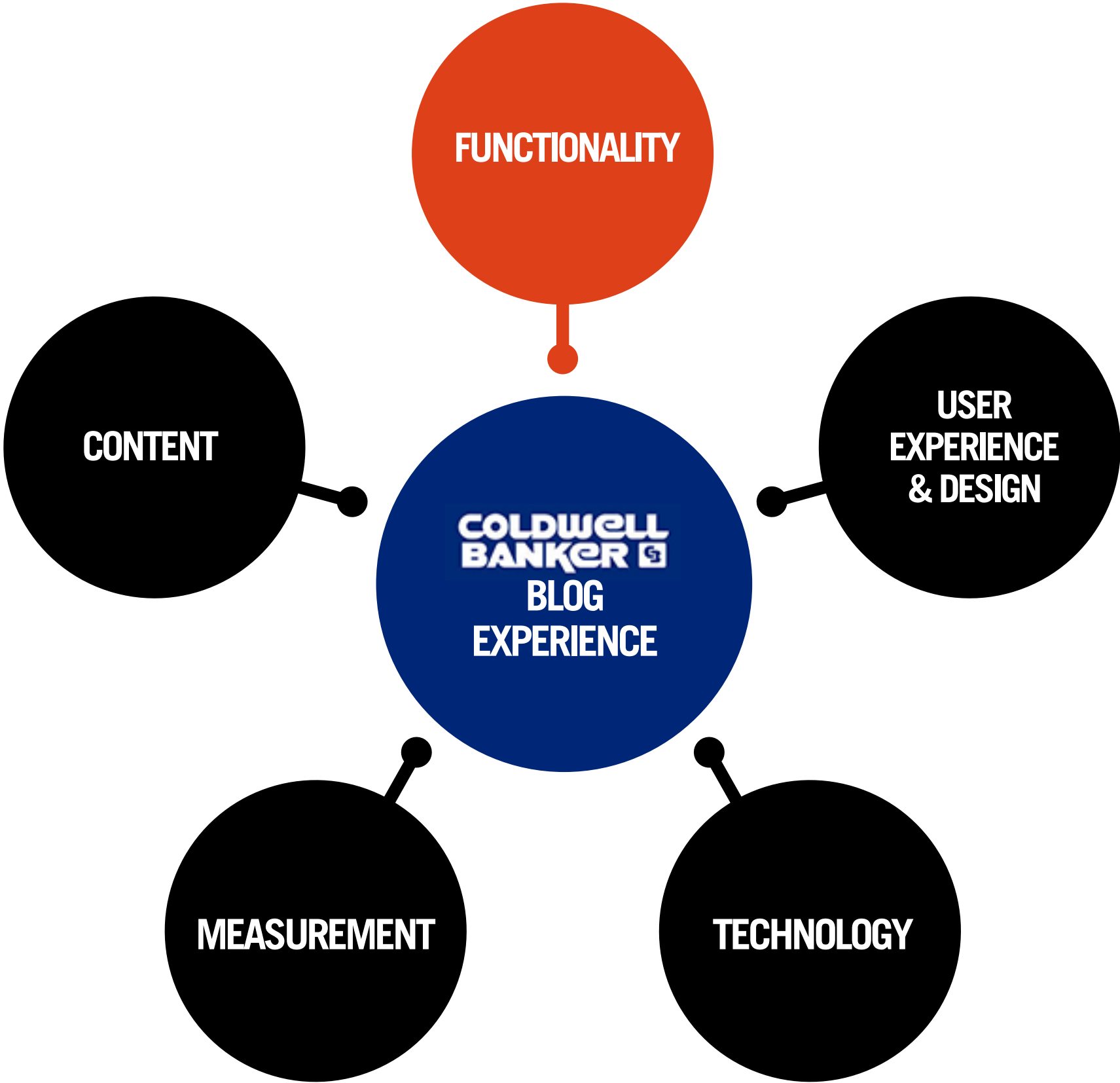


# STRATEGIC RECOMMENDATIONS





# STRATEGIC RECOMMENDATIONS

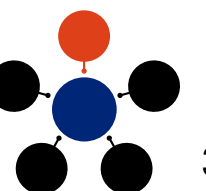


**"WE NEED TO CREATE A SENSE OF COMMUNITY,  
A PLACE WHERE PEOPLE COME TO LEARN."**

**- CONTENT CREATOR**

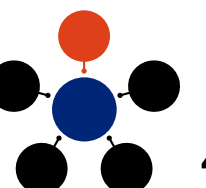
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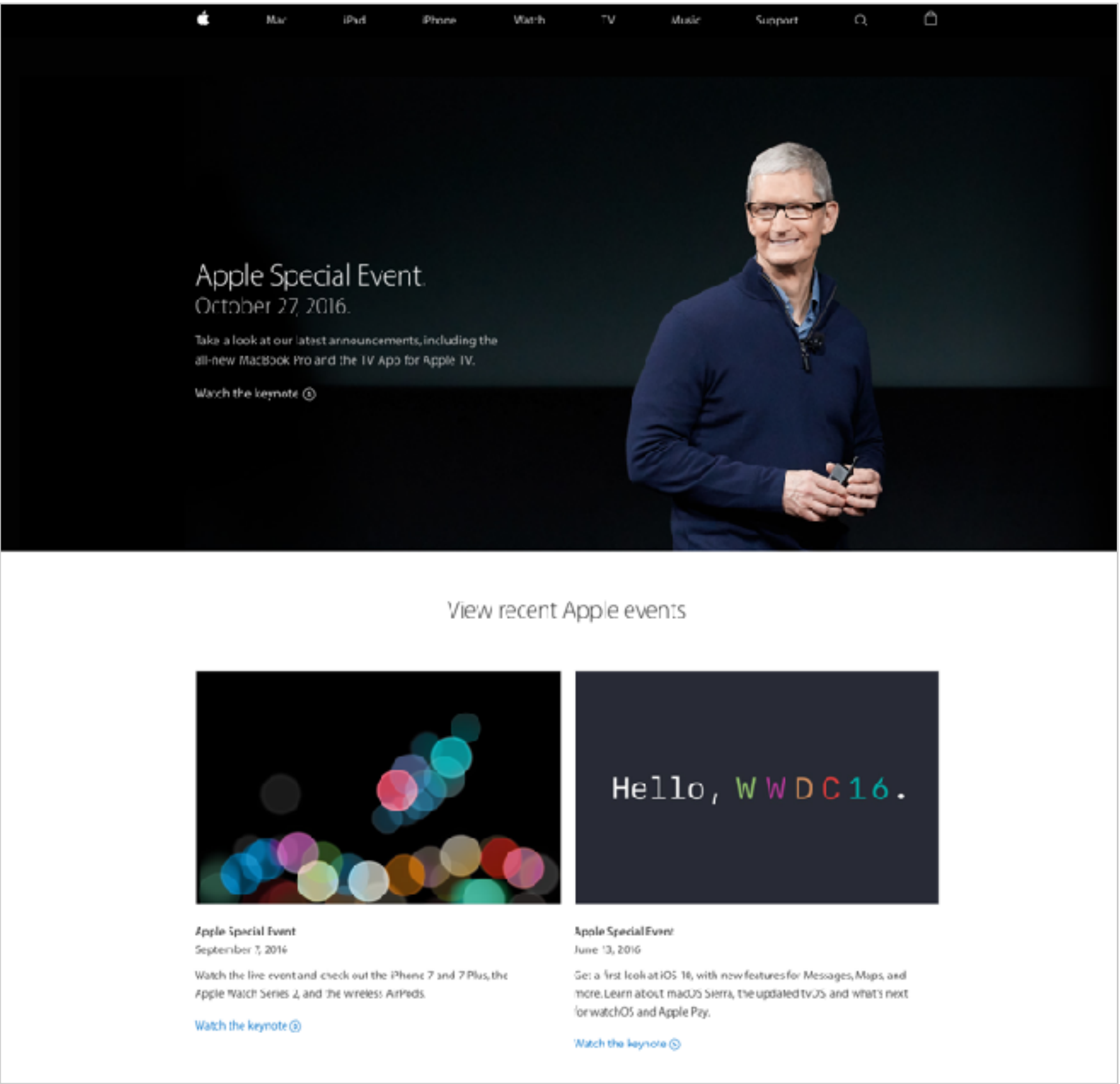
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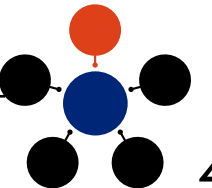
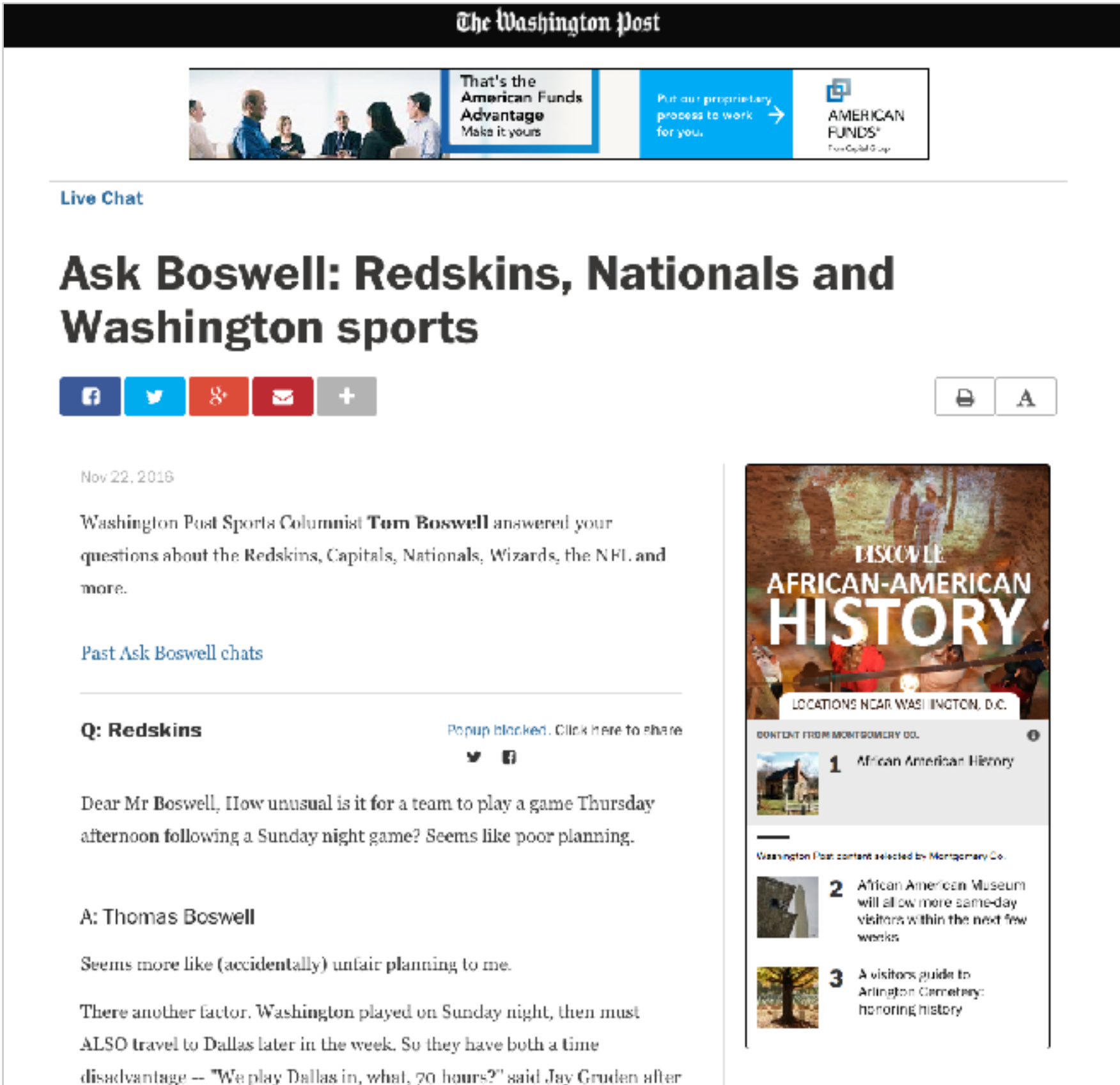


# LIVE EVENTS

## VIDEO

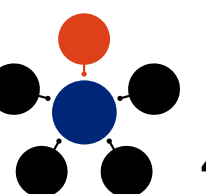


## CHAT



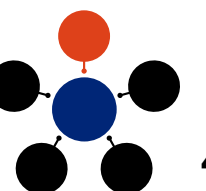
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# COMMUNITY FORUMS

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**Paul Prokop**  
 0 contributions

## Will agents in DC accept a reduced commission/flat fee if the buyer brings them the transaction?

I found a property I want to purchase and know how much I want to offer and under what terms. I just need an agent to write up the offer and present it to the seller's agent. On a \$1+ million transaction, I don't see the value of paying a buyer's agent more than \$30K for a few hours worth of work. Are there agents in DC who would be interested in this type of arrangement?

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## Answers (20)

**Anthony Musco** "amusco" [Agent](#)  
 33 contributions

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"I just need an agent to write up the offer and present it to the seller's agent." There is a seller's agent? If your market works like my market there may already be a contractually agreed to commission that will have to be paid to the seller's agent and the buyer's agent.

3 hours ago

**David Toaft** "DavidToaft" [Lender](#)  
 258 contributions

[\(33 reviews\)](#)

Paul,

Being a loan officer heavily involved in purchase transactions in DC, I can name dozens of reasons why representation is important. With that said, if you'd rather not have a Realtor, I can connect you with a great Settlement Attorney who can help you with the contract and provide affordable terms for Attorney fees (and of course, title insurance) that you'd need anyway.

4 hours ago

**Mack McNay** "Mack McNay" [Agent](#)  
 7306 contributions

[\(1 reviews\)](#)

There is a variety of options available, but the seller chooses the compensation model and pays the brokerage fee, not the buyer. The listing brokerage is contractually entitled to the entire commission when they bring a buyer to closing. They only have to share it if another licensee brings the buyer.

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
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David Toaff

NMLS# 1035782

(67 Reviews)








[Contact David](#)

### About David






Licensed to work in: Maryland (25-24401), Pennsylvania (16190), Virginia (MLO-1560566), Washington D.C. (MLO1065782)

### Reviews

5 Stars 60 Reviews

[Write a review](#)

Great loan officer

Kiefer from 20032

David is a great loan officer who is extremely attentive to every detail. He will respond to any question you have in break-neck speed. He also provided the most competitive rates among the few loan officers I was considering.

LOAN STATUS

Closed Nov 2016

INTEREST RATE

As expected

LOAN TYPE

Purchase






CLOSE ON TIME

Yes

30 year fixed

Conventional Loan

First-time home buyer

Highly recommend David!

pamendC1 from 20011

He explained everything very well and always responded quickly when we had questions. He worked hard to make sure we got the best deal available. Getting a mortgage has gotten a lot more difficult and he was there for us every step of the way. I would recommend him to ...

[Read more](#)

ADDRESS

7910 Woodmont Ave Ste 1330

Bethesda, MD 20814

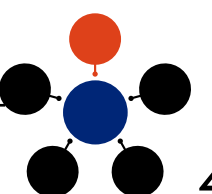
OFFICE

(301) 318-3772



**STRATEGY**  
-----  
**FUNCTIONALITY**

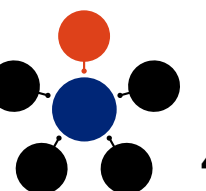
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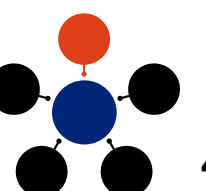
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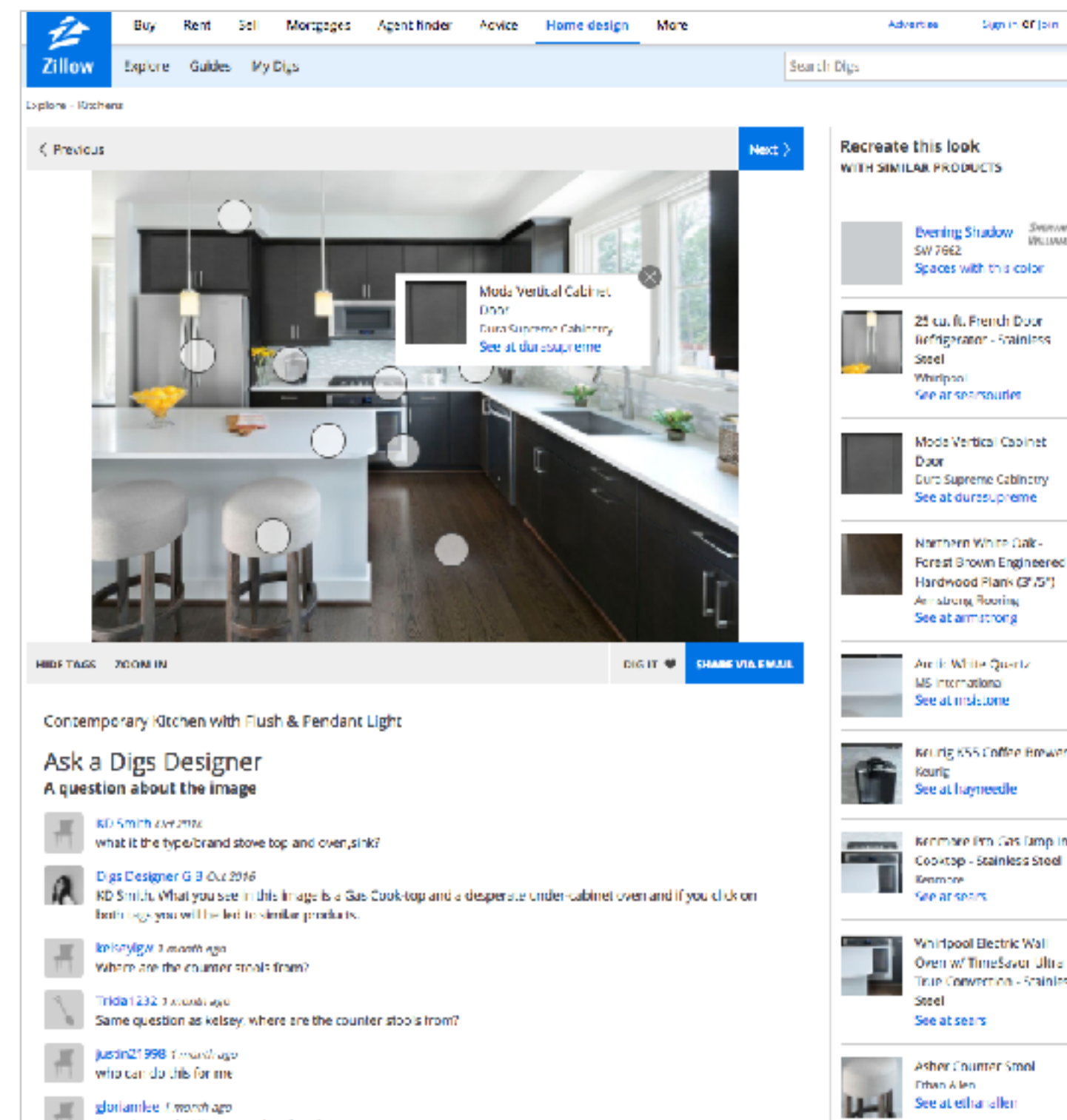
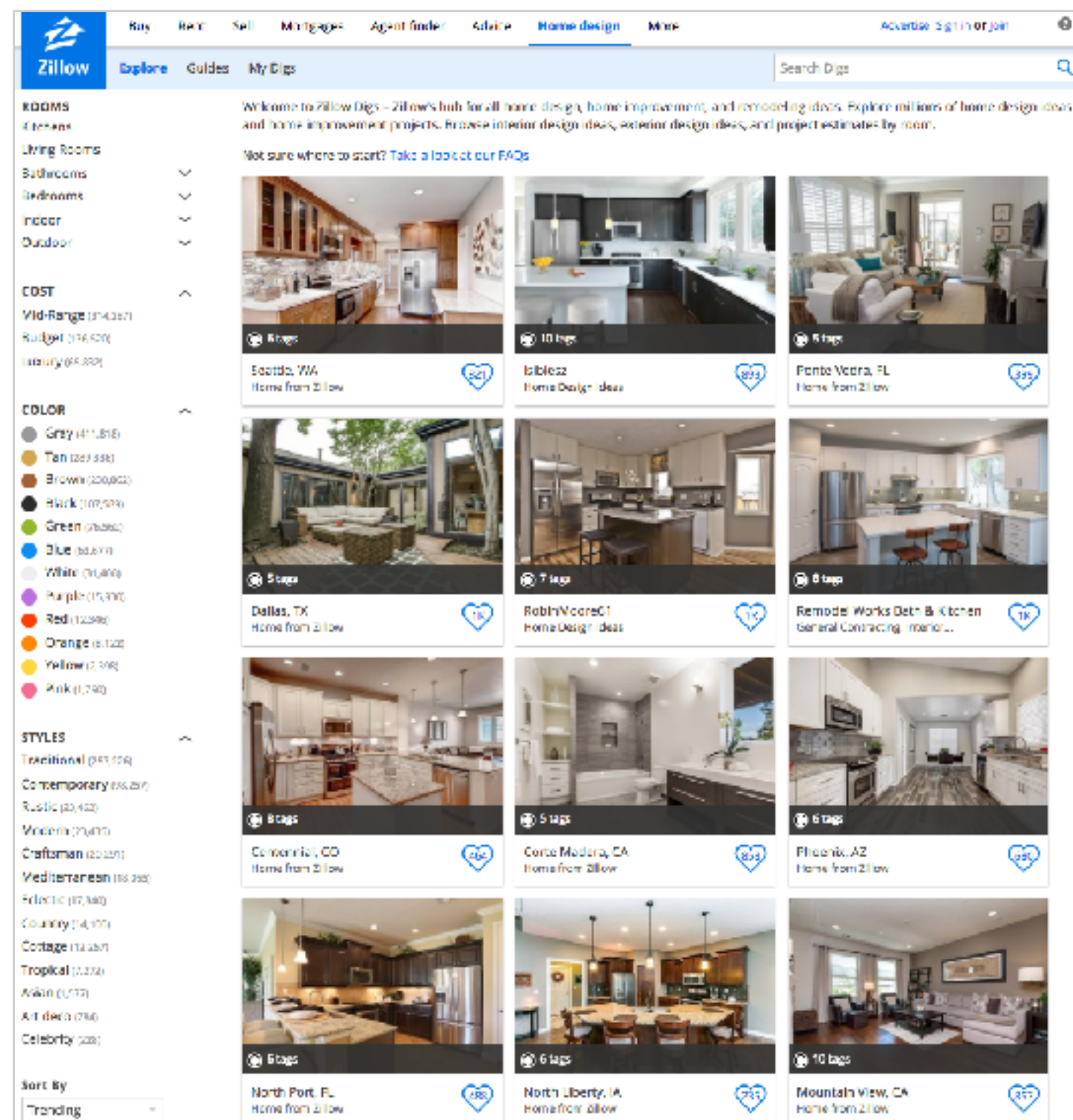
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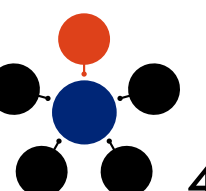
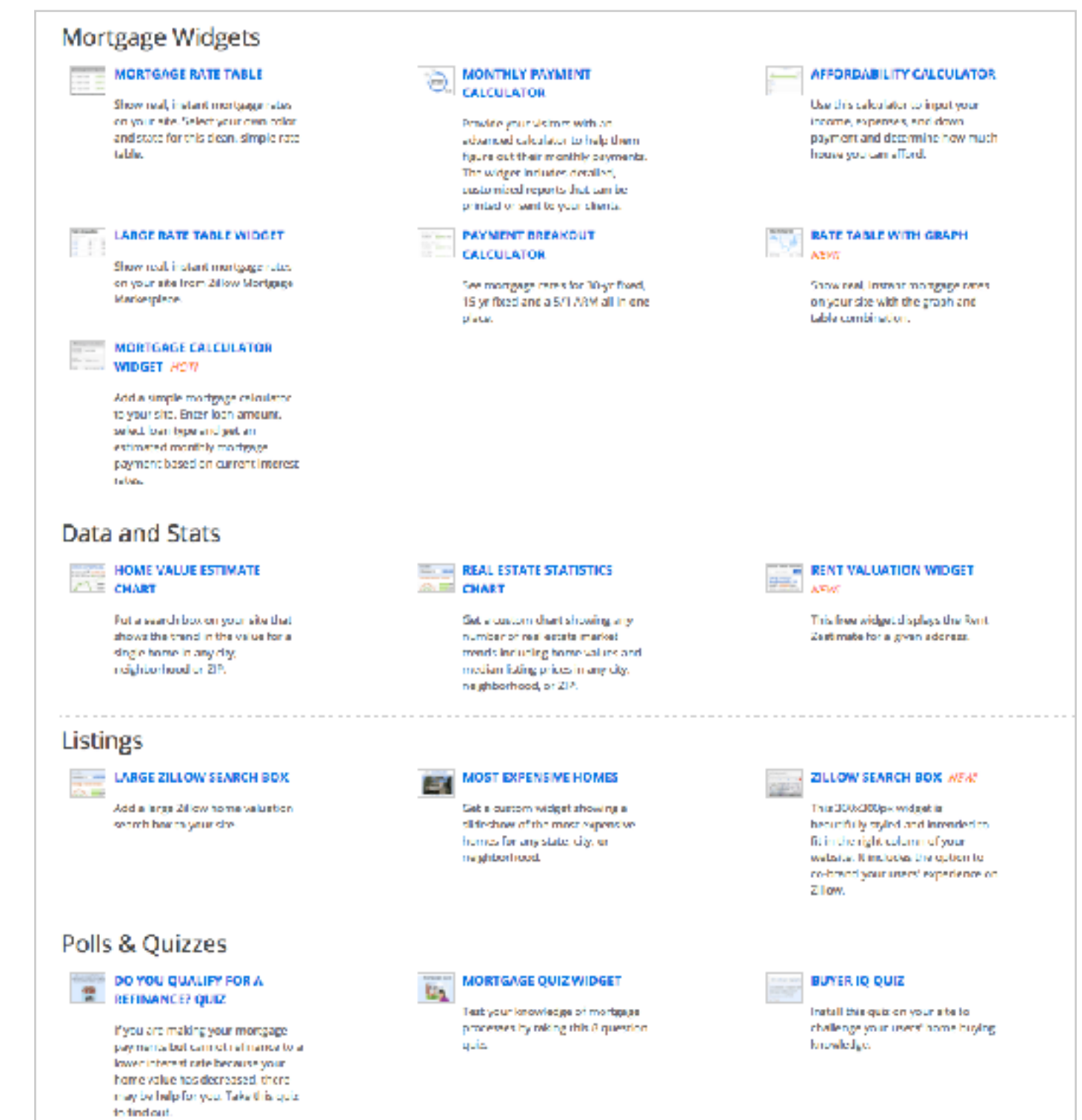


# INTERACTIVE TOOLS

## HOME DECORATING



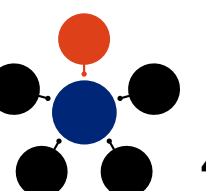
## CALCULATORS & WIDGETS





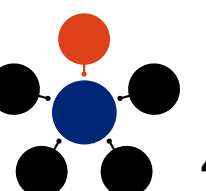
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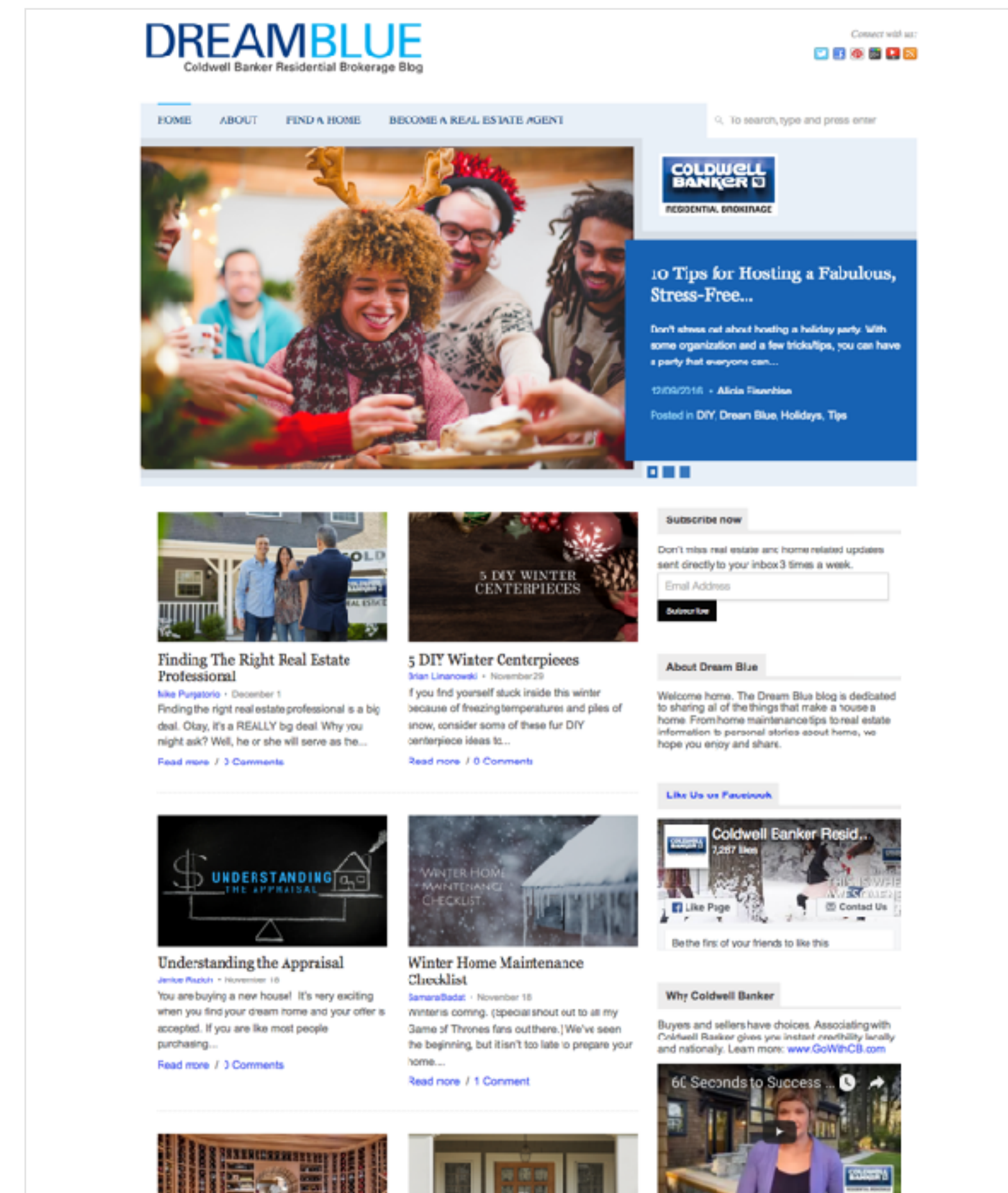
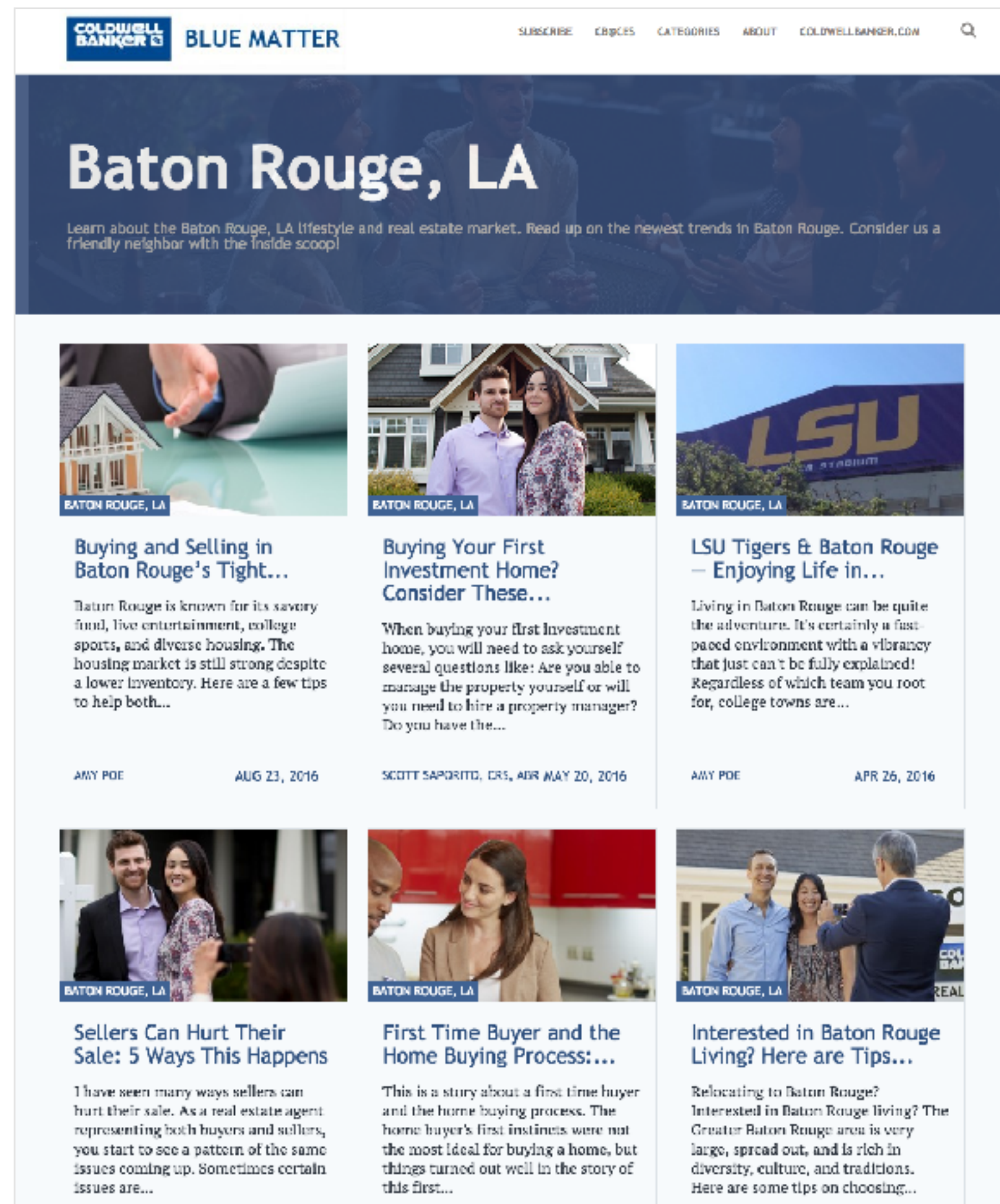
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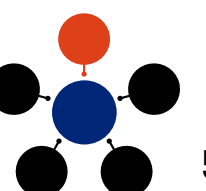
# GEO-TARGET REGIONAL CONTENT AND LISTINGS



## STRATEGY

## FUNCTIONALITY

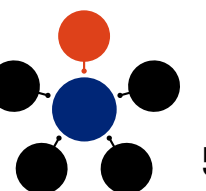
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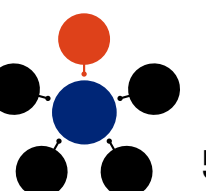
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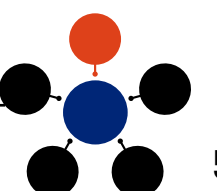
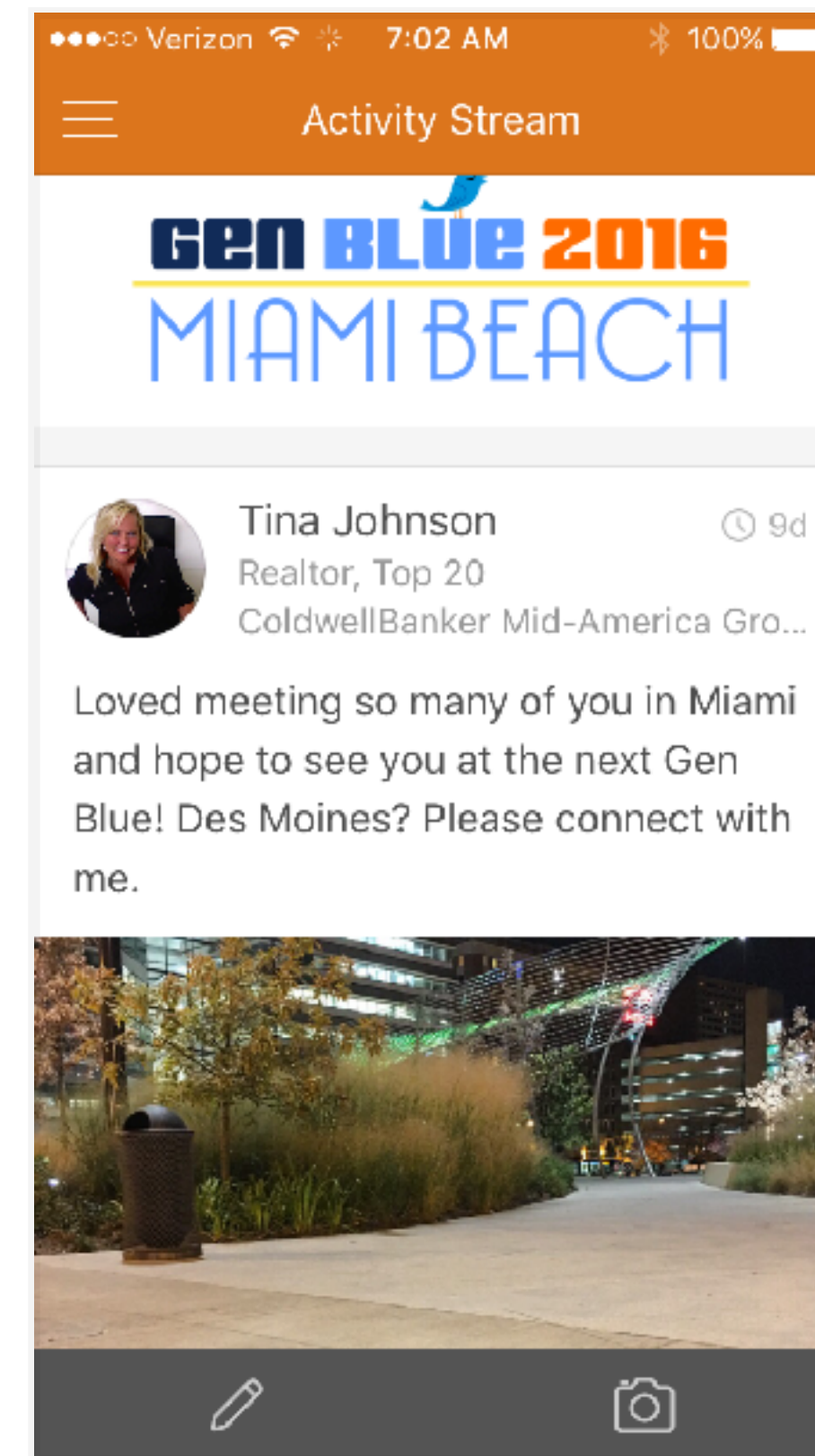
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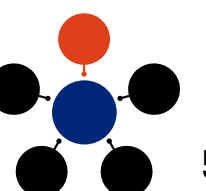


# GEN BLUE APP ACTIVITY FEED



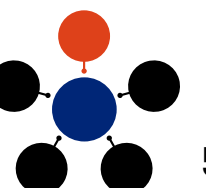
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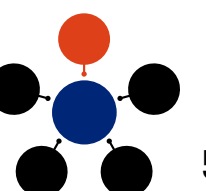
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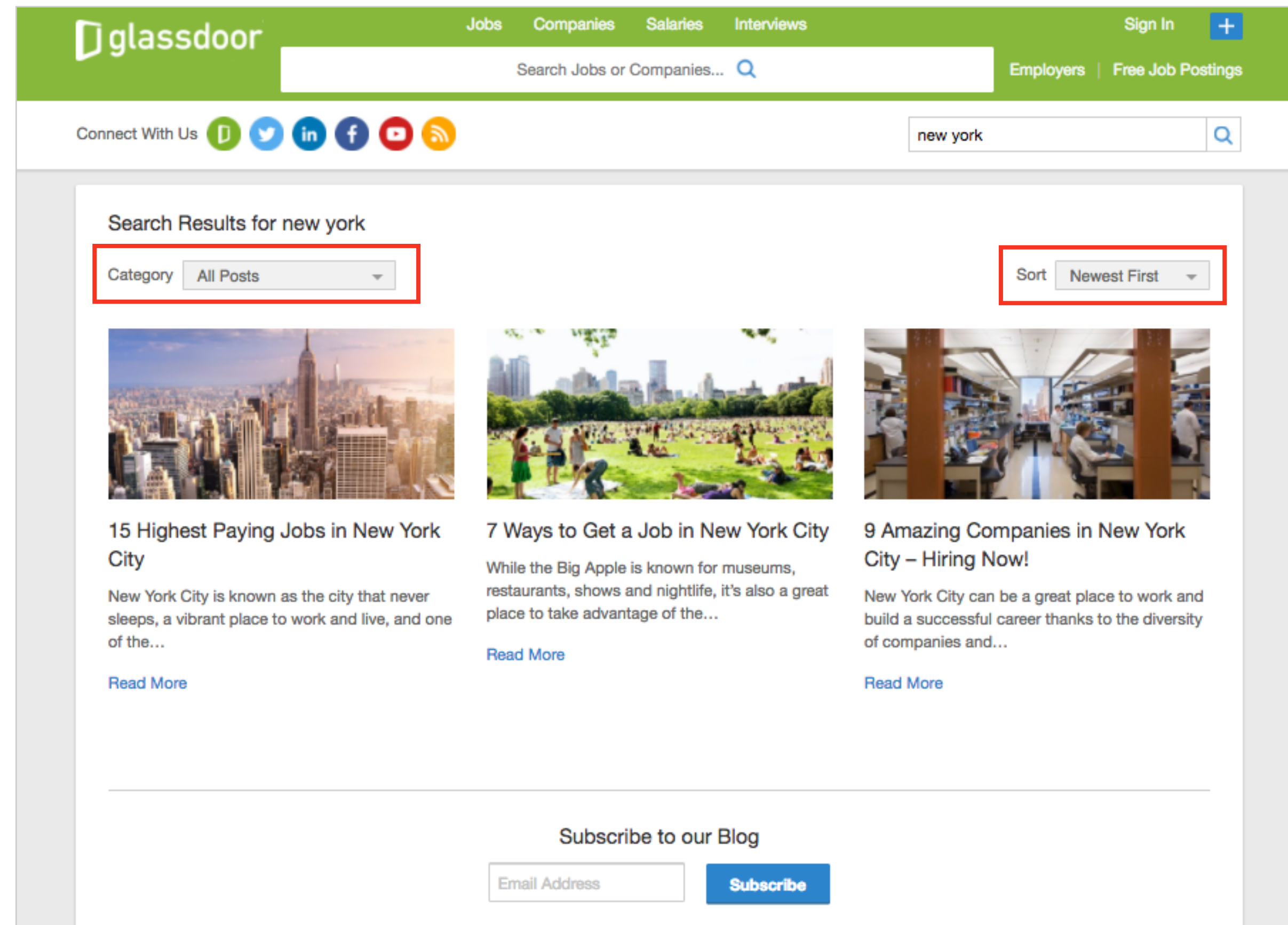


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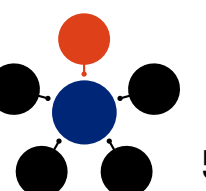


# SEARCH WITH SORT AND FILTER



STRATEGY

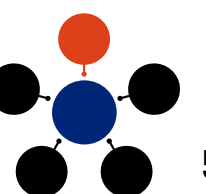
FUNCTIONALITY





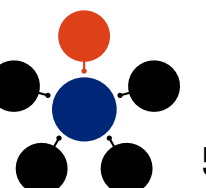
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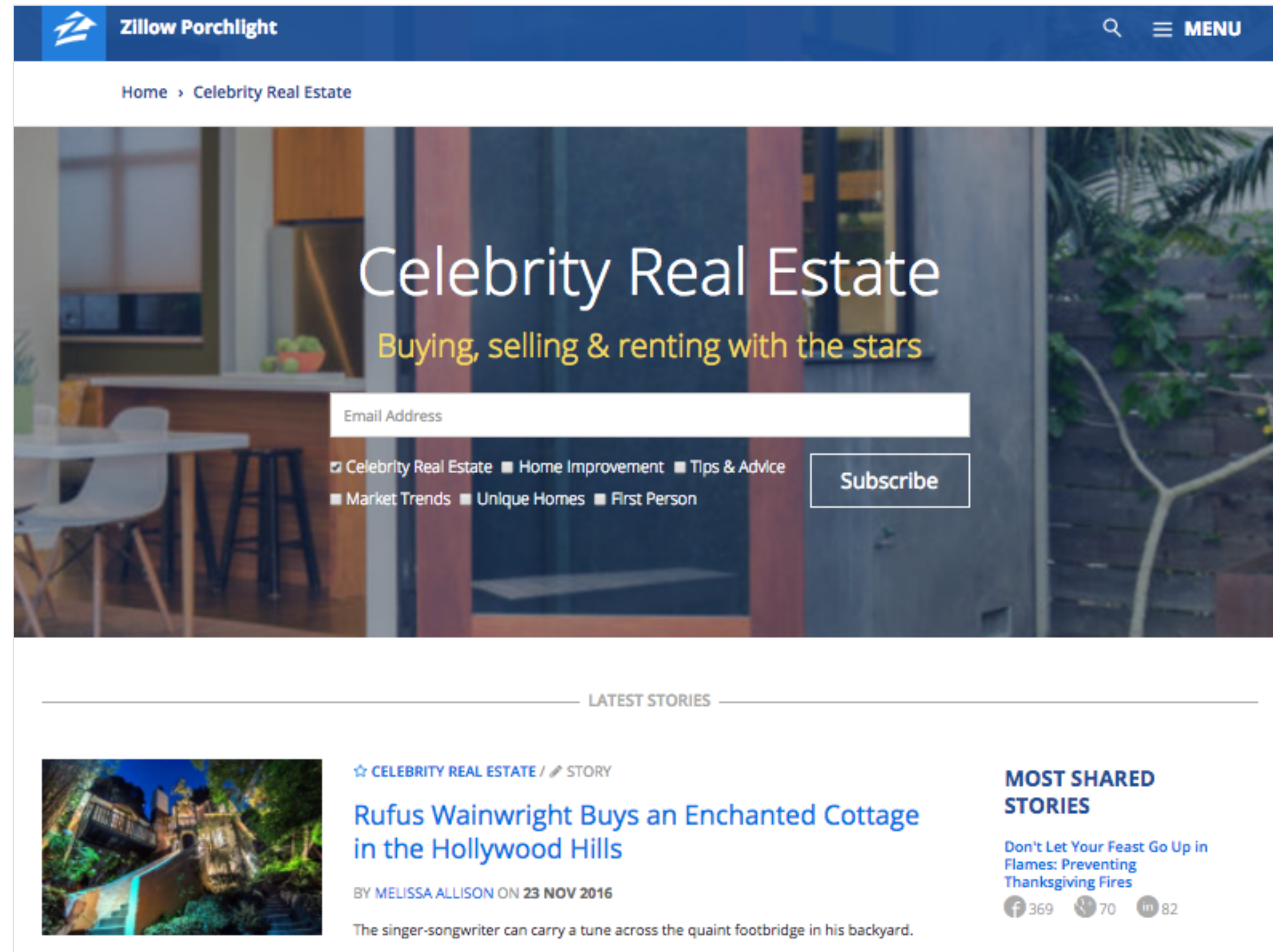


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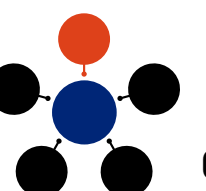


# SUBSCRIPTIONS



STRATEGY

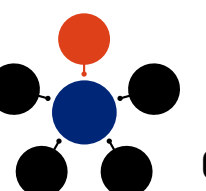
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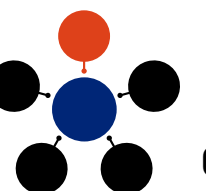
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# AUTOMATICALLY LOAD THE NEXT ARTICLE

## ARTICLE 1

FAST COMPANY

SIMPLY SECURE

Simply Secure is a small nonprofit dedicated to helping users protect their privacy and understand how algorithms shape their lives. "Much of our work so far has been supporting open source projects in the internet freedom space, but we are now expanding efforts to include emerging technologies such as internet of things, machine learning, and virtual reality," executive director Scott Brundage writes in an email. "As these technologies are poised to bring new security and privacy challenges into our lives, we believe it is critical that their creation be informed by human-centered design practices." Donations support research, educational materials, and more.

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BUSINESS INSIGHT

The Growth CIO.

Lessons and strategies for scaling up.

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## ARTICLE 2

5 MINUTE READ

We Have Reached Peak Office Chair

Work sitting, standing or lying down... Just never stop working.

f t in

KATHERINE SZWARZMAN | 11.22.16 | 8:00 AM

When I first laid down in the AI work station, I squealed. While I held down a button, the fully configurable desk and chair combo slowly began to move, the seat reclining into a dentist chair and the monitor rising to follow. My stomach

ADVERTISEMENT

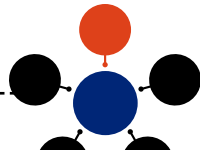
XEROX

BUSINESS INSIGHT

Document Management for Road Warriors.

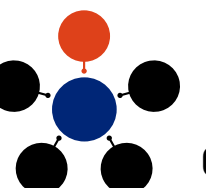
How to manage documents on the go.

Read this article



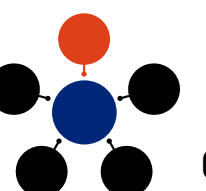
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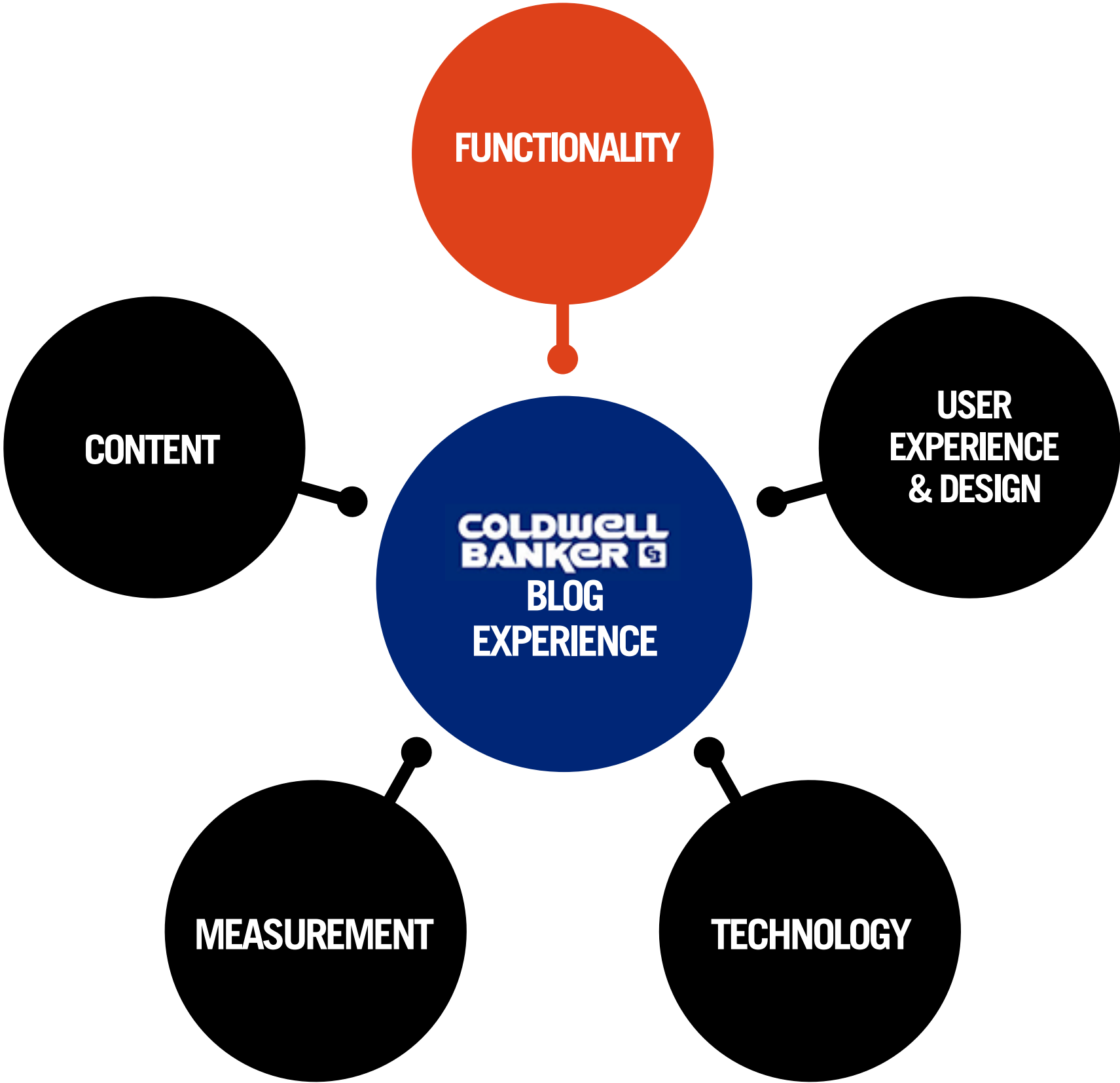


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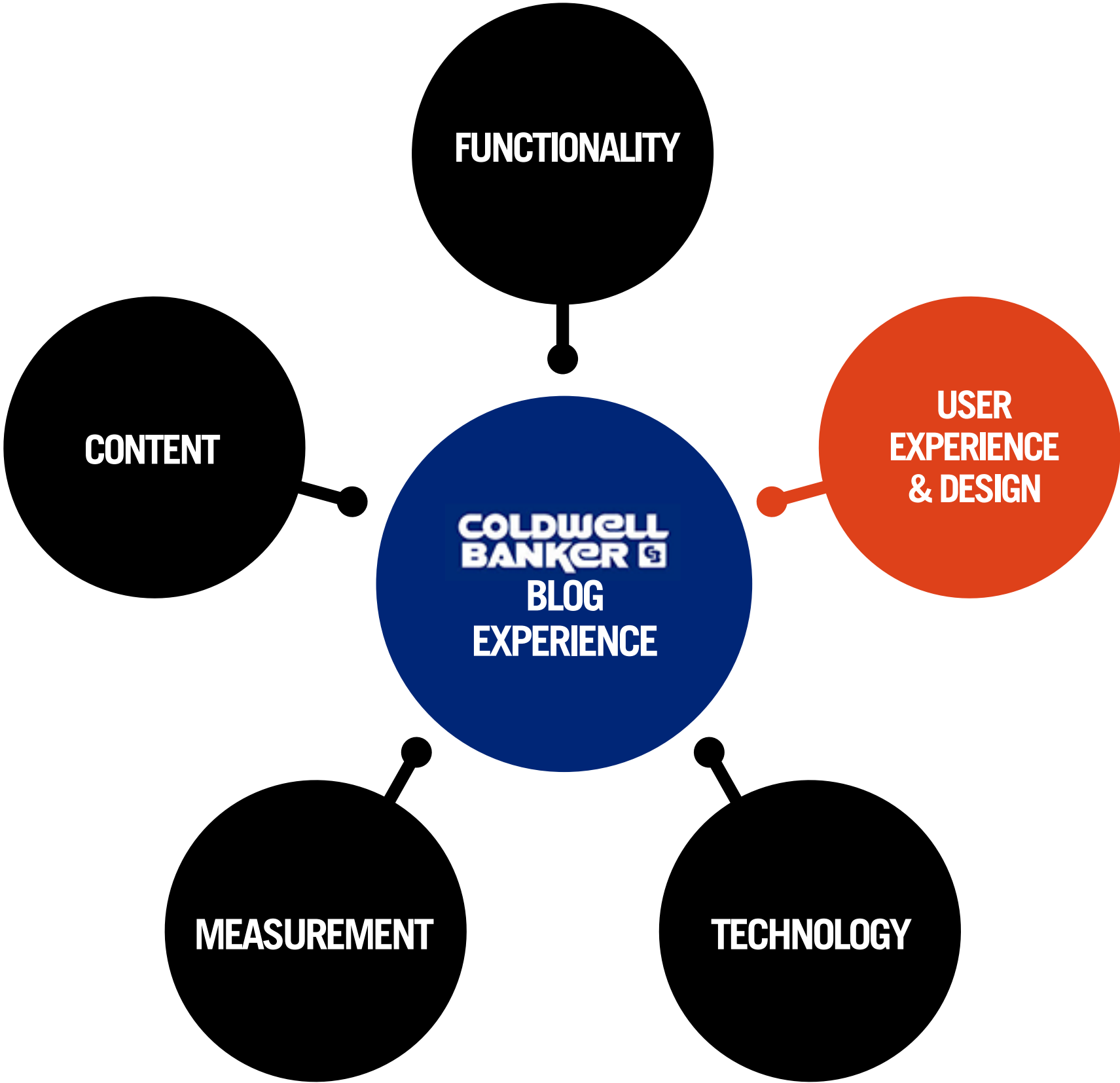
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# STRATEGIC RECOMMENDATIONS



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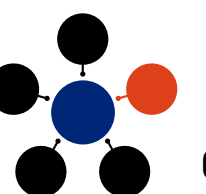
**"THE SITE NEEDS TO BE EASIER FOR AGENTS AND  
BROKERS TO USE. THERE'S A TON OF CONTENT  
OUT THERE THAT'S IMPOSSIBLE TO FIND."**

- CONTENT CREATOR



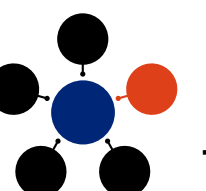
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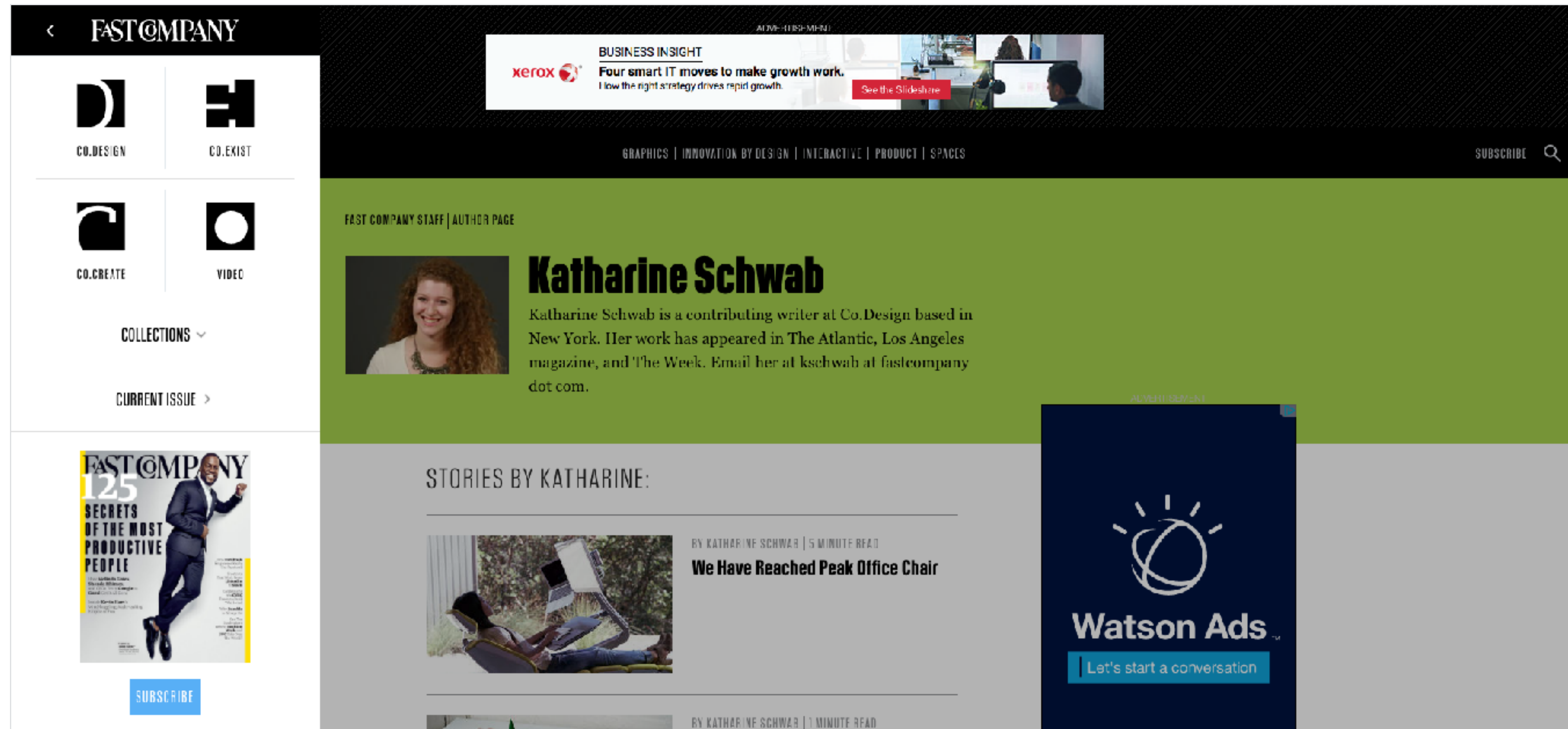


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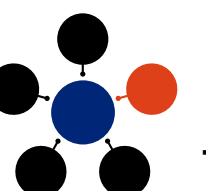
# UNIFIED NAVIGATION



STRATEGY

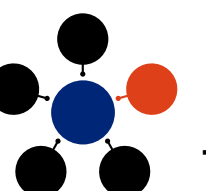
USER EXPERIENCE AND DESIGN

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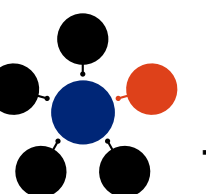
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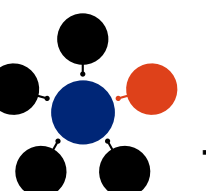
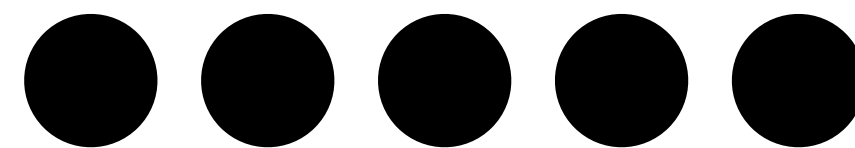


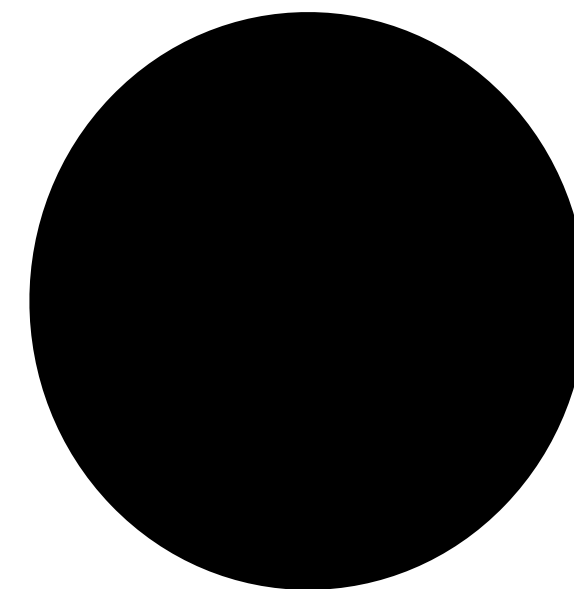
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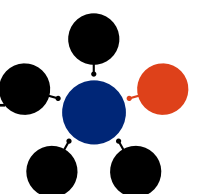
**THE BLOGS WE ANALYZED  
HAD AN AVERAGE OF  
5 CATEGORIES**





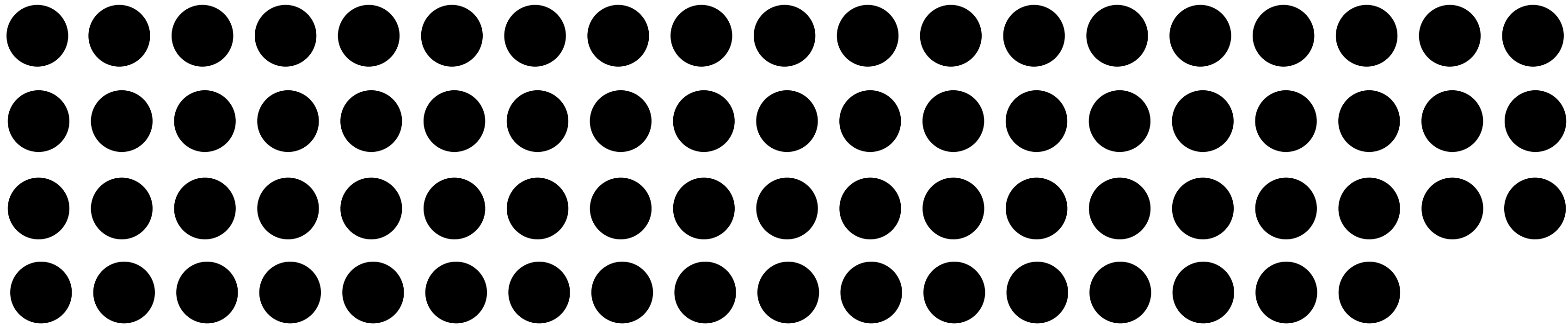
## STRATEGY

USER EXPERIENCE AND DESIGN

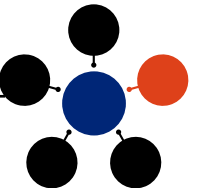




**BLUE MATTER HAS**

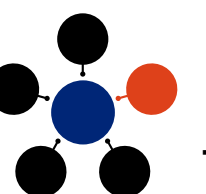


**74 CATEGORIES**



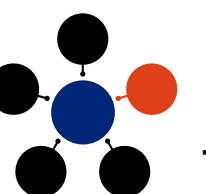
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# SECTION FOR VIDEO

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233 EPISODES



BRAND EVOLUTION

51 EPISODES



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CREATION STORIES

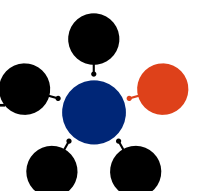
17 EPISODES



STRATEGY

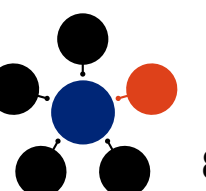
USER EXPERIENCE AND DESIGN

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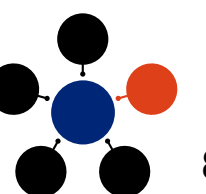
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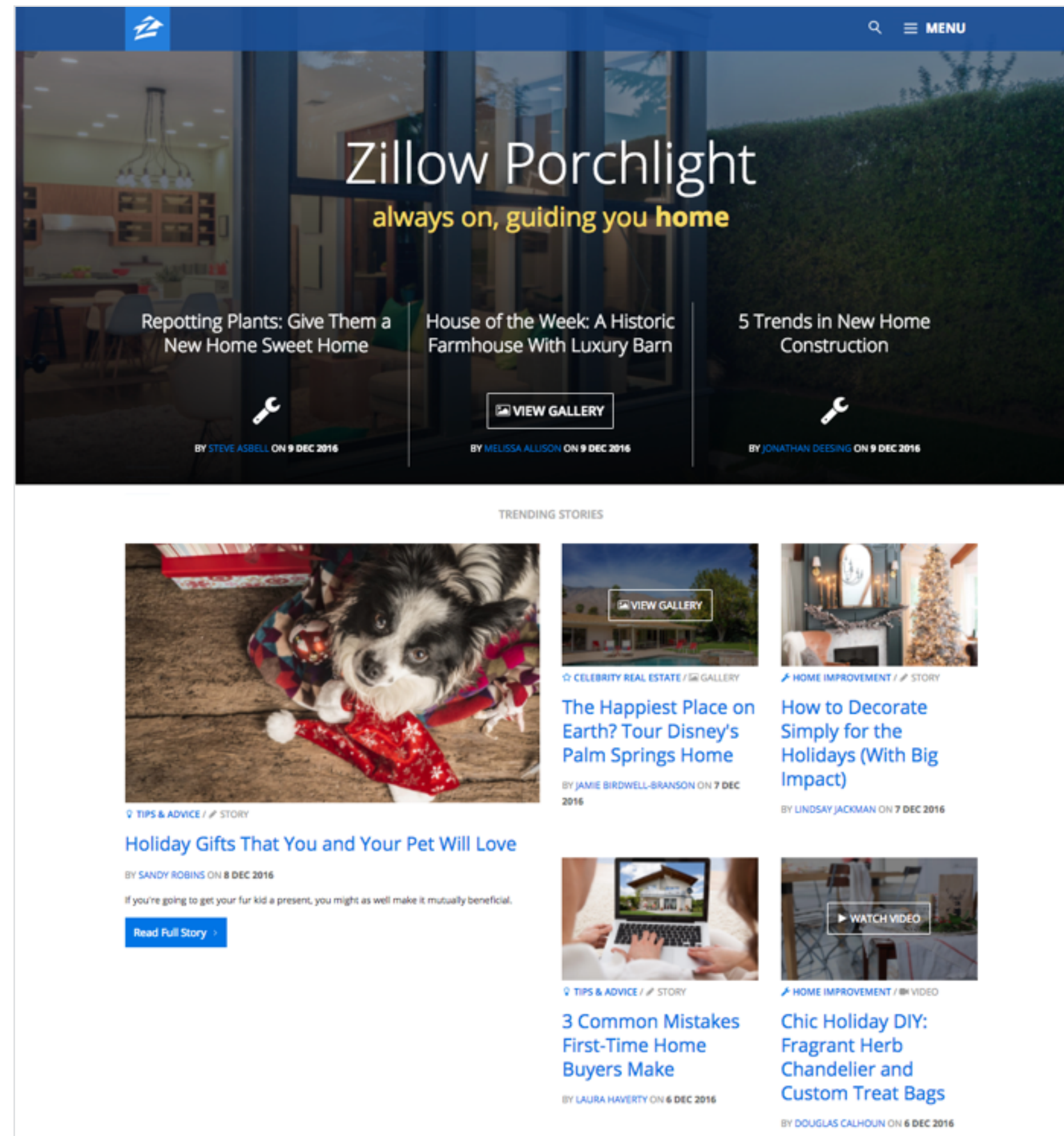
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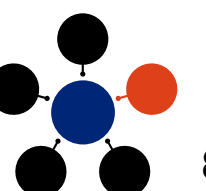


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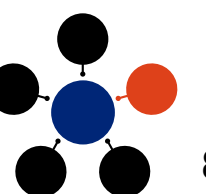
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USER EXPERIENCE AND DESIGN



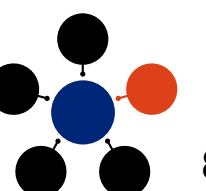
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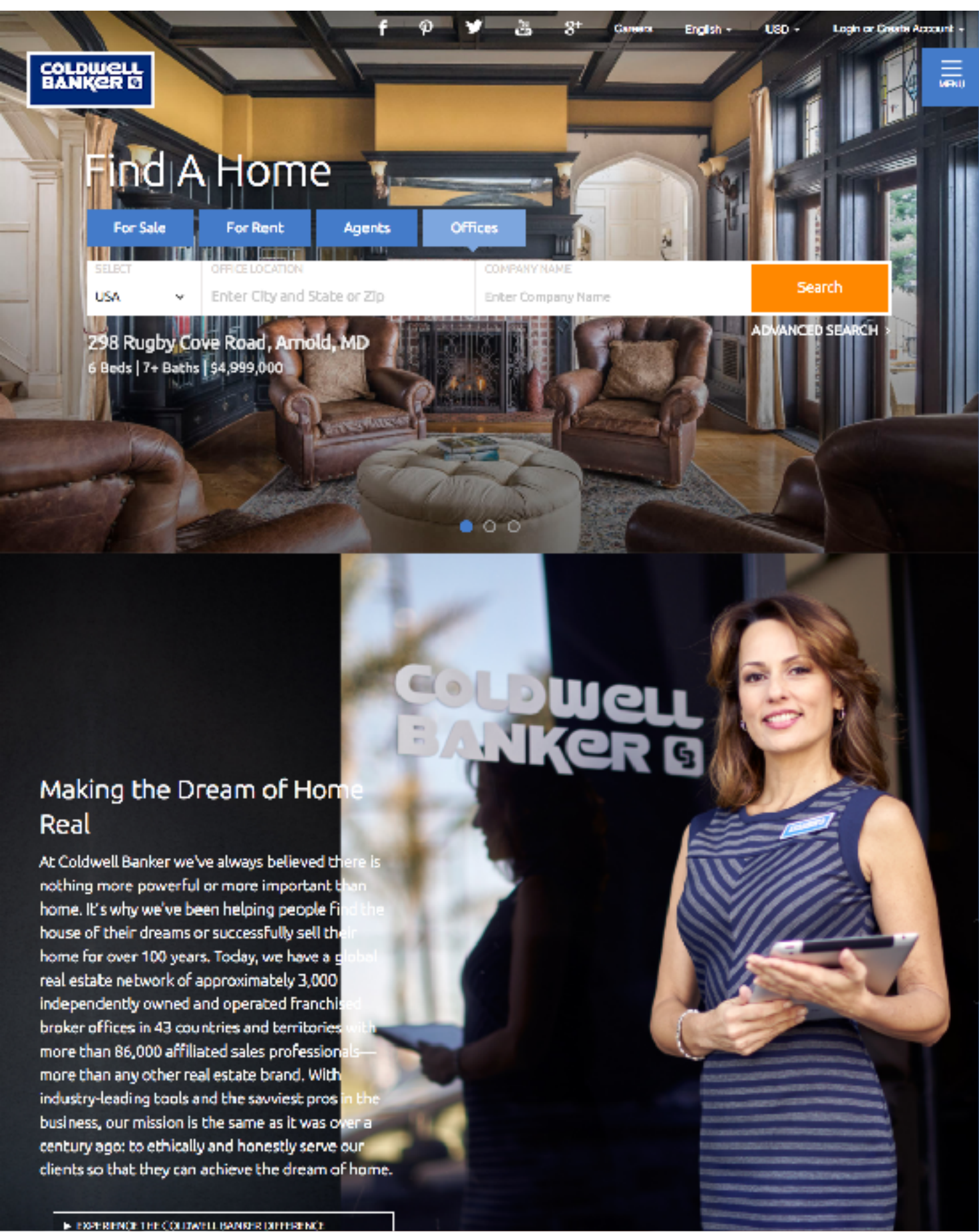
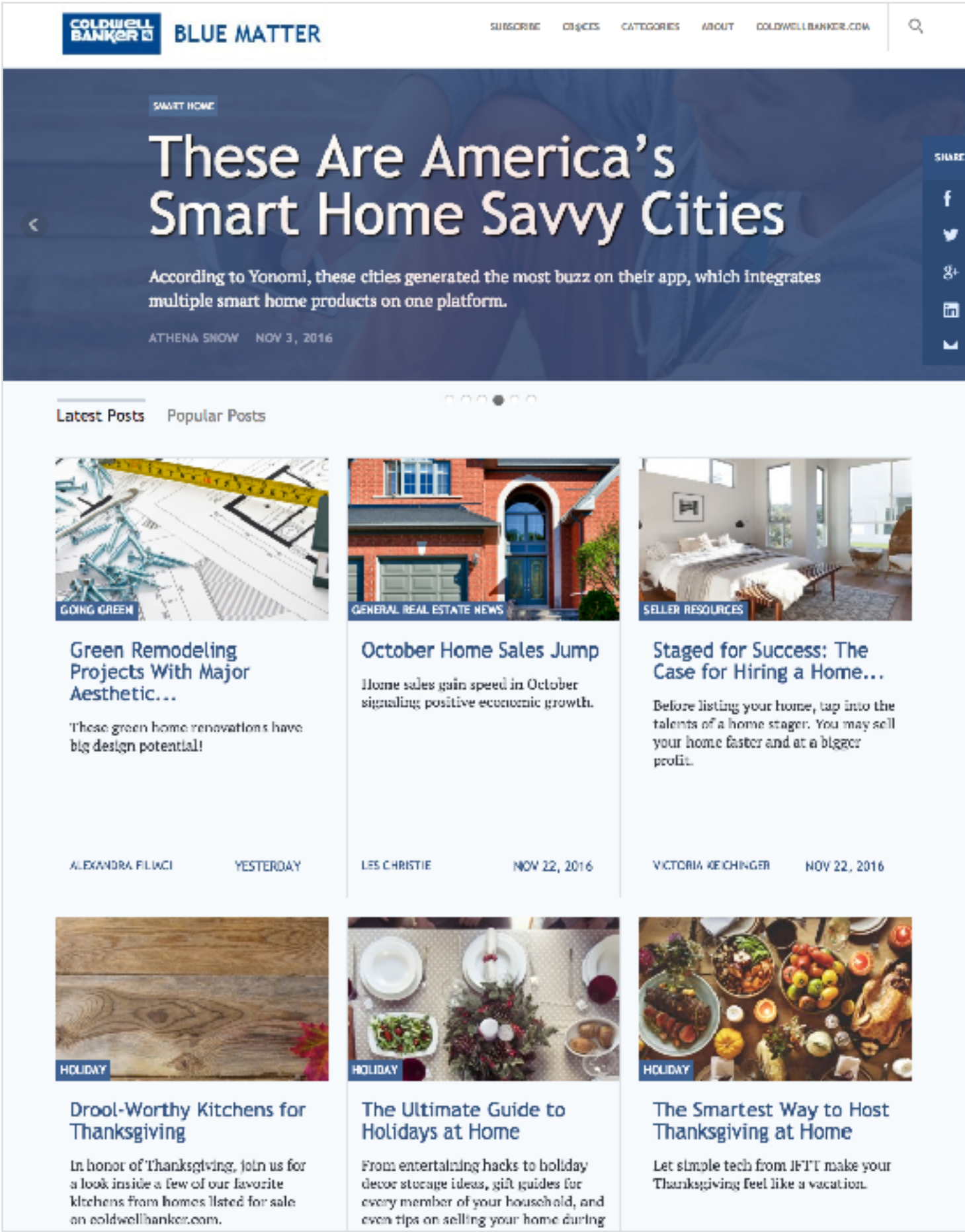
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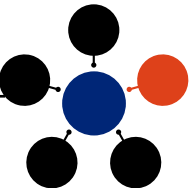
# REDESIGN TO BE MODERN



## STRATEGY

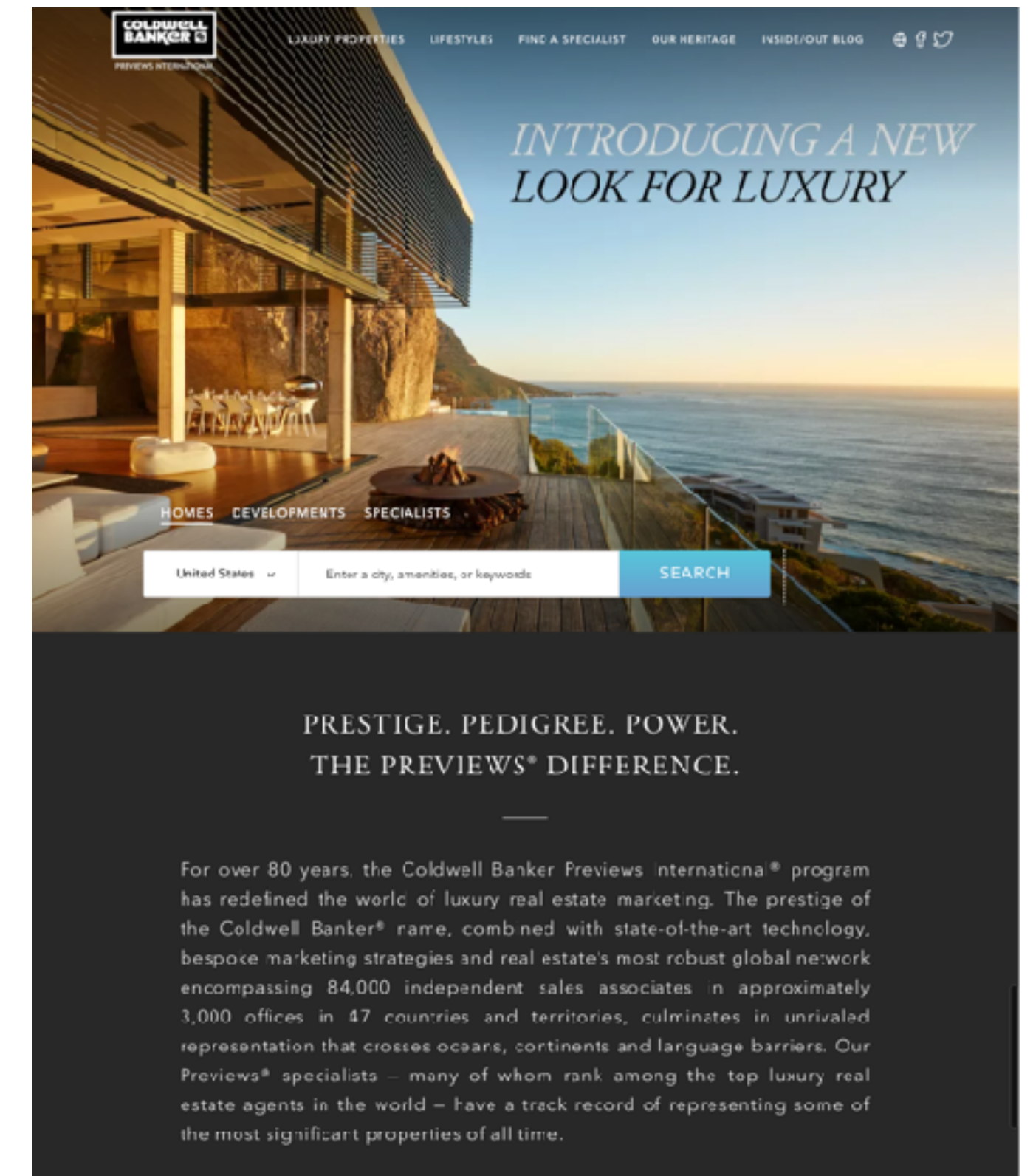
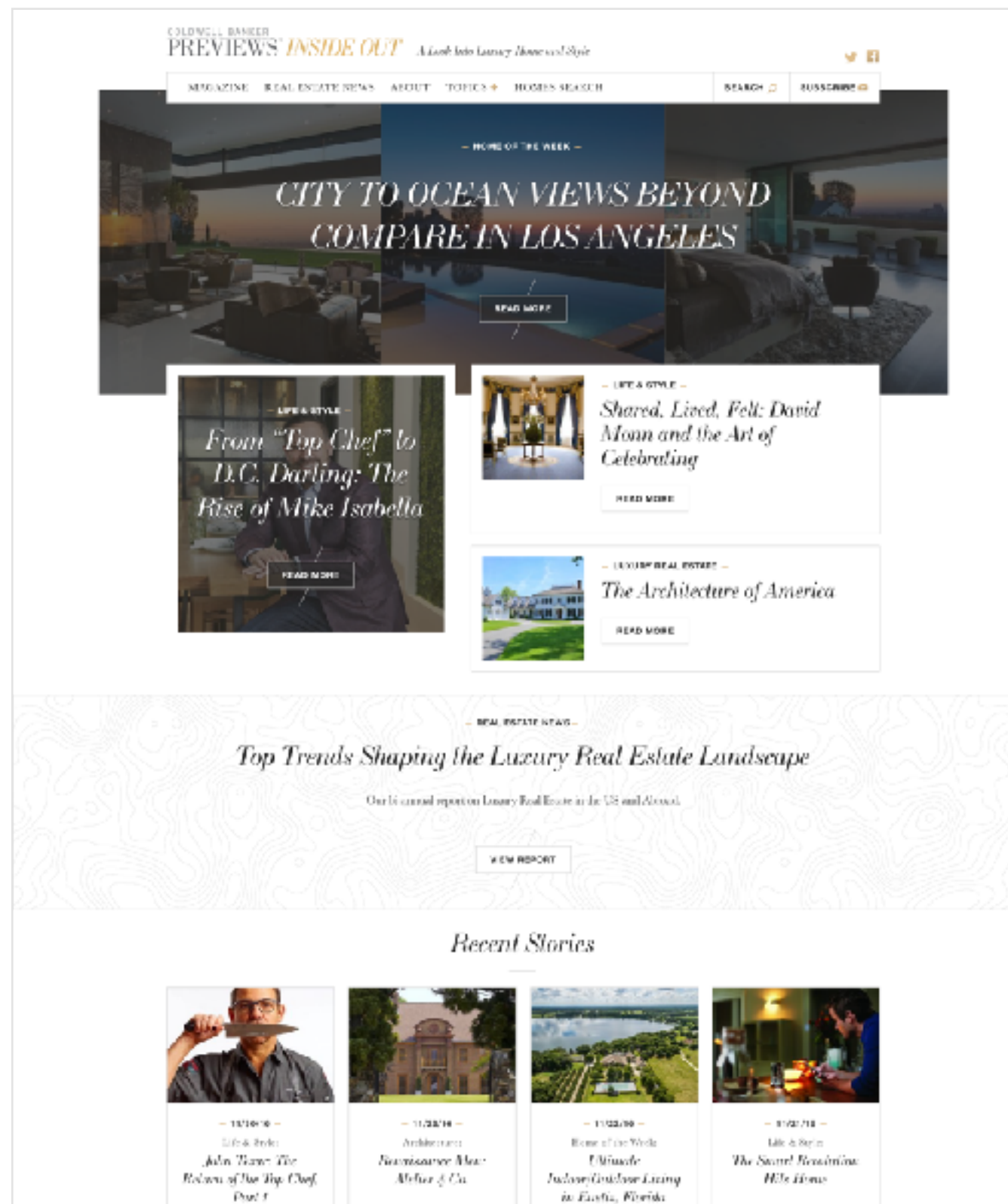
USER EXPERIENCE AND DESIGN

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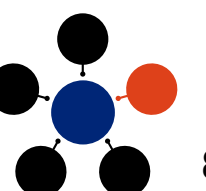
# REDESIGN FOR BRAND ALIGNMENT



## STRATEGY

USER EXPERIENCE AND DESIGN

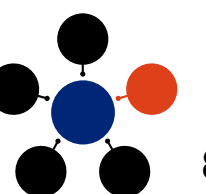
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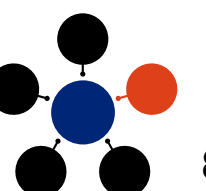
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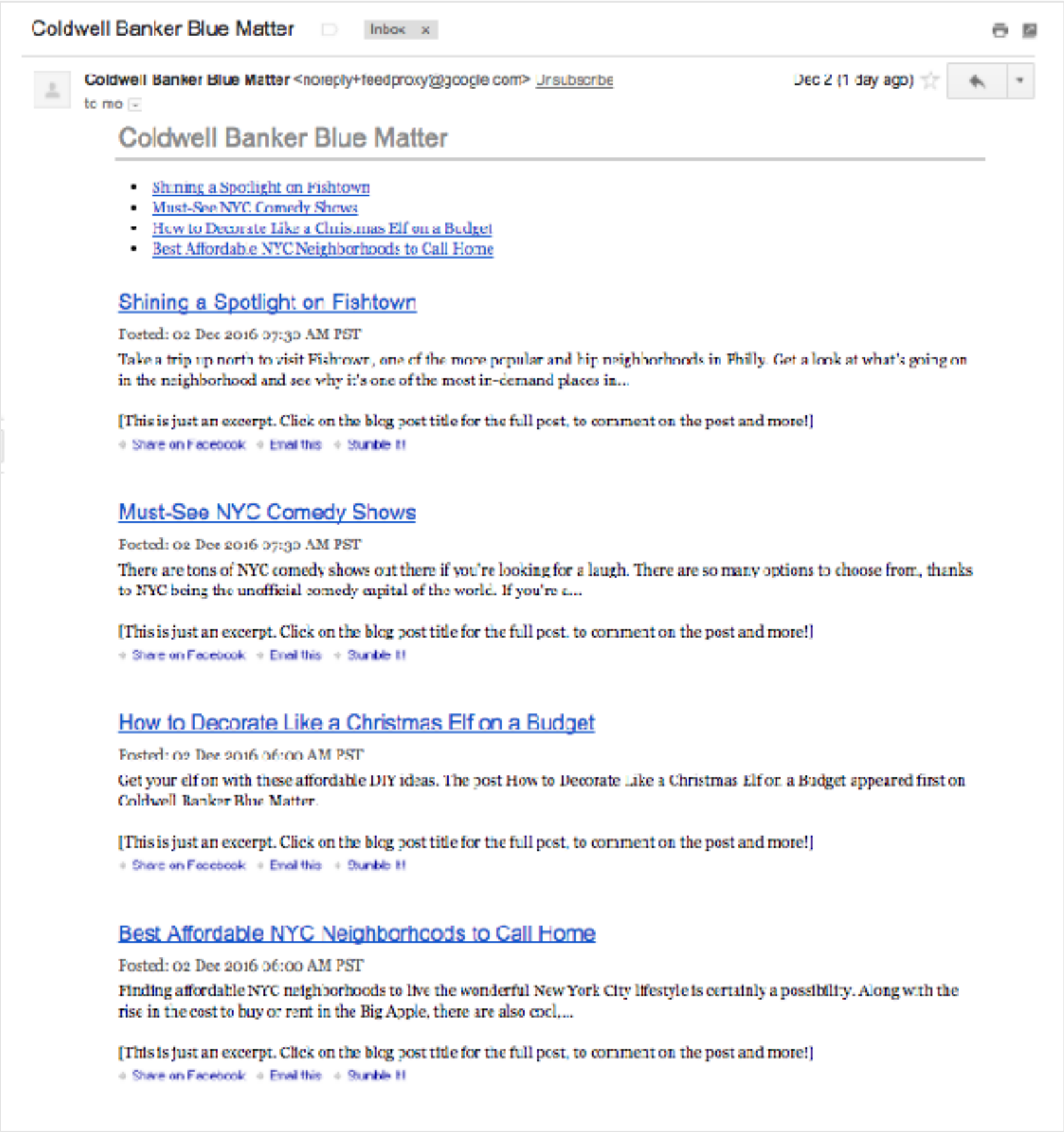
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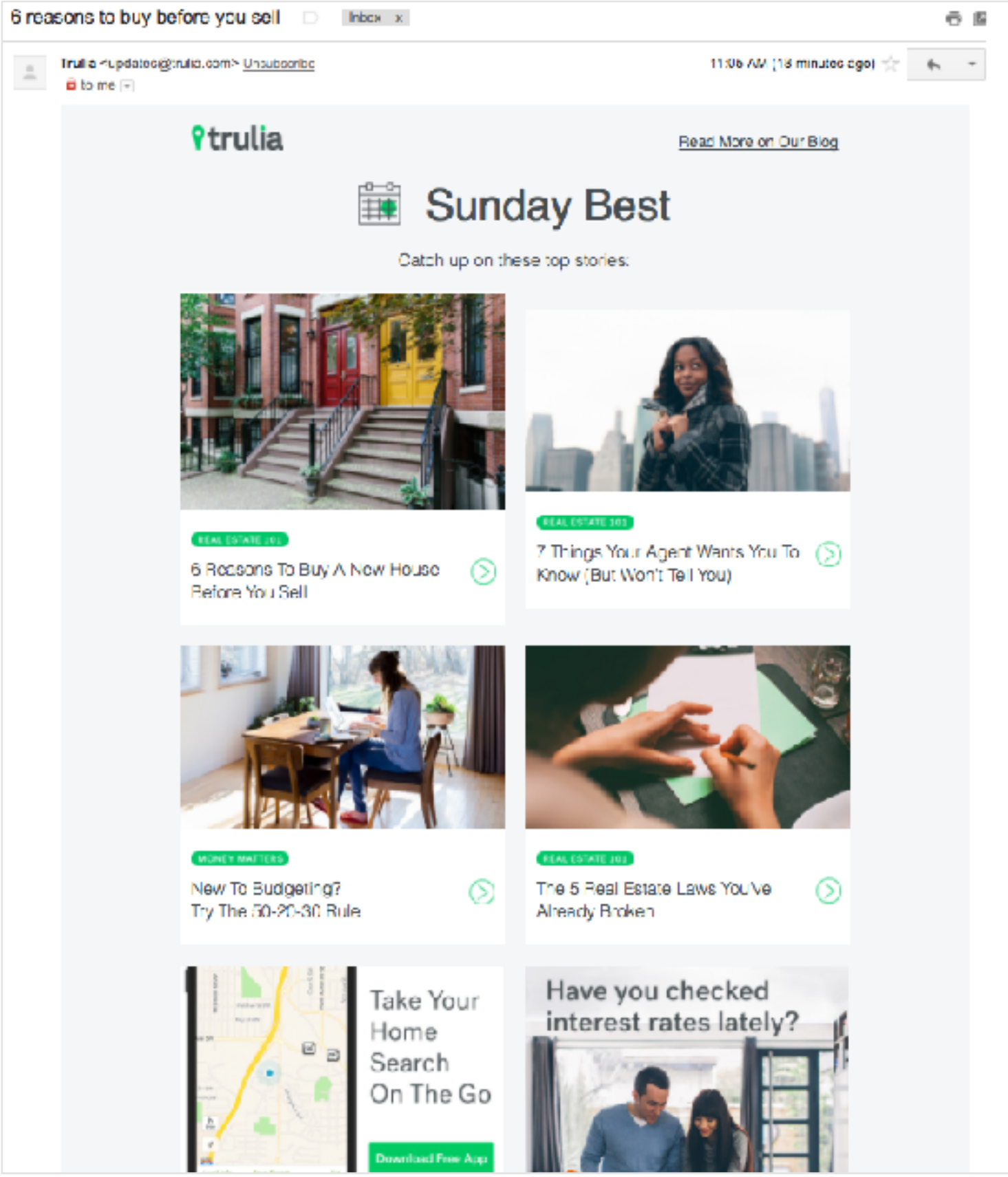


# NEWSLETTER

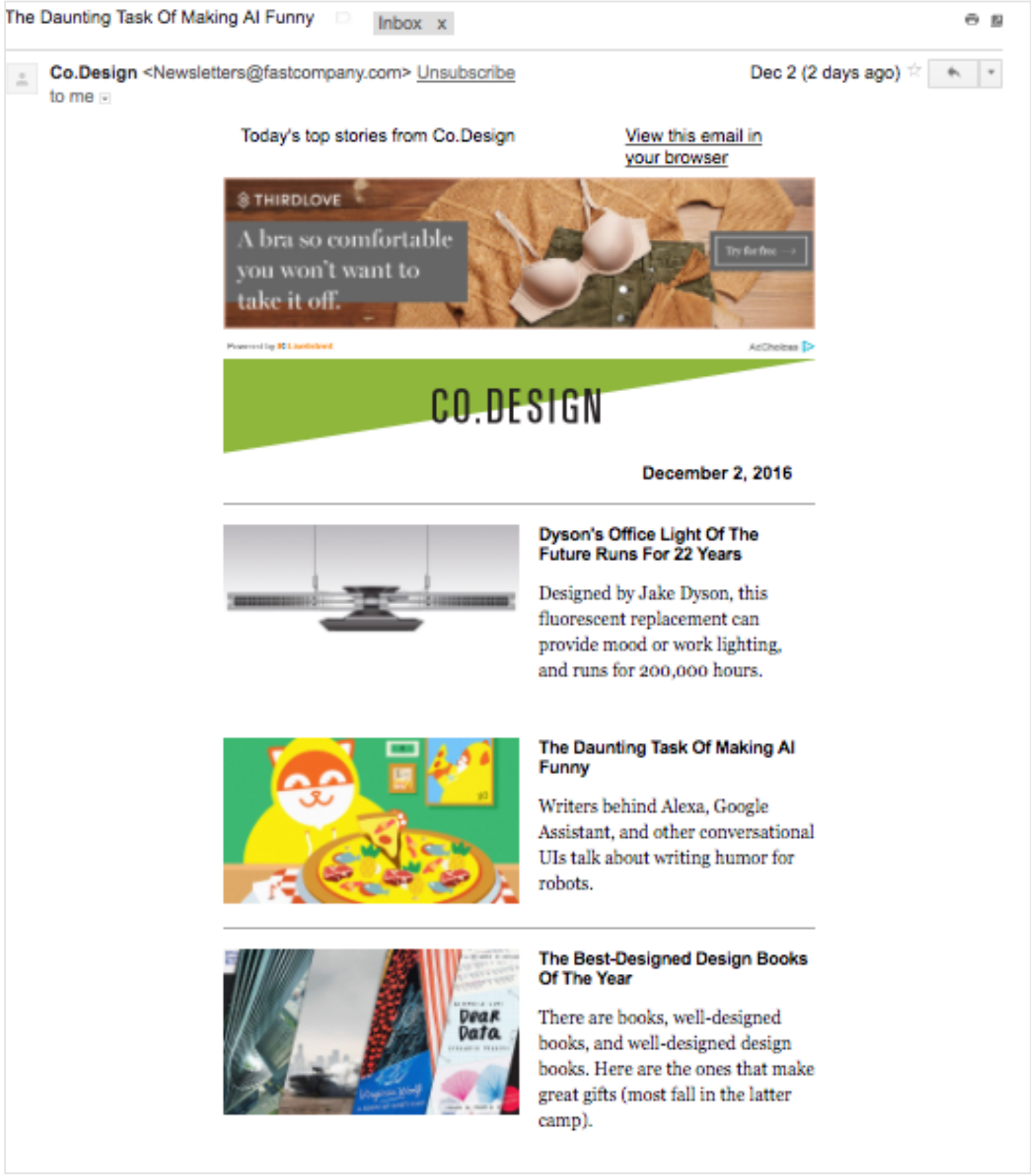
## BLUE MATTER



## TRULIA



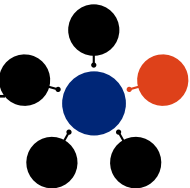
## FAST COMPANY



STRATEGY

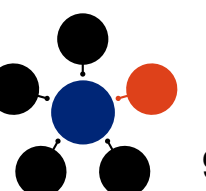
USER EXPERIENCE AND DESIGN

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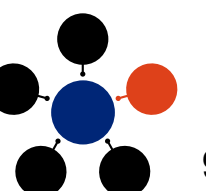
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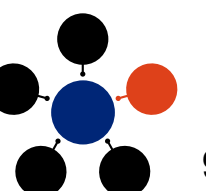
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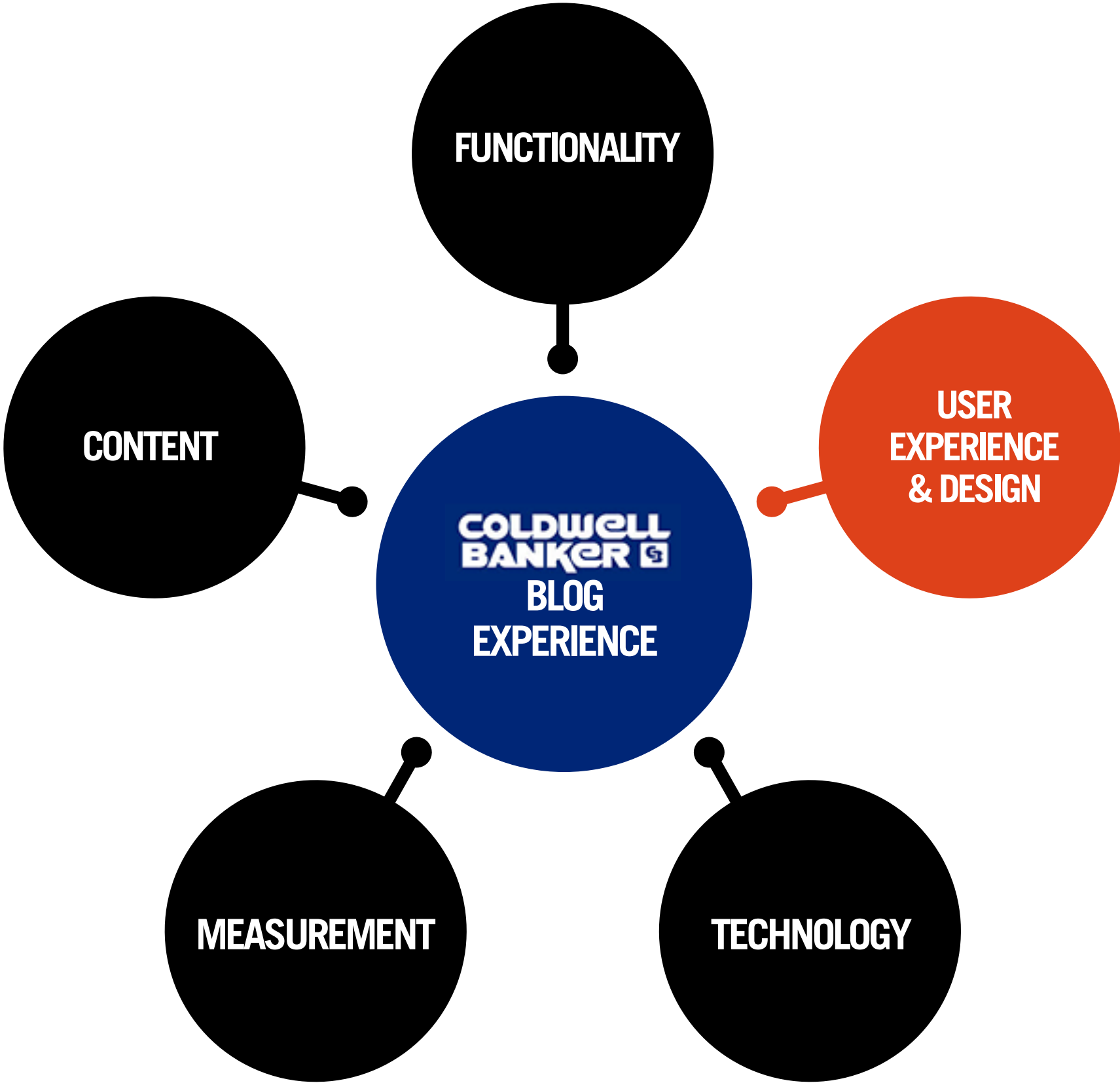


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- 2 REARCHITECT THE CATEGORIES**
- 3 CREATE A SECTION FOR VIDEO**
- 4 DISPLAY FEATURED HOMES PROMINENTLY**
- 5 REDESIGN THE PAGES TO BE MODERN AND BRANDED**
- 6 REVAMP THE NEWSLETTER DESIGN**
- 7 CONNECT TO LISTINGS AND AGENTS IN MEANINGFUL WAYS**

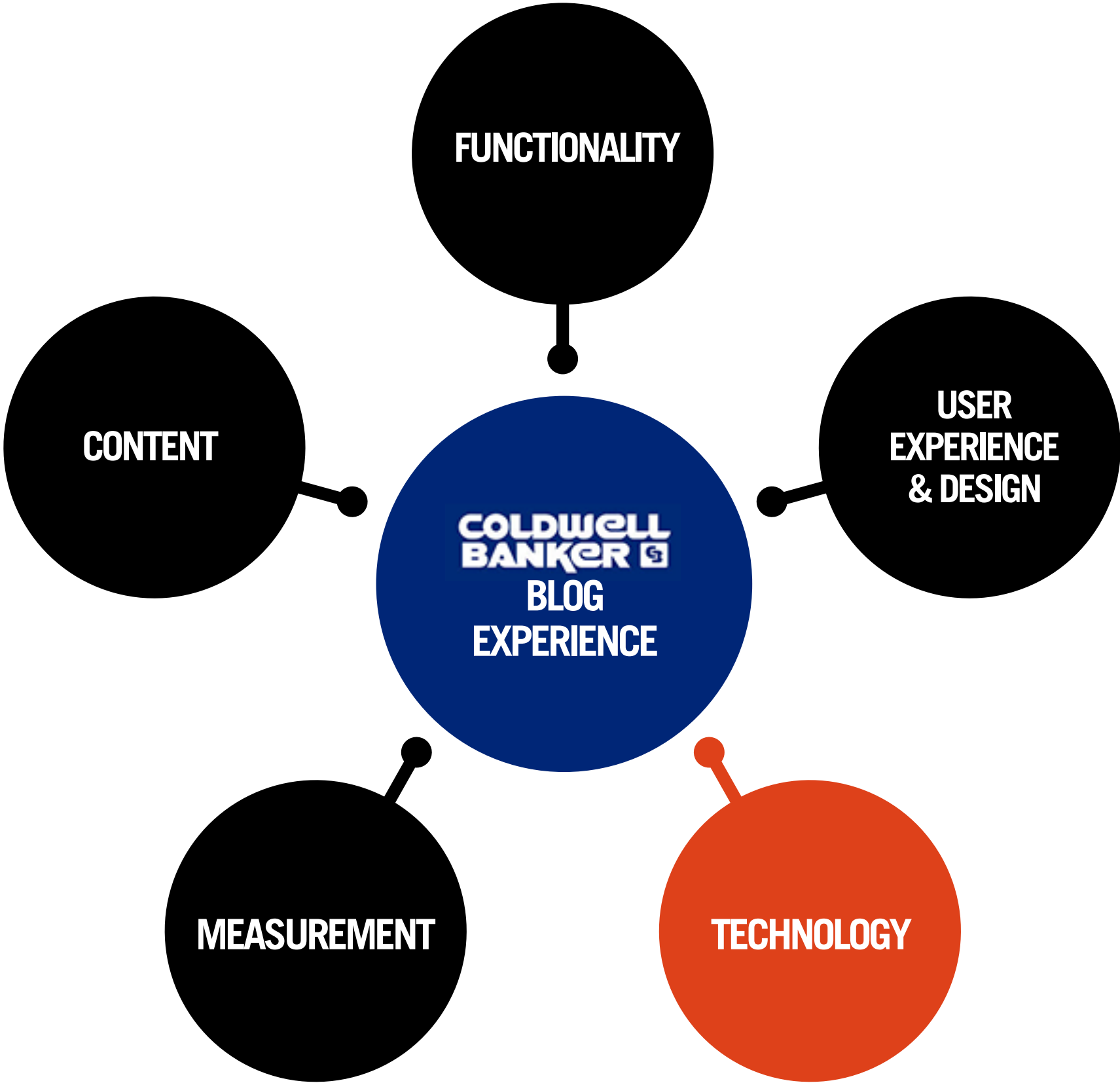


# STRATEGIC RECOMMENDATIONS





# STRATEGIC RECOMMENDATIONS

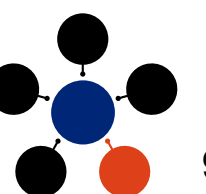


**“THE BACKEND IS INCREDIBLY BROKEN.”**







- CONTENT CREATOR

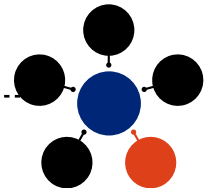
# CONSOLIDATE AND UPGRADE THE BACKEND

- 1 SCALABLE ARCHITECTURE**
- 2 FLEXIBLE TEMPLATES**
- 3 CONSISTENT UPDATES ACROSS ALL WEBSITES**
- 4 SHARED FEATURES AND EXPERIENCES**
- 5 CONTENT CALENDAR WITH PERFORMANCE DATA**



# MULTISITE CMS EVALUATION

	 WORDPRESS	 DRUPAL 7	 DRUPAL 8	 AEM	 SITECORE	 CONTENTFUL
LICENSING COST	✓	✓	✓	✓	✗	✗
IMPLEMENTATION COST	✓	-	-	✗	✗	✗
SUPPORT COST	✓	✗	✓	✓	✓	✗
MULTI-SITE	-	✓	-	✓	✓	✗
MULTI-LANGUAGE	-	-	-	✓	✓	✓
EDITORIAL WORKFLOW	-	✓	✓	✓	✓	✓
EDITORIAL CALENDAR	-	-	-	✓	✓	✗
EASE OF MODERATION	✓	-	-	✗	✗	✓
FAMILIARITY	✓	✗	✗	✗	✗	✗



# THE TOP TWO MULTISITE CMS PRODUCTS

## ADVANTAGES

## DISADVANTAGES



WORDPRESS

LOWER UPFRONT COST  
FAMILIARITY WITH PRODUCT  
EASE OF MODERATION

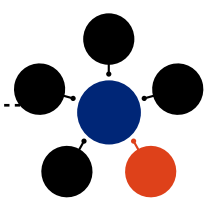
ENTERPRISE FUNCTIONALITY REQUIRES PLUGINS  
EDITORIAL WORKFLOW  
CONTENT CALENDAR



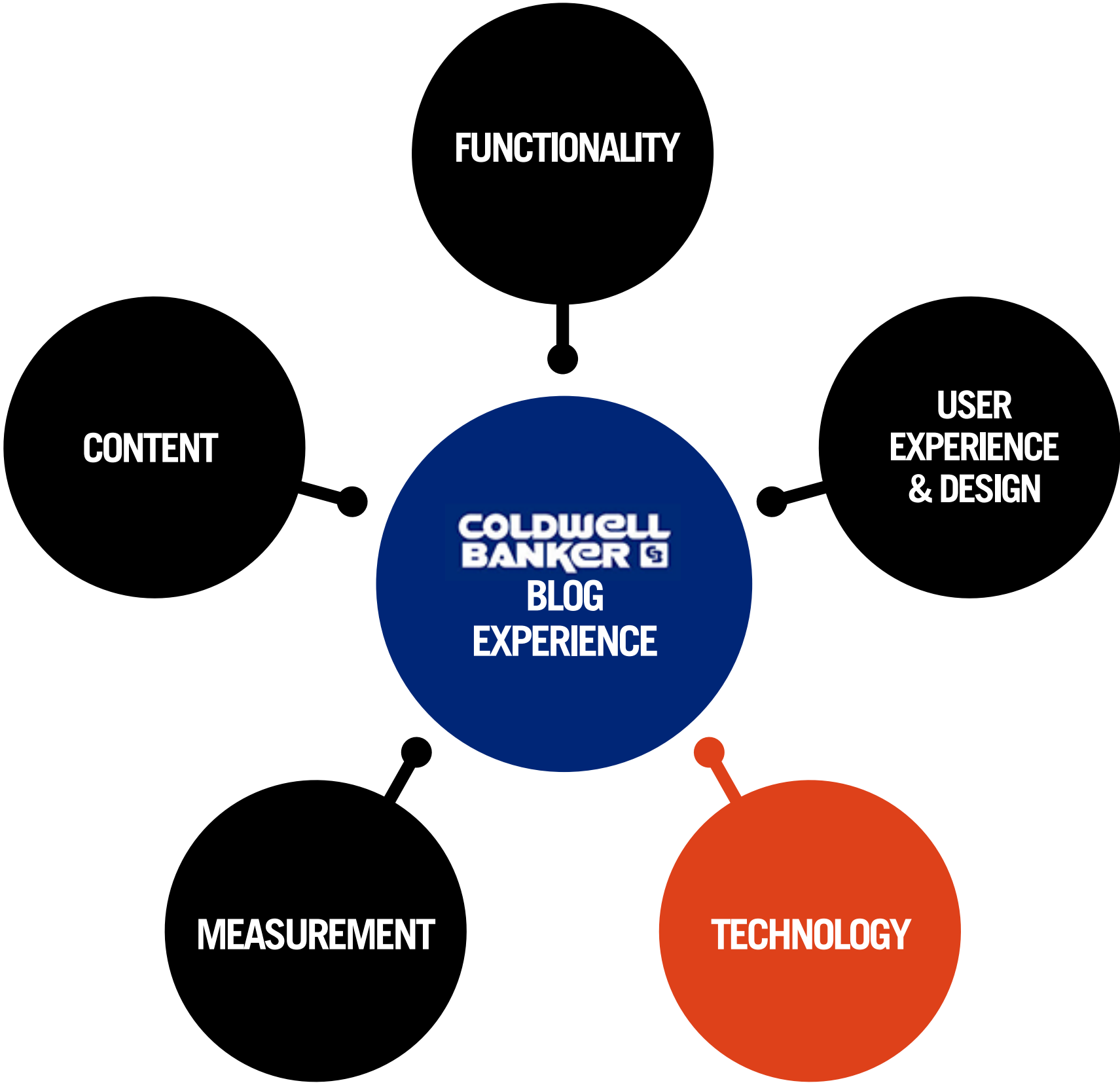
AEM

ENTERPRISE FUNCTIONALITY OUT OF THE BOX  
MULTISITE  
EDITORIAL WORKFLOW  
ALIGNED WITH REALOGY IT STRATEGY

HIGHER UPFRONT COSTS

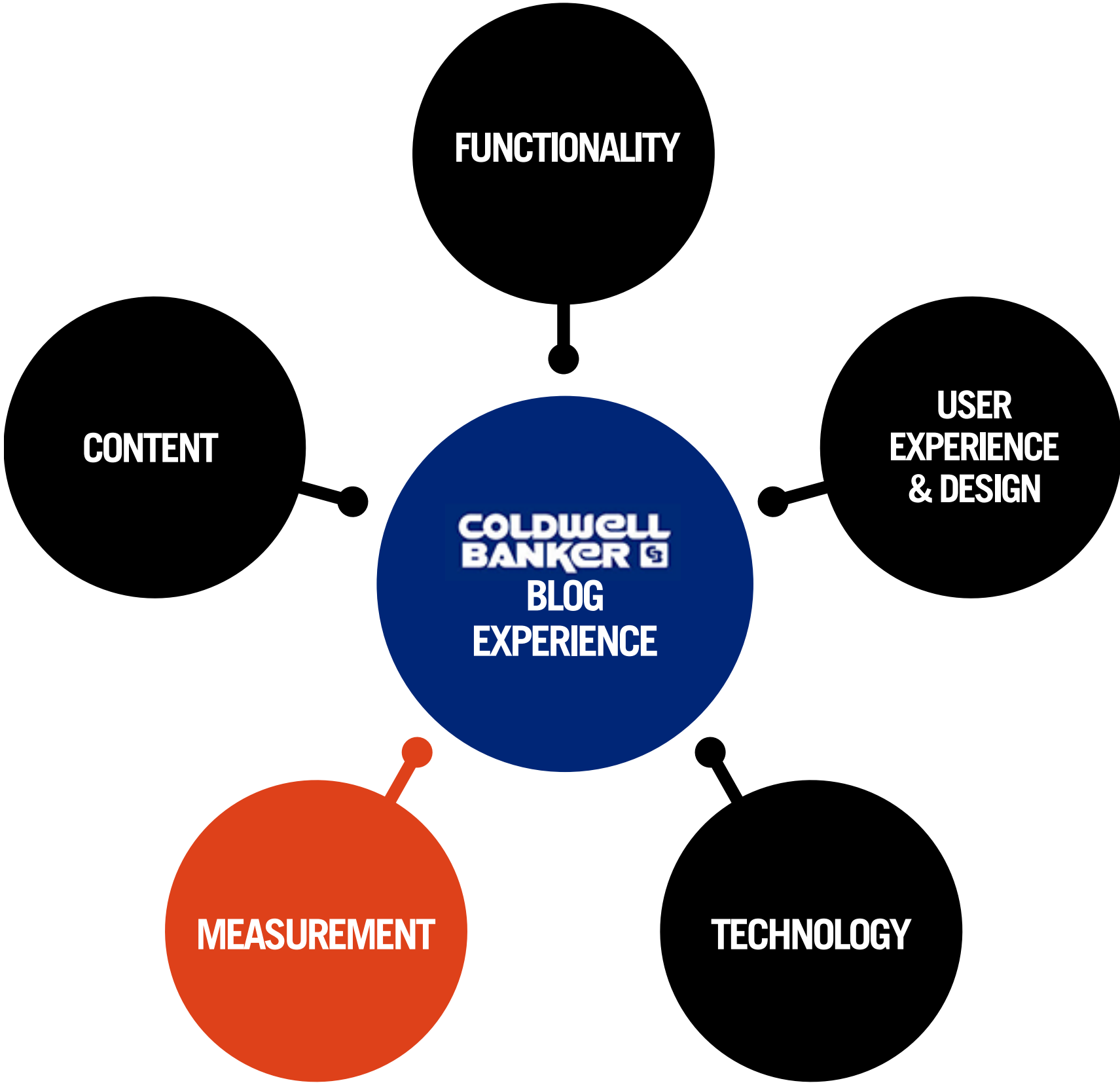


# STRATEGIC RECOMMENDATIONS





# STRATEGIC RECOMMENDATIONS



**"WE NEED A WAY TO LOOK AT PAST ARTICLES AND  
DEVELOP CONTENT BASED ON WHAT WAS  
SUCCESSFUL. THIS IS CURRENTLY DONE BY GUT."**

**- BUSINESS SPONSOR**

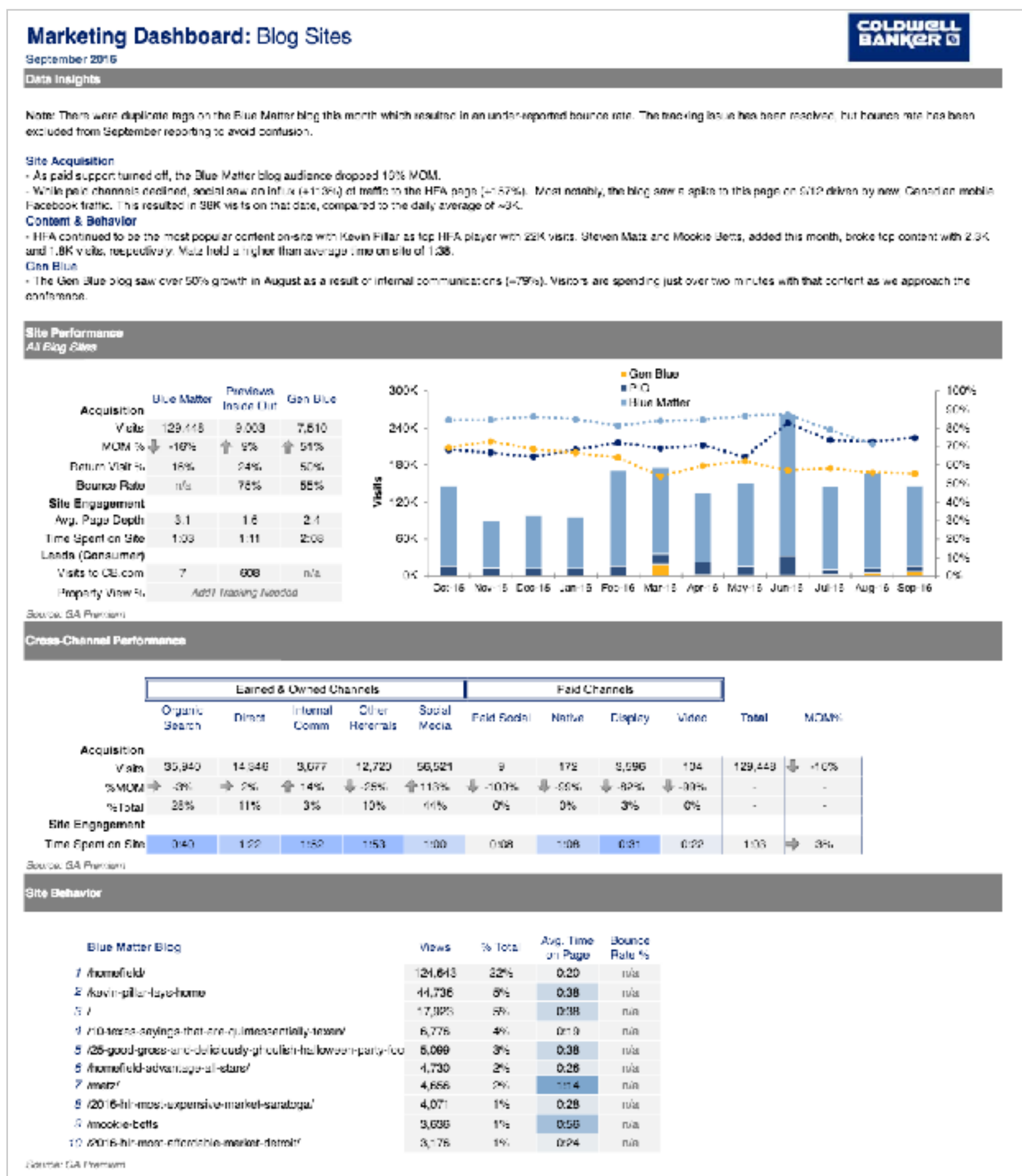
# EXPAND KPIS AND ANALYTICAL TOOLS

**THERE ARE FIVE CATEGORIES OF KPIS:**

- 1 LEAD GENERATION**
- 2 WEBSITE & TRAFFIC METRICS**
- 3 SEO OPTIMIZATION**
- 4 PAID ADVERTISING**
- 5 SOCIAL MEDIA TRACKING**

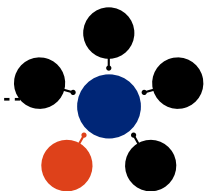


# YOU'RE TRACKING SOME OF THIS, BUT THE DATA IS IN DIFFERENT PLACES

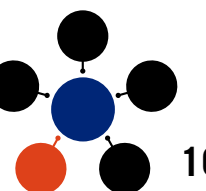


2016	Facebook				Twitter		Google+	Instagram	Pinterest	YouTube		Blog		Partnerships	YTD Sum	% of Goal	KPI			
Month	Unique Page Likes	Unique Video Views	Revenue: Unique Page Likes	Revenue: Video Views	Engagements	Revenue: Engagements	Plus 1s	Engagements	Monthly Views	Video Views	Engagements	Net Growth	ROI Growth	Other			Change	Revenue	Comments	
Jan	15,551	1,155,473	9,107	20,777	8,201	788	15,328	8,619	1,001,024	1,840,149	8,282	85,691	11,194	15,073	1,761,711	3%	2,889,642	27%	CBS-20P	
Feb	165,100	1,757,660	16,713	47,316	9,546	1,058	21,958	6,508	1,193,660	1,917,171	8,126	81,056	15,796	271,751	1,265,078	20%	1,626,771	+25%	Orange County's 2016	
Mar	246,174	1,491,797	18,716	589,352	10,765	1,771	12,559	5,706	1,470,707	1,866,079	7,191	139,342	16,486	271,769	1,771,311	22%	733,075	4%	Home Scaping Week	
Apr	309,357	1,191,268	7,486	142,024	10,969	3,971	12,367	4,428	1,569,493	2,204,006	9,112	111,957	20,224	280,062	1,749,763	44%	946,199	13%	3-Team League	
May	369,379	1,344,541	15,295	106,725	7,803	N/A	11,358	675,743	1,648,282	1,469,835	4,358	134,923	14,285	500,981	1,434,694	75%	1,700,363	101%	3-Team League	
Jun	257,328	212,233	27,911	148,110	6,702	295	8,148	465,987	1,349,304	4,627,858	3,903	229,303	21,446	291,446	1,557,560	67%	6,551,717	146%	MIR H&A Kickoff	
Jul	319,726	133,258	11,654	171,620	14,037	453	8,573	4,271	962,732	2,621,499	2,629	134,343	7,192	379,821	1,423,314	50%	2,889,642	326%		
Aug	242,330	109,185	17,574	154,560	8,232	382	20,968	7,122	939,862	4,241,291	2,754	133,641	3,127	558,122	1,217,805	110%	2,887,115	43%	HFA	
Sep	37,248	102,803	7,126	130,354	3,584	982	1,111	3,596	1,011,141	6,014,737	2,048	139,448	9,003	231,093	7,823,620	133%	6,249,122	215%		
Oct	125,243	602,008	47,822	196,545	5,627	167	6	4,547	1,212,822	597,121	1,845	138,467	64,741	197,168	3,241,821	140%	496,496	+21%		
Nov															0					
Dec															0					
2016 Total															65,817,711					
2016 KPI: 47M Engagements																				
Jan Partnerships-CNET monthly visits to our sponsored page																				
Feb Partnerships-CNET monthly visits & Video Views																				
Mar Partnerships-CNET visits & video views																				
April Partnerships-CNET visits & video views																				
May Partnerships-CNET visits & video views																				
June Partnerships-CNET visits & video views																				
July Partnerships-CNET visits & video views + MLB video views																				
August Partnerships-CNET visits & video views + MLB video views																				
September Partnership-Walking on CNET...will receive 10/7 EOD																				

Keyword	Feb. '16 Position	Mar. '16 Position	Apr. '16 Position	May '16 Position	Jun. '16 Position	Jul. '16 Position	Aug. '16 Position	Sep. '16 Position	Oct. '16 Position	Oct. '16 Position	URL
smart homes technology	28	26	26	N/A	N/A	N/A	N/A	28	28	15	<a href="http://blog.coldwellbarker.com/selling-a-smart-home/">http://blog.coldwellbarker.com/selling-a-smart-home/</a>
smart home features	13	13	16	16	13	13	17	17	17	14	<a href="http://blog.coldwellbarker.com/selling-a-smart-home/">http://blog.coldwellbarker.com/selling-a-smart-home/</a>
smart home innovations	17	18	18	28	N/A	N/A	N/A	N/A	N/A	13	<a href="http://blog.coldwellbarker.com/selling-a-smart-home/">http://blog.coldwellbarker.com/selling-a-smart-home/</a>
smart home guide	18	27	27	N/A	N/A	N/A	N/A	N/A	N/A	N/A	No URL
smart home blog	20	20	21	21	13	15	12	12	12	13	<a href="http://blog.coldwellbarker.com/category/smart-home/">http://blog.coldwellbarker.com/category/smart-home/</a>
smart home of the future	27	27	27	27	N/A	N/A	N/A	N/A	N/A	N/A	No URL
smart home service	27	27	14	14	14	N/A	N/A	N/A	N/A	N/A	No URL
Keyword	Feb. '16 Search Volume	Mar. '16 Search Volume	Apr. '16 Search Volume	May '16 Search Volume	Jun. '16 Search Volume	Jul. '16 Search Volume	Aug. '16 Search Volume	Sep. '16 Search Volume	Oct. '16 Search Volume	Oct. '16 Search Volume	
smart homes technology	30	30	30	N/A	N/A	N/A	N/A	30	30	30	
smart home features	70	70	70	70	90	90	90	90	90	90	
smart home innovations	40	40	40	40	N/A	N/A	N/A	N/A	N/A	50	
smart home guide	30	30	30	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
smart home blog	90	90	90	90	110	110	110	110	110	110	
smart home of the future	50	50	50	50	N/A	N/A	N/A	N/A	N/A	N/A	
smart home service	10	10	10	10	10	N/A	N/A	N/A	N/A	N/A	

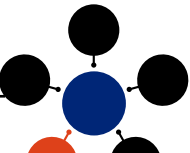
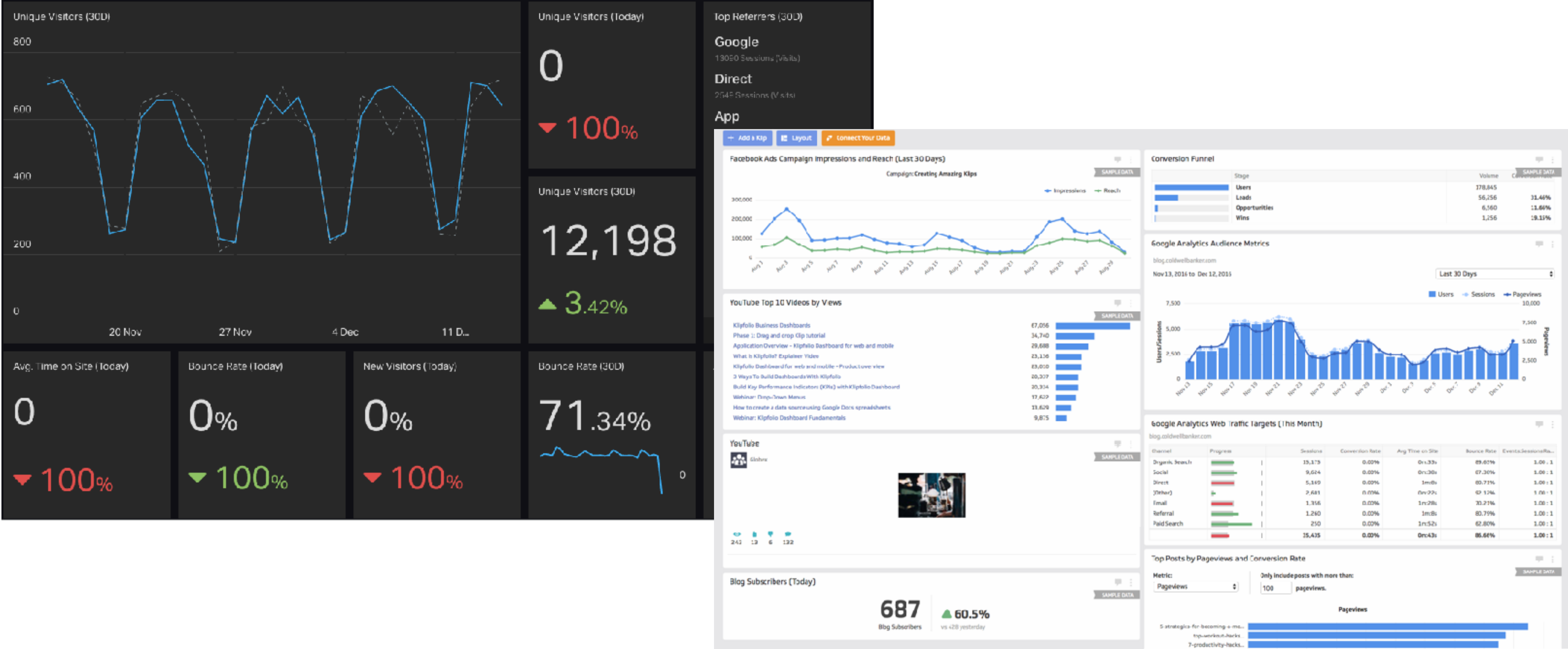


**WE RECOMMEND AN  
INTEGRATED DASHBOARD**





# INTEGRATED DASHBOARDS

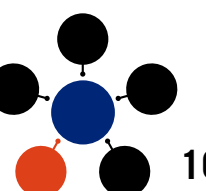




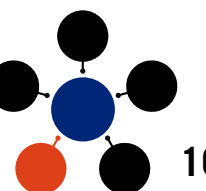
# EXPAND KPIS AND ANALYTICAL TOOLS

## WE ALSO RECOMMEND YOU BEGIN TO MEASURE:

- 1** PERFORMANCE OF ALL ARTICLES - NOT JUST THE TOP 10
- 2** ACTUAL PAGES DRIVING TRAFFIC TO CB SITES
- 3** CONTENT CATEGORY / TAG PERFORMANCE
- 4** CONTENT CREATOR PERFORMANCE
- 5** SUBSCRIPTION ENROLLMENT / PAGE VIEWS
- 6** EXTERNAL PAGE VIEWS (HOMES & ESTATES)
- 7** ENGAGEMENT ON NEW FUNCTIONALITY



**AND WE RECOMMEND  
A HEAT MAP TOOL  
TO MONITOR USER BEHAVIOR**



Segments ▾	Pageviews ▾	Unique Pageviews ▾	Avg. Time on Page ▾	Bounce Rate ▾	% Exit ▾	Real-time <div>⌵</div>
All Users	118,238 % of Total: 5.26% (2,245,981) <div></div>	76,182 % of Total: 4.27% (1,785,388) <div></div>	0:01:07 Site Avg: 0:01:24 (-20.53%) <div></div>	39.34% Site Avg: 76.14% (-48.33%) <div></div>	36.80% Site Avg: 65.93% (-44.18%) <div></div>	7 Visitors right now

20%

23%

COLDWELL BANKER

BLUE MATTER

1.1%

SUBSCRIBE

0.5%

CB@CES

3.4%

CATEGORIES

0.9%

ABOUT

COLDWELLBANKER.COM

5.5%

23%

23%

23%

23%

23%

23%

0.3%

TIPS FOR HOME

# New Year’s Resolutions for Your Home

Help your home put its best foot forward with these New Year's resolutions.

ALEXANDRA FILIACI YESTERDAY

0.1%

23%

<

23%

23%

23%

23%

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Popular Posts



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CATEGORIES

ABOUT

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New Year’s Resolutions for Your Home

Your home deserves to have a fresh

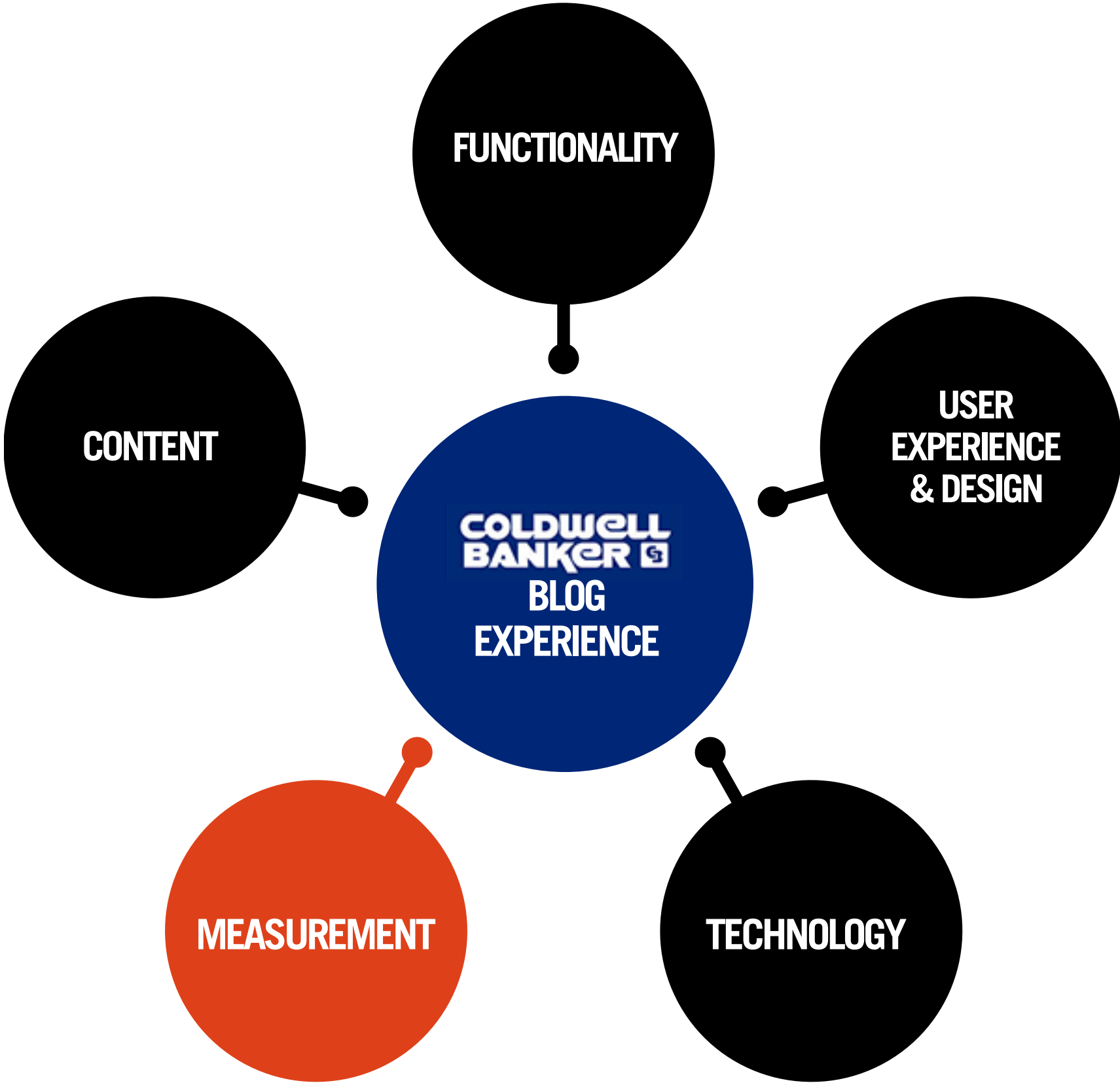
The Top Real Estate Markets for First-Time...

Buying your first home can be an

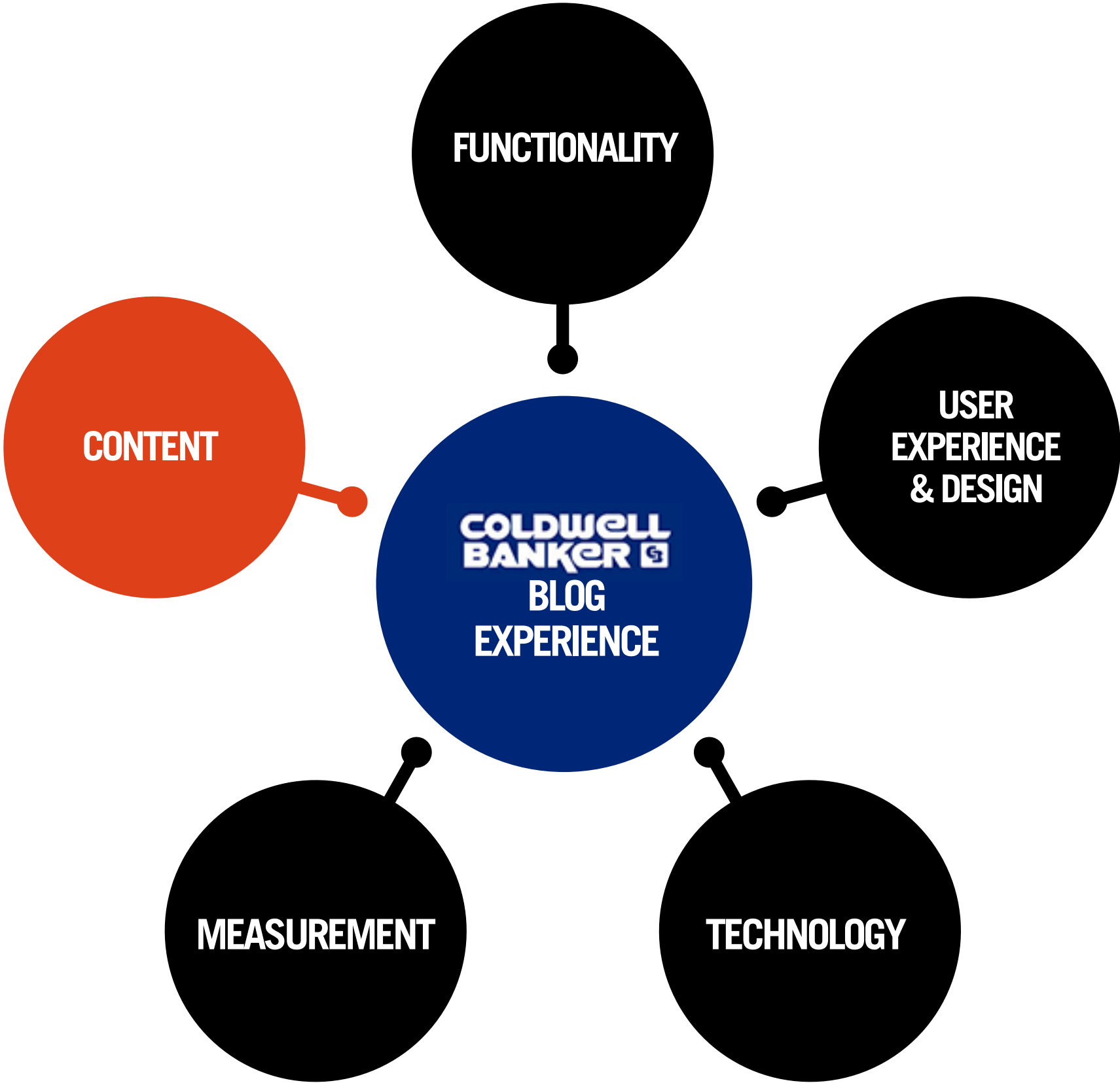
Is a Tiny Home Right for You?

Tiny homes have a quirky appeal

# STRATEGIC RECOMMENDATIONS



# STRATEGIC RECOMMENDATIONS





**"I'M OFTEN **TORN** BETWEEN BEING  
INTERESTING AND **SEO**."**

**- CONTENT CREATOR**



# REVISE STRATEGY AND EXPAND PARTNERSHIPS

- 1 DEVELOP A CONTENT STRATEGY WHICH IS INFORMED BY AN SEO PLAN**
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# DEVELOP AN SEO PLAN

## CURRENTLY USING GOOGLE KEYWORD RANKING DATA

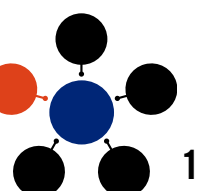
Keyword	Position	Search Volume	URL	Last Month's Position
homes and estates magazine	1	50	<a href="http://www.previewsinsideout.com/homes-estates-magazine/">http://www.previewsinsideout.com/homes-estates-magazine/</a>	1
luxury market report	1	10	<a href="http://www.previewsinsideout.com/topic/real-estate-news/">http://www.previewsinsideout.com/topic/real-estate-news/</a>	19
homes and estates	2	70	<a href="http://www.previewsinsideout.com/homes-estates-magazine/">http://www.previewsinsideout.com/homes-estates-magazine/</a>	2
sophia loren house	2	40	<a href="http://www.previewsinsideout.com/house-tour-sophia-loren-and-carlo-pontis-former-italian-villa/">http://www.previewsinsideout.com/house-tour-sophia-loren-and-carlo-pontis-former-italian-villa/</a>	3
homes estates	2	10	<a href="http://www.previewsinsideout.com/homes-estates-magazine/">http://www.previewsinsideout.com/homes-estates-magazine/</a>	13
luxury market report	2	10	<a href="http://www.previewsinsideout.com/wp-content/uploads/2016/04/CBP_LMR_SPRING16_2.5_FINAL.pdf">http://www.previewsinsideout.com/wp-content/uploads/2016/04/CBP_LMR_SPRING16_2.5_FINAL.pdf</a>	19
coldwell banker previews	3	880	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	3
coldwell banker previews international	3	210	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	3
previews real estate	3	90	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	3
coldwell previews	3	30	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	5
coldwellbankerpreviews	3	20	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	3
previews international	4	70	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	3
previews coldwell banker	4	50	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	3
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previews realty	4	30	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	5
coldwell banker preview international	4	30	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	5
coldwellbankerpreviews.com	4	30	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	3
estates and homes magazine	4	20	<a href="http://www.previewsinsideout.com/homes-estates-magazine/">http://www.previewsinsideout.com/homes-estates-magazine/</a>	6
coldwell banker international	5	140	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	5
previews magazine	5	110	<a href="http://www.previewsinsideout.com/homes-estates-magazine/">http://www.previewsinsideout.com/homes-estates-magazine/</a>	10
preview real estate	5	50	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	7
estates and homes	5	30	<a href="http://www.previewsinsideout.com/homes-estates-magazine/">http://www.previewsinsideout.com/homes-estates-magazine/</a>	5
estates homes	5	20	<a href="http://www.previewsinsideout.com/homes-estates-magazine/">http://www.previewsinsideout.com/homes-estates-magazine/</a>	23
coldwell banker previews logo	6	50	<a href="http://www.previewsinsideout.com/">http://www.previewsinsideout.com/</a>	4



STRATEGY

CONTENT

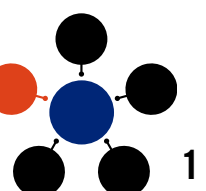
COLDWELL BANKER BLOG STRATEGY // VERSION: 1.0 // CONFIDENTIAL



114

# REVISE STRATEGY AND EXPAND PARTNERSHIPS

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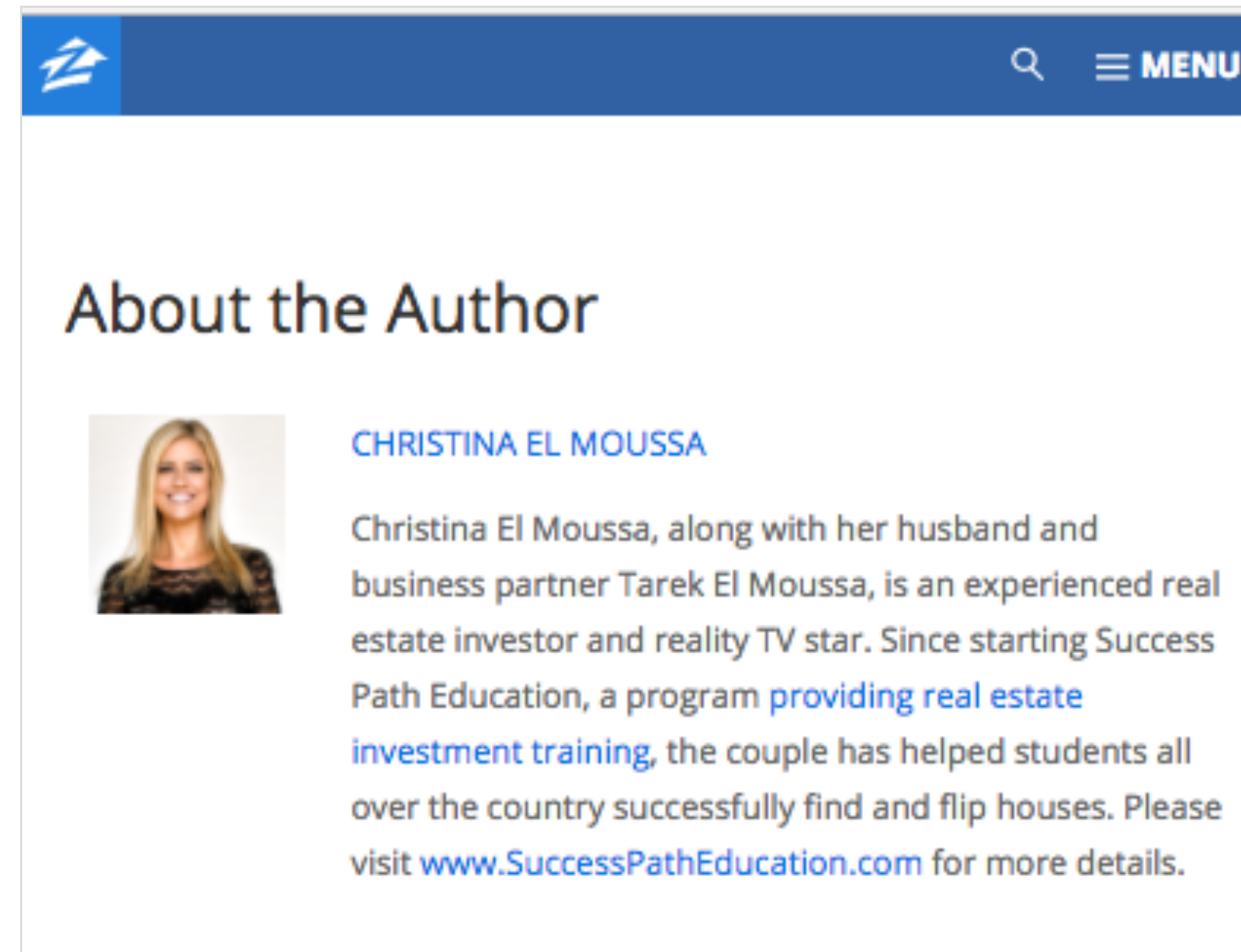
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# SOCIAL INFLUENCERS

STAR OF HGTV'S  
"FLIP OR FLOP"



FOLLOWERS:

 712K

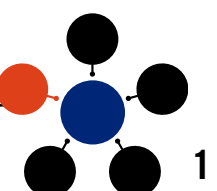
 555K

 35K



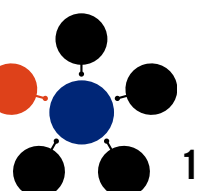
STRATEGY

CONTENT



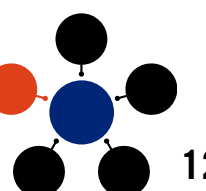
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# EXPERT ARTICLES

[f](#)
[p](#)
[t](#)
[e](#)
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Selling a Home

Thinking of selling a house? Learn the ins and outs of the sales process from start to finish.

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When Should You Sell?

Preparing to Sell

The Offer

When Should You Sell?

Are you asking yourself, "When should I sell my house?" Good question. Timing is everything when it comes to selling your house. Luckily, Coldwell Banker has the information you need to sell your house with confidence.

Check out our helpful articles on the selling process to learn more about the current state of the housing market and read testimonials from other home sellers on their experiences. With Coldwell Banker as your partner, you'll always know when it's the right time to make your move.

FIND AN AGENT NEAR YOU

PREV

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## How To Price Your Home

*Trying to price your home to sell? Not sure how much it's worth? Read some of these pointers and determine the right price for your home.*

September 09, 2015

### How to Price Your Home

You're contemplating listing your home on the market, but you're not sure how much it's worth. You have a vague idea about a general price range, but you want a more accurate understanding.

Don't worry - you're not going to need to determine the price of the home yourself. Your real estate agent is a listing price expert. Your agent will guide you through the process, helping you understand how much your home may be worth and how quickly (or may sell), based on a wide and complex array of market conditions and variables.

Your agent will consider factors like the home's characteristics and market comparables when they're determining a price.

Many agents have been in the business for numerous years, overseeing dozens or hundreds of transactions. Their expertise will help you determine how to price your home.

Read on if you're interested in developing an understanding of some of the many factors that agents consider when they're pricing your home.

#### #1: Your Agent Will Look for Comparables

Let's take a moment to explain the concept of "comparable" properties, and how those relate to the unique features in your home. This is what your agent will weigh when he or she is determining a price for your home.

Let's illustrate this with an example.

Imagine that you own a 3-bedroom, 2-bath single-family home built in 1980. Three neighboring single-family residences have recently sold for \$290,000 to \$330,000, so you presume your own value is somewhere within that range.

But that assumption might not be accurate.

Your neighbor's home features different qualities than yours. Your neighbor's house has 4 bedrooms; another neighbor has only 1.5 baths. One house has a fireplace and swimming pool; another has a larger yard. One has Viking appliances. One neighbor has hardwood floors throughout, while another has wall-to-wall carpet. One is solid as a rock.

Anytime starting to use the difference?

Your agent can't just look at the raw sales numbers for these houses. To arrive at an accurate pricing picture, your agent must adjust the sales numbers based on variables such as:

- Property age
- Square footage
- Bedrooms and bathrooms
- Condition of property
- Upgrades and features

Real estate agents are professionally trained in adjusting for these variables to arrive at a true comparison.

Ask your real estate agent to walk through the comps with you, explaining how he or she arrived at the final numbers. You might find yourself pleasantly surprised at how much your property is worth.

#### #2: Ask About CMA

CMA is a computerized platform that homebuyers, home sellers and real estate agents use in order to make the process of determining an accurate valuation of your home run more smoothly. Your Coldwell Banker agent will be specifically trained and experienced in using CMA.

Ask your agent to explain the many special features of CMA when you're pricing your home. Your agent will explain how it is useful as a tool for determining the best price for your property.

#### #3: Understand the Trade-Offs

Finally, initiate a conversation with your real estate agent about a critical question: Do you want to sell your home for top dollar, and do you want to sell it as quickly as possible?

Some homeowners and agents jointly make a strategic decision to slightly underprice their homes, just by a small amount, to facilitate a quick sale. These are self-described "motivated sellers," who want to unload their home as quickly as possible. They may be moving to another state, for example, or they may need to sell their current home before they can buy another one.

That being said, however, there are many ways you can position your home for a quick sale at full price. Making small improvements, such as fresh paint and exterior landscaping, can be effective at creating a "wow" factor. Staging your home is another great way to entice buyers to make an offer.

Speak with your agent about how you can price your home for top dollar, without sacrificing speed.

PREV

NEXT

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# REVISE STRATEGY AND EXPAND PARTNERSHIPS

- 1 DEVELOP A CONTENT STRATEGY WHICH IS INFORMED BY AN SEO PLAN**
- 2 PARTNER WITH AN EXPERT WHO CAN CREATE INTERESTING BUYING / SELLING CONTENT**
- 3 PARTNER WITH SOCIAL INFLUENCERS WHO WILL CREATE AND SHARE ARTICLES**
- 4 ENGAGE WITH AGENTS FOR MORE REGIONAL CONTENT**
- 5 MIGRATE EXPERT ARTICLES FROM CB.COM**
- 6 SURVEY AGENTS AND AFFILIATES FOR CONTENT TOPICS**
- 7 SPONSOR CONTESTS (SHARE YOUR ROOM MAKEOVER)**





# REVISE STRATEGY AND EXPAND PARTNERSHIPS

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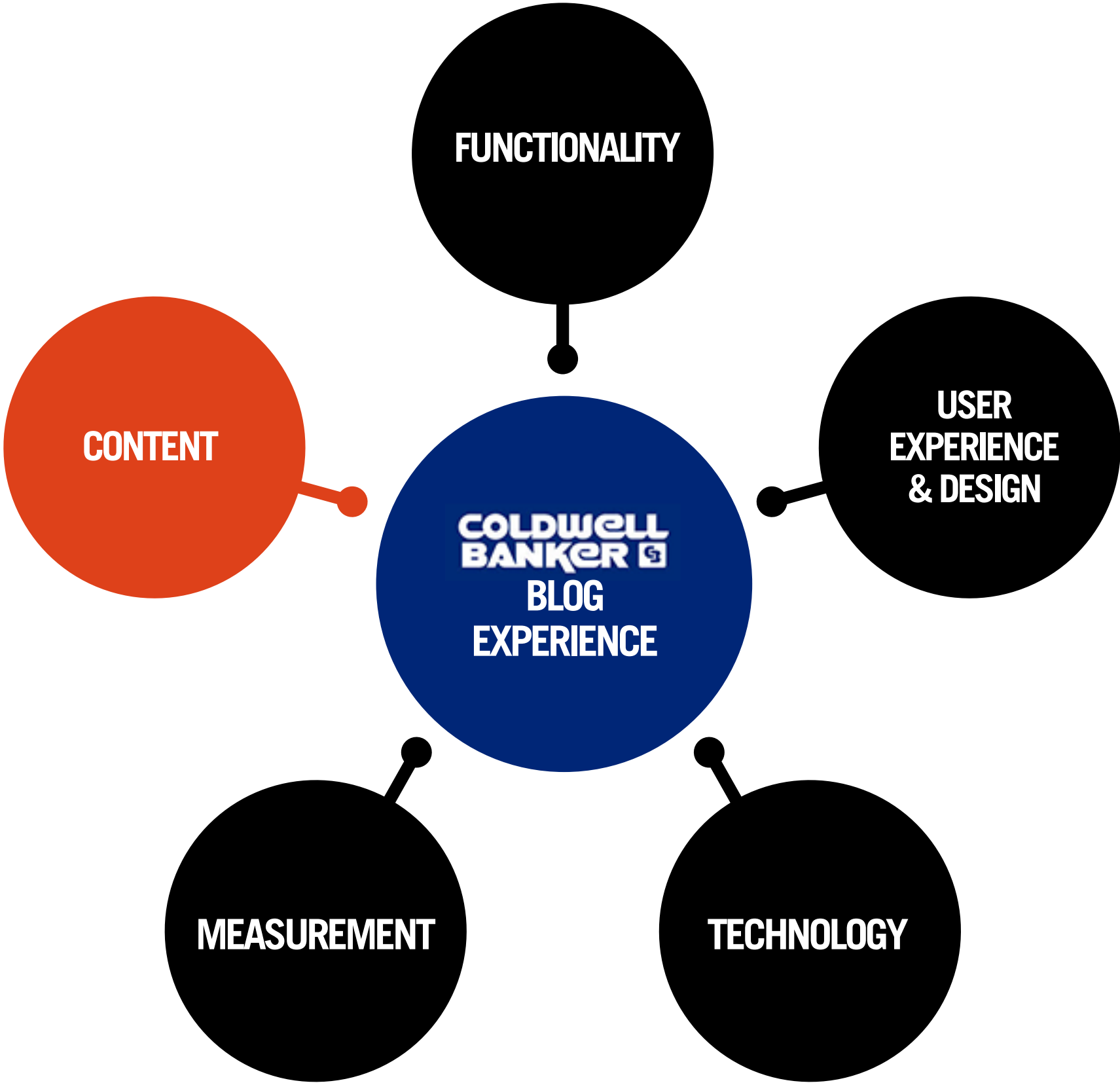


# REVISE STRATEGY AND EXPAND PARTNERSHIPS

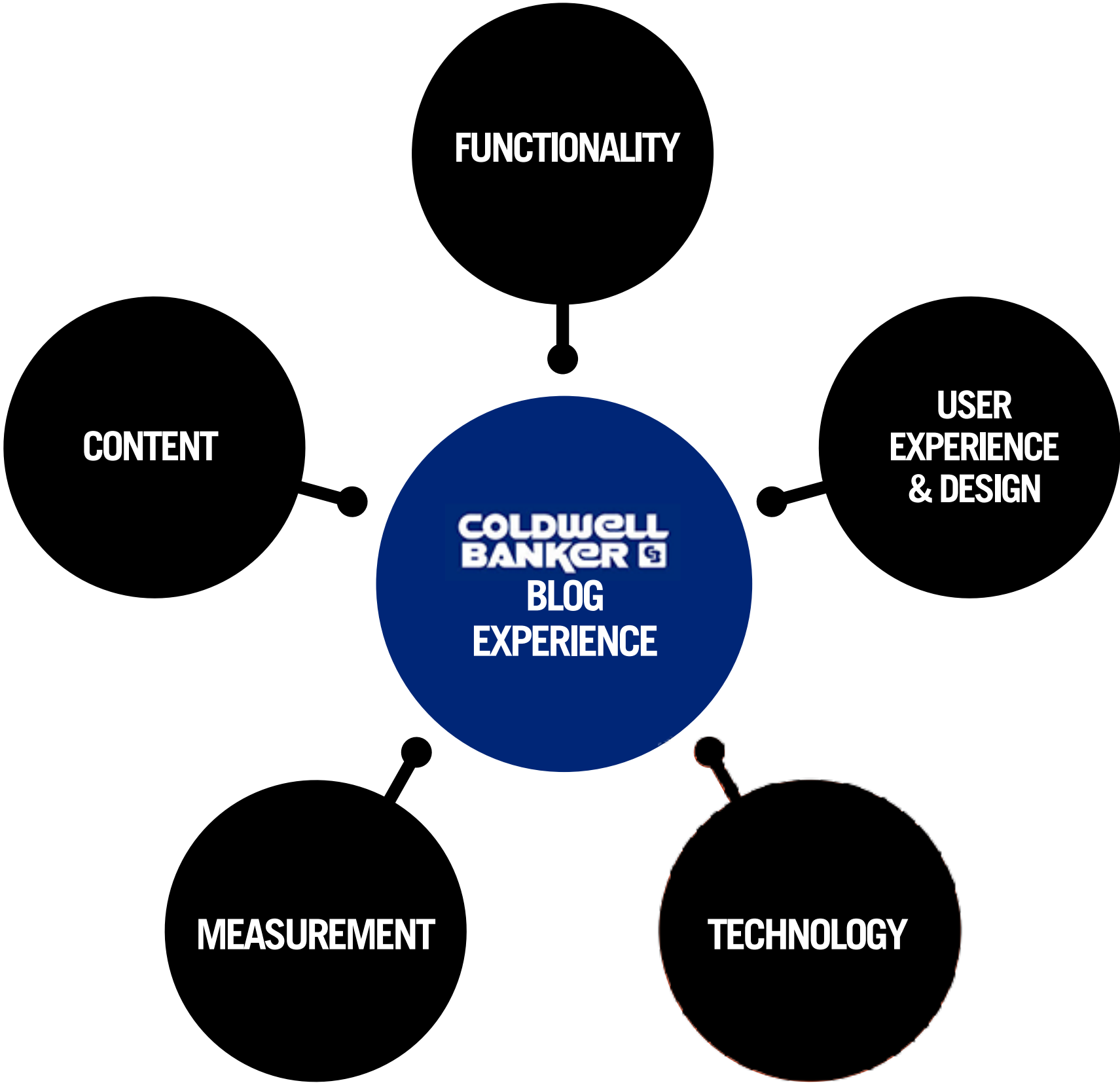
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# STRATEGIC RECOMMENDATIONS



# STRATEGIC RECOMMENDATIONS



**YOU CAN ACCOMPLISH THIS  
WITH A PHASED APPROACH**





# PHASED ROLLOUT PLAN

PHASE 1

LAY THE FOUNDATION

PHASE 2

ADD CONTENT AND NEW FEATURES

PHASE 3

ONGOING CONTENT DEVELOPMENT

PHASE 4

OPTIMIZE



# PHASED ROLLOUT PLAN

PHASE 1

LAY THE FOUNDATION

CONSOLIDATE THE BACK END  
UNIFY AND REDESIGN THE FRONT END  
UPGRADE EXISTING FUNCTIONALITY

PHASE 2

ADD CONTENT AND NEW FEATURES

PHASE 3

ONGOING CONTENT DEVELOPMENT

PHASE 4

OPTIMIZE



# PHASED ROLLOUT PLAN

PHASE 1

LAY THE FOUNDATION

PHASE 2

ADD CONTENT AND NEW FEATURES

EXPAND CONTENT PARTNERSHIPS  
ADD NEW FUNCTIONALITY  
ENHANCED MEASUREMENT TOOLS

PHASE 3

ONGOING CONTENT DEVELOPMENT

PHASE 4

OPTIMIZE



# PHASED ROLLOUT PLAN

PHASE 1

LAY THE FOUNDATION

PHASE 2

ADD CONTENT AND NEW FEATURES

PHASE 3

ONGOING CONTENT DEVELOPMENT

BUILD MARKETING DASHBOARD  
CONTINUE TO DEVELOP CONTENT  
INTEGRATE WITH ZAP

PHASE 4

OPTIMIZE



# PHASED ROLLOUT PLAN

PHASE 1

LAY THE FOUNDATION

PHASE 2

ADD CONTENT AND NEW FEATURES

PHASE 3

ONGOING CONTENT DEVELOPMENT

PHASE 4

OPTIMIZE

ANALYZE PERFORMANCE  
ASSESS MARKETPLACE  
ADJUST AS NEEDED



# PHASED ROLLOUT PLAN

PHASE 1

LAY THE FOUNDATION

PHASE 2

ADD CONTENT AND NEW FEATURES

PHASE 3

ONGOING CONTENT DEVELOPMENT

PHASE 4

OPTIMIZE





**WE HAVE THE SKILLS AND THE TEAM TO  
GET YOU TO YOUR DESTINATION**



# QUESTIONS?



# THANK YOU





# HOW DO YOU GET THERE?

**TECHNOLOGY**

**USER  
EXPERIENCE &  
DESIGN**

**CONTENT**

**MEASUREMENT**



# HOW DO YOU GET THERE?

**TECHNOLOGY**

**USER  
EXPERIENCE &  
DESIGN**

**CONTENT**

**MEASUREMENT**





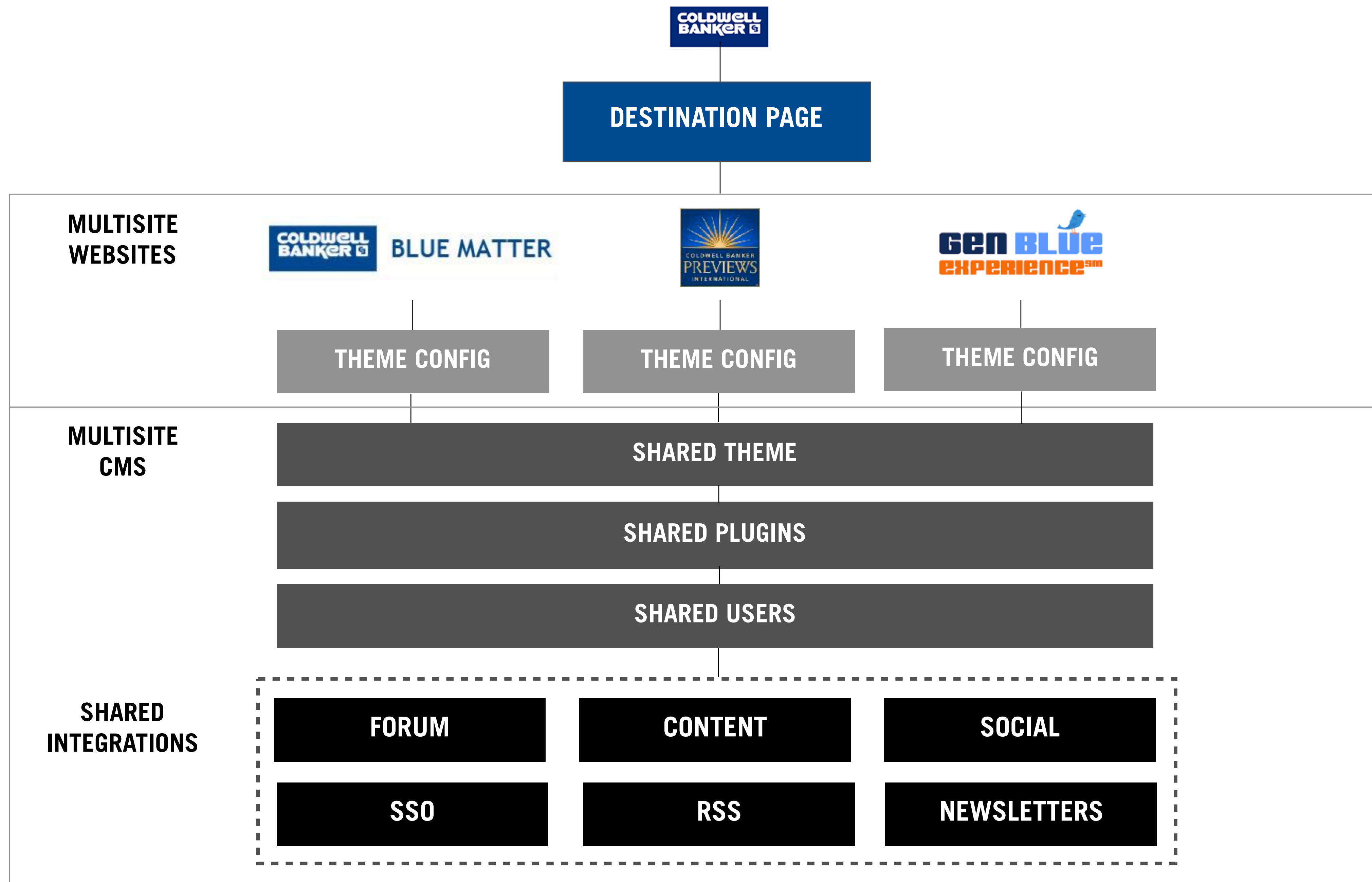
# HOW DO YOU GET THERE?








TECHNOLOGY

- 
1. **SCALABLE** ARCHITECTURE.
  2. **CONSISTENT UPDATES** ACROSS ALL WEBSITES.
  3. **SHARED** FEATURES AND EXPERIENCES.
  4. LOWER OPERATIONAL **COST** AND COMPLEXITY.

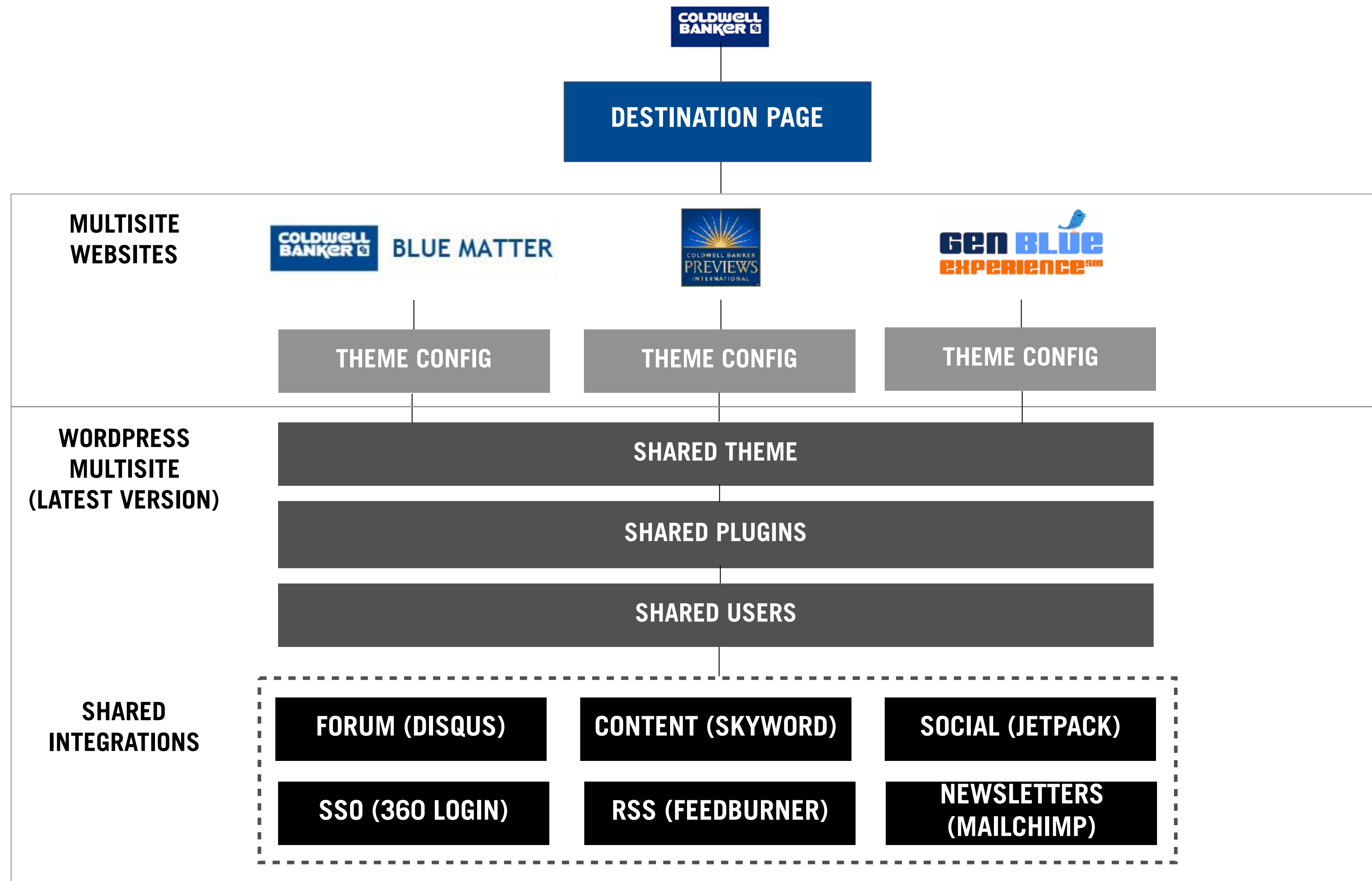




# PICKING A **MULTISITE** CMS

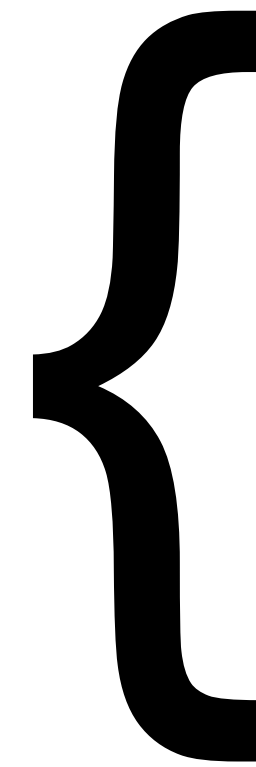
CMS	 <b>WORDPRESS</b>	 <b>DRUPAL 7</b>	 <b>DRUPAL 8</b>	 <b>ADOBE EXPERIENCE MANAGER</b>	 <b>SITECORE</b>
OPEN SOURCE	✓	✓	✓		
LICENSING COST	✓	✓	✓	✓	
TOTAL COST	✓	✓	✓		
MULTISITE	✓	✓	✓	✓	✓
FUTURE PROOF	✓	✓	✓	✓	✓
EASE OF USE	✓	✓	✓		
EDITORIAL WORKFLOW	✓	✓	✓	✓	✓
EDITORIAL CALENDAR	✓	✓	✓	✓	✓





# HOW DO YOU GET THERE?

**TECHNOLOGY**  
UPGRADE FEATURES

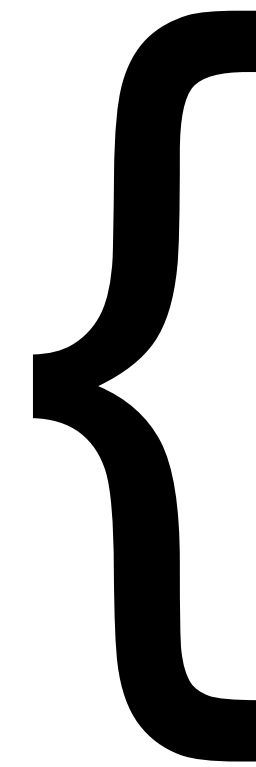


1. REBUILD ALL THE **TEMPLATES**.
2. IMPLEMENT THE APPROPRIATE TAGS AND **ANALYTICS**.
3. DEPLOY **FACEBOOK** COMMENTS & SHARE ON **PINTEREST** FEATURES.
4. IMPLEMENT **SEARCH** WITH SORT & FILTER RESULTS - POTENTIALLY ACROSS THE ENTIRE SITE.
5. ALLOW USERS TO **SUBSCRIBE** BY TOPIC & FREQUENCY.



# HOW DO YOU GET THERE?

**TECHNOLOGY**  
ADD FEATURES



1. DEPLOY **LIVE** EVENTS.
2. CREATE A COMMUNITY **FORUM**.
3. LICENSE INTERACTIVE **TOOLS**.
4. PROGRESSIVELY **LOAD** ARTICLES.
5. DEVELOP PIPE TO **GEN BLUE APP** & DISPLAY CONTENT ON THE SITE.
6. CREATE AN **AUTOMATED** CONTENT CALENDAR WITH ANALYTICS.





# HOW DO YOU GET THERE?

**TECHNOLOGY**

**USER  
EXPERIENCE &  
DESIGN**

**CONTENT**

**MEASUREMENT**



# HOW DO YOU GET THERE?

**TECHNOLOGY**

**USER  
EXPERIENCE &  
DESIGN**

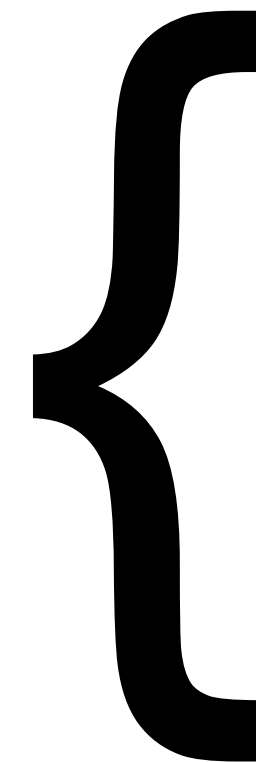
**CONTENT**

**MEASUREMENT**



# HOW DO YOU GET THERE?

USER  
EXPERIENCE &  
DESIGN



1. **UNIFY** THE FRONT END WITH COMMON NAVIGATION AND BRANDING.
2. CONNECT TO **LISTINGS** AND **AGENTS** IN MEANINGFUL WAYS.
3. REARCHITECT THE **NAVIGATION** AND CATEGORIES FOR EACH SECTION.
4. **REDESIGN** THE PAGES TO BE MODERN AND **BRANDED**.
5. REVAMP **NEWSLETTERS**.



# HOW DO YOU GET THERE?

**TECHNOLOGY**

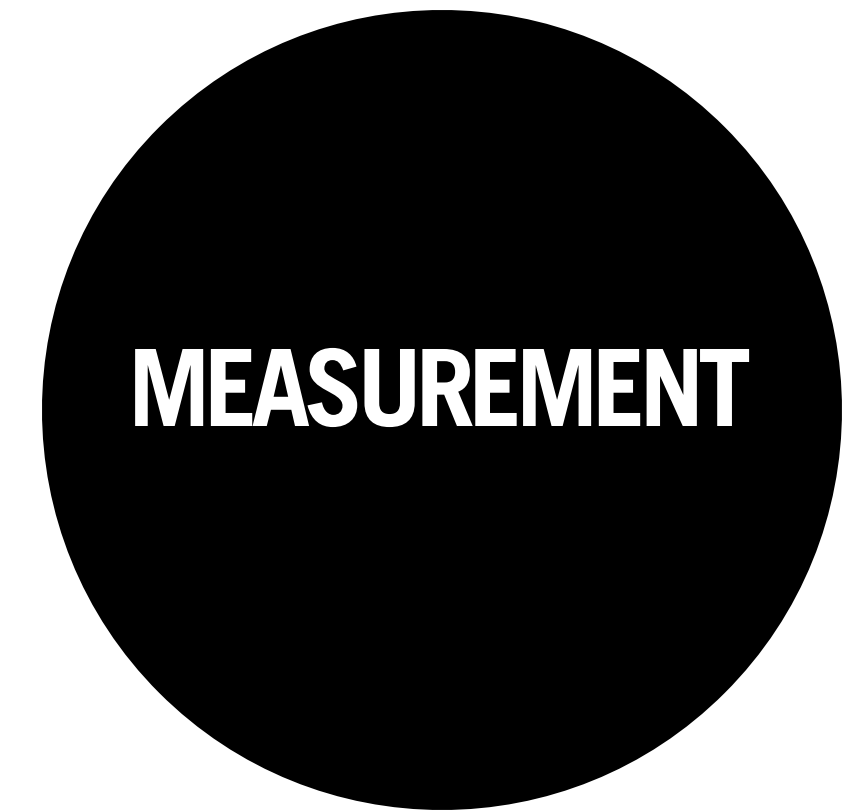
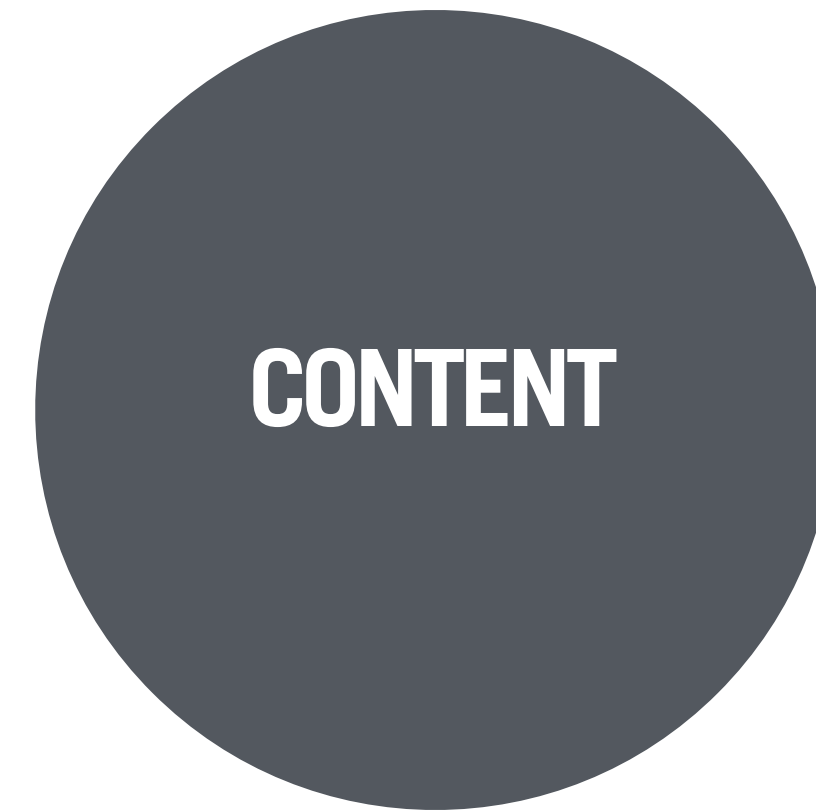
**USER  
EXPERIENCE &  
DESIGN**

**CONTENT**

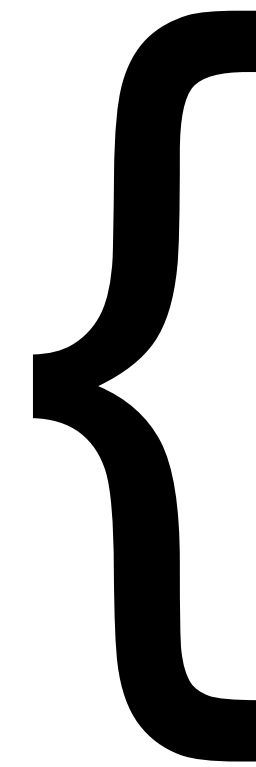
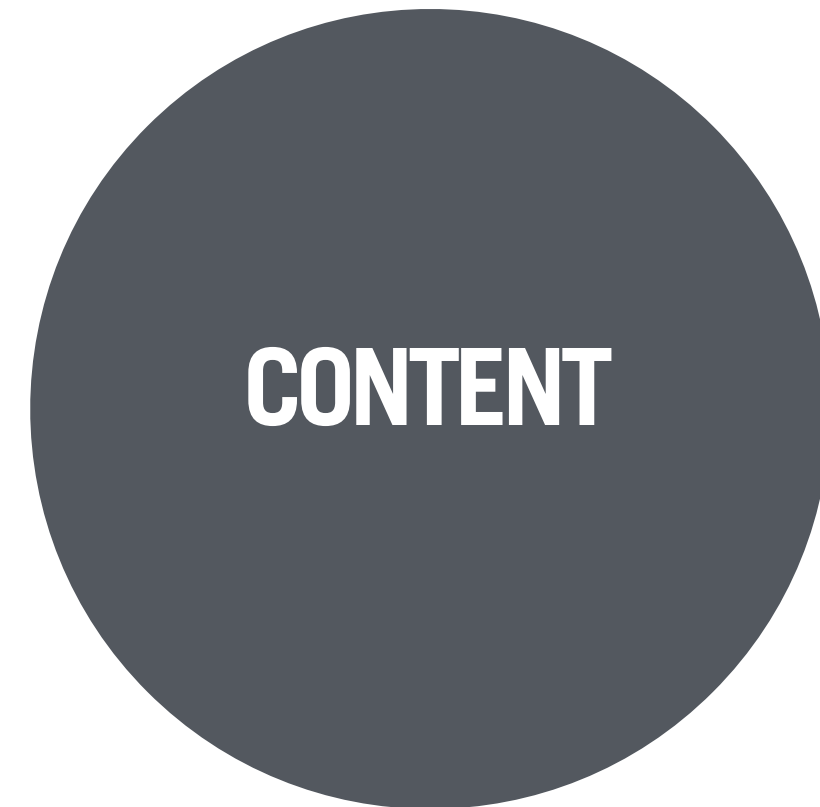
**MEASUREMENT**



# HOW DO YOU GET THERE?



# HOW DO YOU GET THERE?



1. DEVELOP A **CONTENT STRATEGY** - EVEN FOR GEN BLUE - WHICH IS INFORMED BY AN SEO PLAN.
2. MAKE **BUYING** AND **SELLING** CONTENT MORE PROMINENT AND **PARTNER** WITH SOMEONE WHO CAN WRITE IT.
3. LICENSE **MORTGAGE** CONTENT.
4. DEVELOP SOME ARTICLES THAT FEATURING **LISTINGS**.





# HOW DO YOU GET THERE?

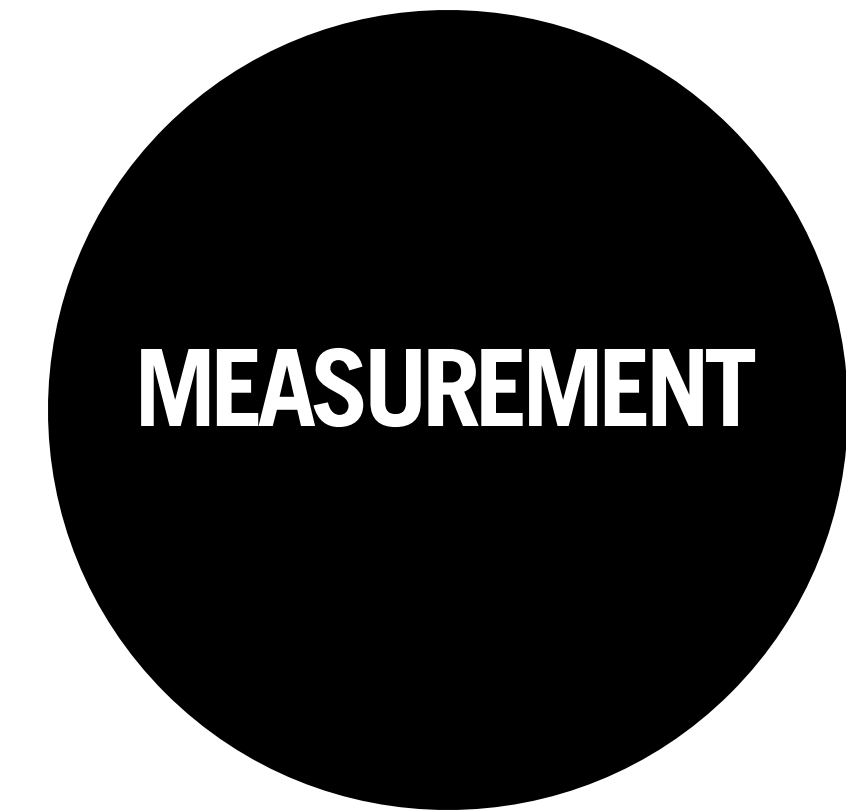
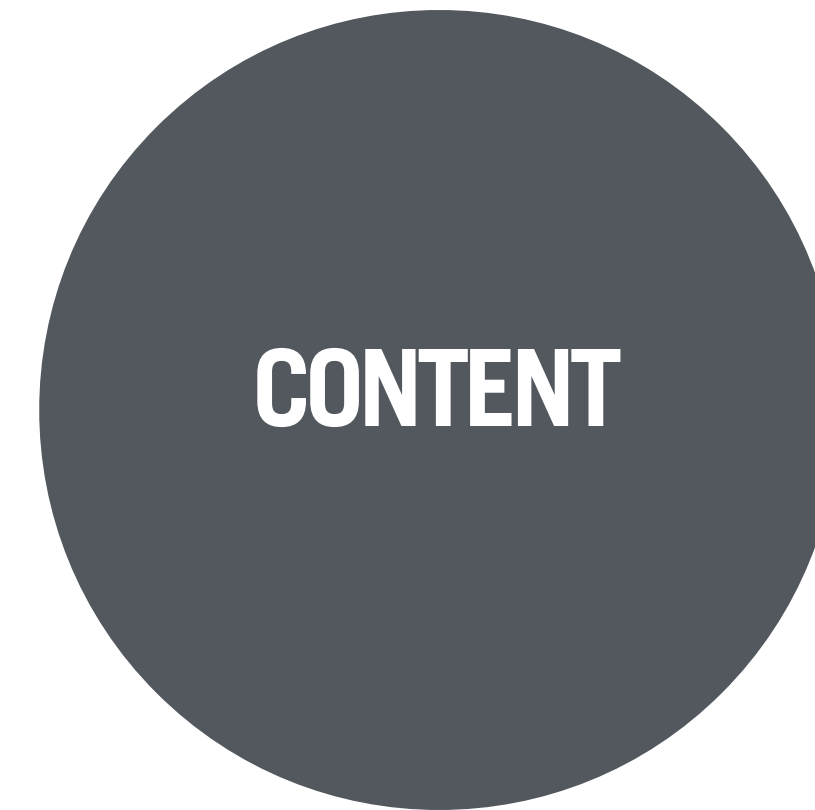


CONTENT

- 
- 5. MIGRATE EXPERT ARTICLES AND OTHER CONTENT FROM **CB.COM**.
  - 6. TELL YOUR STORIES WITH **VIDEO**.
  - 7. PARTNER WITH SOCIAL **INFLUENCERS**.
  - 8. **SURVEY AGENTS** FOR IDEAS AND OPT THEM INTO YOUR **NEWSLETTER**.



# HOW DO YOU GET THERE?



# HOW DO YOU GET THERE?

**TECHNOLOGY**

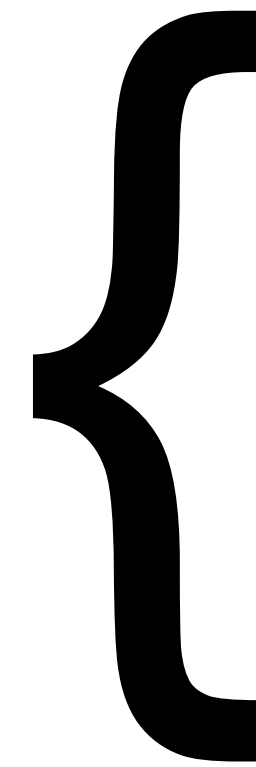
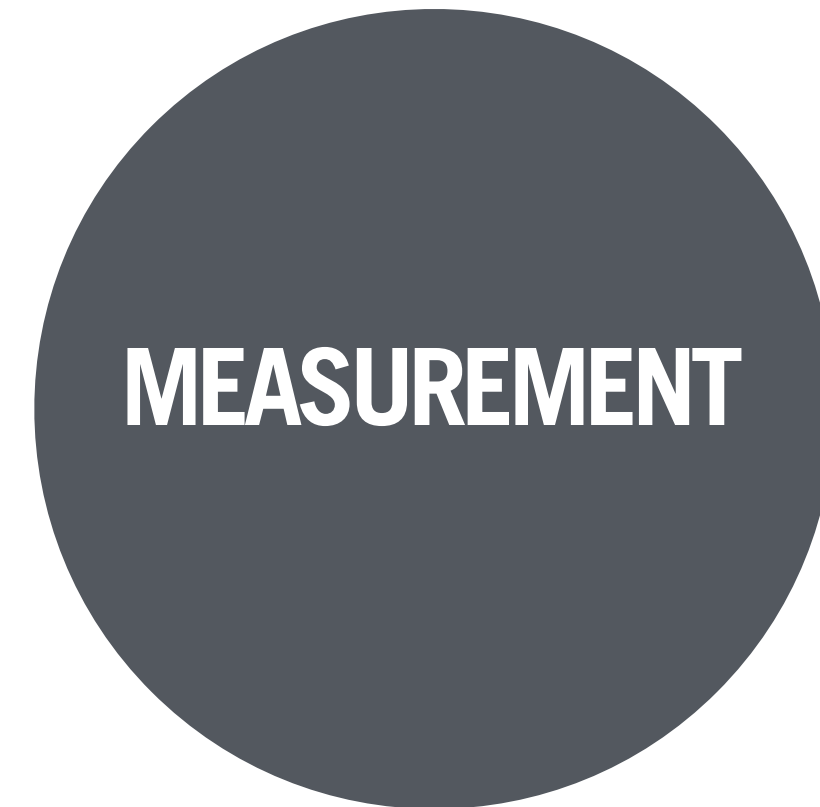
**USER  
EXPERIENCE &  
DESIGN**

**CONTENT**

**MEASUREMENT**



# HOW DO YOU GET THERE?



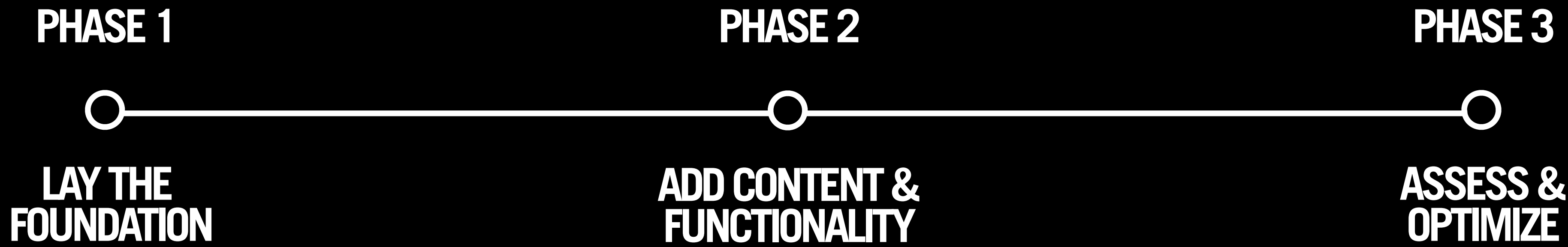
1. **NEED TO WRITE**
2. **HEAT MAP**



**WE RECOMMEND A PHASED APPROACH.**



# WE RECOMMEND A PHASED APPROACH.





# PHASE 1

## THE SCOPE

- **CONSOLIDATE AND UPGRADE THE BACK-END**
- **UNIFY AND REDESIGN THE FRONT-END**
- **REVISIT CONTENT AND SEO STRATEGIES**
- **IMPROVE USER EXPERIENCE AND DESIGN**
- **UPGRADE EXISTING FUNCTIONALITY**
- **UPGRADE TRACKING AND REPORTING**

## THE TEAM

**PROJECT MANAGER**  
**SENIOR UX DESIGNER**  
**VISUAL DESIGNER**  
**SENIOR TECHNOLOGY LEAD**  
**UI DEVELOPER**  
**WORDPRESS DEVELOPER**  
**QA TESTER**



# PHASE 2

## THE SCOPE

- EXPAND CONTENT PARTNERSHIPS AND TOPICS
- MIGRATE CONTENT FROM CB.COM
- AUTOMATE CONTENT CALENDAR
- IMPLEMENT COMMUNITY FORUM, SUBSCRIPTIONS AND LIVE EVENTS
- DEPLOY INTERACTIVE TOOLS

## THE TEAM

PROJECT MANAGER  
SENIOR UX DESIGNER  
VISUAL DESIGNER  
SENIOR TECHNOLOGY LEAD  
UI DEVELOPER  
WORDPRESS DEVELOPER  
QA TESTER



PHASE 1  
LAY THE  
FOUNDATION

PHASE 2  
ADD CONTENT &  
FUNCTIONALITY

PHASE 3  
ASSESS &  
OPTIMIZE

# PHASE 3

## TBD

### THE SCOPE

- ANALYZE PERFORMANCE
- APPRAISE COMPETITORS
- OPTIMIZE AS NEEDED

### THE TEAM

TBD BASED ON NEEDS



# QUESTIONS?



# **THANK YOU.**

**AN APPENDIX THAT INCLUDES COMPETITIVE ANALYSIS AND  
STAKEHOLDER INTERVIEW DETAILS HAS BEEN DELIVERED SEPARATELY.**



