

apr.com

All APR listings appear on our web site, apr.com, which is designed to promote our listings and help visitors focus their search efforts through our innovative property search features. In addition to featuring property listings, apr.com can:

- Translate property descriptions into 43 languages to reach potential buyers worldwide
- Perform map searches to quickly show where properties are located
- Create market snapshots comparing similar properties
- Promote APR and MLS open houses
- Deliver new listings, property information, photos, open houses, maps, and directions to mobile phones for buyer convenience
- Display multiple photos and virtual tours to highlight outstanding property features
- Schedule an appointment to view a property with just one click



Search Engine Optimization

Also known as SEO, search engine optimization is the process of editing site content and including key words that people are likely to use when searching the Internet with browsers such as Google. For example, a person looking for real estate in a specific area might search for “homes for sale in San Mateo County” or “San Francisco homes.” Having these specific terms on our web site can generate more traffic to your listing.

By optimizing our listings and web pages, we can also increase the number of potential buyers that visit your listing, because site visitors who click on an optimized link are interested in that specific property, agent, or location.

Analytics

Web site reporting programs, such as Google Analytics, deliver a wealth of valuable information—tracking how many people visit apr.com, where they come from, how they interact with our site, and which elements they spend time with. This data is then used to strengthen our marketing tactics and improve the success of apr.com by targeting site visitors.