

Three Minute Tech Tip - #26

In the past, associates could find their personal RE/MAX of New Jersey website by typing the RE/MAX of New Jersey web address plus a slash and your user ID, as in www.remax-nj.com/sjones. To improve the performance of your website, a change has been made to this address.

TODAY'S TECH TIP: Your RE/MAX of New Jersey Web Address

Your RE/MAX of New Jersey web address will now appear as your user ID, a period and then RE/MAX of New Jersey web address as in www.sjones.remax-nj.com. (in most cases, your user ID is your first initial and last name)

An advantage to using the new web address format is that you now may include an MLS ID # at the end of your address and create a direct listing URL as in www.sjones.remax-nj.com/1234567. In a Listing Presentation, tell your clients their listing will have it's own webpage. We call this feature the UNO address.

Another great benefit of making this change includes allowing you to see where your website traffic is coming from. Using the Website Management system you can track the traffic to your website and determine if your current marketing strategy is effective. You will be able to make more informed marketing decisions using the Site Traffic Reports available under the Reports Tab in the Site Builder Section.

The Site Traffic Reports will show the number of visits to your site, from what sites the clients are coming from, how many clients register on your site, and how many are returning clients. If you would like help setting up these reports, you may contact the regional help desk.

Time's up! Gotta go. Have suggestions for other Tech Tips? E-mail me.

As always, feel free to contact Troy at the regional helpdesk with any tech support question at help@remax-nj.net or (888) 54-REMAX.

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