



# DIGITAL MARKETING FOR REALOTRS

Real estate is competitive, and the agents who win today are the ones who stay visible, build trust online, and show up where buyers and sellers are searching. We help Pittsburgh real estate professionals grow their business through strategic websites, local SEO, and consistent digital marketing support.

[Request a Free Realtor Growth Review](#)

**MINNOCK**  
MARKETING 





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## THE OPPORTUNITY

# THE REAL ESTATE MARKET HAS SHIFTED ONLINE

Most buyers and sellers begin their journey with a Google search, not a referral. If your online presence isn't working for you, you're losing market share to agents who are easier to find, more credible, and more consistent online.

## AGENTS OFTEN STRUGGLE WITH:

- Not ranking locally in search or Google Maps
- A website that doesn't generate inquiries
- Inconsistent branding across platforms
- Relying too heavily on referrals alone

# MINNOCK MARKETING

Realtor Growth Partner



## WHAT WE OFFER

# OUTCOMES THAT SUPPORT REAL BUSINESS GROWTH

Our role is to help you build a digital presence that consistently attracts buyers and sellers — not just attention.

## WE HELP YOU:

- Not ranking locally in search or Google Maps
- A website that doesn't generate inquiries
- Inconsistent branding across platforms
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# OUTCOMES THAT SUPPORT REAL BUSINESS GROWTH

Our role is to help you build a digital presence that consistently attracts buyers and sellers — not just attention.



## High-Performing Realtor Website

- Modern design that reflects your professionalism
- Clear paths for buyers and sellers
- Mobile-first experience for on-the-go clients



## Local SEO + Google Business Optimization

- Improve rankings in Pittsburgh-area searches
- Stronger Google Maps visibility
- Review and listing strategy that builds trust



## SEO That Builds Long-Term Traffic

- Neighborhood and service-based keyword targeting
- Content that supports ongoing discovery
- Technical improvements that help Google rank you higher



## Ongoing Digital Strategy Support

- Consistent visibility across channels
- Clear priorities month-to-month
- A marketing partner, not just a vendor

**WHY THIS WORKS?**

# **GROWTH COMES FROM VISIBILITY + TRUST + CONSISTENCY**

Our approach works because it focuses on what actually drives clients:



**Visibility in  
Local Search**

Buyers and sellers can't choose you if they can't find you.

**Strong First  
Impressions**

Your website and branding establish credibility immediately.

**Clear Messaging  
That Converts**

People should instantly understand who you help and why you're different.

**Consistent  
Strategy Over  
Time**

Market share is built through steady visibility, not one-time campaigns.

## PROOF + PORTFOLIO

# CLIENT WORK THAT REFLECTS OUR APPROACH

We've helped businesses and professionals strengthen their online presence through modern web design, improved search visibility, and clear digital strategy.

### WHAT YOU'LL SEE IN OUR WORK:

- Clean, conversion-focused websites
- Stronger local discoverability
- Professional branding and messaging
- Digital foundations built for growth





## NEXT STEPS

# READY TO GROW YOUR REAL ESTATE BUSINESS ONLINE?

If you want to attract more buyers and sellers, improve your visibility in Pittsburgh, and build a stronger digital presence that supports long-term growth, let's start with clarity.

## WE'LL IDENTIFY:

- What's holding your visibility back
- Where you can gain market share quickly
- What improvements will drive the best ROI

# A SIMPLE MONTH-BY-MONTH GROWTH PARTNERSHIP

Our role is to help you build a digital presence that consistently attracts buyers and sellers — not just attention.



**Month 1: Audit + Strategy**

We assess your website, local visibility, competitors, and growth opportunities.



**Month 2: Website + SEO Foundation**

We strengthen your digital foundation — design, messaging, SEO structure, and credibility.



**Month 3 and Beyond: Visibility + Growth Engine**

We improve rankings, expand visibility, refine strategy, and support long-term market growth.

## PACKAGES

# SUPPORT DESIGNED FOR DIFFERENT GROWTH STAGES

### Starter Visibility Package

For agents who need a stronger foundation and local presence.

### Realtor Growth Package

For agents ready to compete consistently and attract more buyers and sellers online.

### Market Leader Package

For teams or top-producing agents focused on increasing market share across their region.



A hand in a dark suit jacket points upwards towards a glowing white line graph on a dark blue background. The graph shows an upward trend with a bright light at the peak. The background is a gradient of dark blue.

WHY MINNOCK MARKETING?

## READY TO GROW?

We work as an extension of your business — focused on clarity, collaboration, and measurable growth. No fluff, no guesswork, just a strategy built to help you compete and win online.

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