Association Management Companies: Developing Website Strategies for Proven Success

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Success in a Slow Market? Yeah...it's possible.

1) Optimize your company's online presence to effectively market your
    services and draw new business

2) Utilize websites as tools to enhance competitive advantage

3) Establish communication protocol to maximize efficiency and streamline
    your business process

4) Create a centralized database for information and resources

5) Employ value added opportunities to reduce overhead and increase
    revenues

Optimize your company's online presence to market your services:

"If you can't be found on the website...chances are your business will go away."

3 Main Components -

- **Search Engine Optimization (SEO)**

- **Navigation**

- **Graphical Representation**

Search Engine Optimization (SEO)

- Industry focused on increasing rankings amongst search engines

- Content and traffic driven

- Roughly 12 key words or common competitive terms for association management

  - Association Management
  - Community Association Management
  - Community Management
  - Condominium Association Management
  - HOA Management
  - Homeowners Association Management
  - Neighborhood Association Management
  - Neighborhood Managment
  - Portfolio Property Managment

Navigation

l **Design a menu structure to guide and direct visitors**

l **User friendly navigation creates longer visit times and increases chances of action**

Graphical Representation

l **Aesthetics captures peoples interested and creates longer visit times**

Utilizing Websites to Enhance Competitive Advantage:

Community Websites

- Enhances Management Company image

- Provides countless feature rich benefits to residents

- Offer means of streamlined communication

- Centralized area for information

Value Added Solutions

- Integration between back end software and websites

- Online automated services that expedite the business process

- Active vendor advertising programs

- Provide websites as part of services

Thank you.

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