

# Real Estate Blog Marketing, Tagging, and Super-Pages



Building a Real Estate Web Presence goes hand-in-hand with **marketing** your Listings! The concept of **Blogging** is the most fundamental and organic activity of **Inbound Marketing**; so what is Blog Marketing? Why should Real Estate Agents post Blogs? What are the most effective topics? Why are SEO and Social Media Traffic driven by these activities? We will also learn: What are Blog Tags and how they relate to Keywords? Finally we will learn to post a Proper Real Estate Listing Blog and how to sequence it?

## ► Handouts – Please place your Phone on Silent Mode

- Make sure you are in **possession** of today's Handout. Handouts are available the morning of the Live Session;
- There are **blanks** you will need to fill in – the text that appears on the screen "**Red and Bold**" on the screen is what you are supposed to transcribe;
- Please **be engaged, interact, ask questions** – and trust yourself and your ability to learn. The Notes you take are more important than the Handout I give you;
- Try your best to **apply** what you learn as quickly as possible; and use the **How-To Videos** to reinforce your learning

## ► Big Picture - Reflect on these ideas by Stephen Covey:

- The key is **not** to prioritize what's on your schedule, but to \_\_\_\_\_ **your priorities**;
- Most of us spend too much time on **what is urgent** and **not enough time** on what is \_\_\_\_\_;
- Mantra:* "I am **not** the product of my circumstances - I am the product of my \_\_\_\_\_ and **actions.**"

## ► Landing Pages - Review

- A Real Estate Landing Page is a \_\_\_\_\_ that contains \_\_\_\_\_ that fit a Narrow and Specific Criteria. For example: All the Properties for Sale in Beaufort South Carolina with 3 Bedrooms+ and 2 Baths+;
- A Web Page is called **Dynamic** when its content changes, refreshes, and \_\_\_\_\_ following the updates of a particular Database such your IDX Feed;

Our Web Visitors don't care about us per se – they care that they have access to view and interact with Properties online – Landing Pages offer the best chance for \_\_\_\_\_.

**▶▶▶ 3Month Short Business Plan**

The Last Sheet in your handout is a **3-Month Short Business Plan**;

It is meant to help you plan your next 3 months of Real Estate;

Your Business grows when you are focused on the right \_\_\_\_\_, \_\_\_\_\_, and **Following Up**. In order for these activities to take place you need to create **structure** to your business day.

**▶ Time for Reflection** - *Take a few minutes and write down all the thoughts that come to your mind...*

Write down at least **two (2) Activities** you know that you should be doing that you are not fully doing!

Share one action you took in your Real Estate Business that worked and made you **proud of yourself**?

What **Support** do you need in order to become more Proactive and Less Reactive?

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**▶ What is my Job Today???**

**To show you how and what to feed the beast of the Internet (namely Google.)**

**Share the strategic thinking behind the process of Blogging;**

**How to create a good \_\_\_\_\_!**

*Note: When you become a Storyteller you become An Internet Marketer!*

▶ **The Power of Storytelling - by David JP Phillips - <https://youtu.be/Nj-hdQMa3uA>**

### ▶ **History of Blogs**

Blogs started as an extension to “\_\_\_\_\_,” a very familiar form of exchanging information between techies trying to solve computer or software problems. This is still a popular form of idea exchange to unravel many Technical software, scientific and biotech problems;

The idea is to use the collective intellect of all those with interest in the subject to find solutions. In fact Wikis emerged as a natural extension of Posts and Blogs as well;

The word **Blog** comes from the 2 words \_\_\_\_\_; and has been condensed to mean \_\_\_\_\_.

### ▶ **What are Blogs?**

A Blog is kind of a \_\_\_\_\_ that can be used in a business setting to spotlight a specific event, achievement, or Specialty. For Realtors blogs can be used as a \_\_\_\_\_ for whatever expertise they have; As a Real Estate Agent or Broker you should be blogging about \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and its changes, and any specialty you have...

When you Blog you create an environment of Buzz around your personality, \_\_\_\_\_, and in affect you become your own Public Relations Firm...

### ▶ **Differences**

What are the differences between a **Web Page** and a **Blog Post**?

A Web page tends to be static and timeless, whereas a Blog Post allows Web Surfers to post comments and advance the conversation. Blog Posts tend to have a \_\_\_\_\_ when were written with a clear \_\_\_\_\_;

Other than that Search Engines do **not** see them as different objects; they are crawled the same way.

## ► Why Blog?

- A Blog allows you to stay in touch; in fact it forces you to stay \_\_\_\_\_, inventory, etc...
- Blogs allow you to become \_\_\_\_\_ in a specialized field – as your postings grow your expertise will become known; your style understood; and results cannot help but follow...
- Since Google is focused on \_\_\_\_\_ and \_\_\_\_\_ – the true bottom line of having a Blog Strategy is to add Content for \_\_\_\_\_.

## ► Be mindful of these topics:

- \_\_\_\_\_... Remember you are in Real Estate; stay focused on your business and don't be lured to become an Activist within your Business Website... If you wish to do that get yourself another Website and clearly and try to separate the two endeavors;
- Write in \_\_\_\_\_ – Imagine yourself sharing nuggets of information that are useful to your clients... Write in first person.

## ► What to focus on?

- |   |  |
|---|--|
| <input type="checkbox"/> Geographic Location    | <input type="checkbox"/> Local Officials     |
| <input type="checkbox"/> _____                  | <input type="checkbox"/> Local Media         |
| <input type="checkbox"/> Census Data            | <input type="checkbox"/> County and City Gov |
| <input type="checkbox"/> Entertainment          | <input type="checkbox"/> Recurring events    |
| <input type="checkbox"/> Parks and Recreation   | <input type="checkbox"/> Transportation      |
| <input type="checkbox"/> Business / Crime Stats | <input type="checkbox"/> Income Stats        |
| <input type="checkbox"/> _____                  | <input type="checkbox"/> _____               |

## ► Study your Stats Often!

- The **Best Advice** I can give you is to lookup your \_\_\_\_\_ for your focused neighborhoods Daily, or at least Weekly...
- You should know all the New listings, their prices, and the agents involved;
- All the Expireds, Price, who, and how long?
- FSBOs and Flat Fee Listings -  The Mix of Real Estate, Condos, Townhouses, Ranch...

## ► Other Examples

- Press Releases:** (Prior & After) Say you are involved in a \_\_\_\_\_ like a festival, or a holiday event, that the public would find interesting – Blog it!!!
- Agents Accomplishments and \_\_\_\_\_;
- Of course **your Listings** – but what if you also blogged about \_\_\_\_\_ and the \_\_\_\_\_, especially those where your clients share testimonials for a job well done.

## ► Blog Thinking

- Think of Blogging as the nectar (\_\_\_\_\_) you offer to Search Engines so that the \_\_\_\_\_ (Bees) can feed on it and keep returning; and in so doing start **indexing** your inner pages, \_\_\_\_\_, and Ranking you higher;
- Think of Blogging as the dues you pay on the Internet for \_\_\_\_\_; in other words when visitors Google you, your company, or your services they find legitimate information that makes them agree that you have that expertise.

## ► Blog Signature

- A **Blog Signature** is a \_\_\_\_\_ that is placed at the bottom of a Blog Post to reveal the author's \_\_\_\_\_ on the topics he or she is writing about;
- A good Blog signature is typically a **paragraph of 3 to 4 lines**, between **45 to 60 words**, that tells those reading your blog \_\_\_\_\_;
- The more narrow and precise the Blog Signature the more \_\_\_\_\_!

## ► Example 1

**Altoona PA Real Estate - Matthew Evey**, Broker / Owner /REALTOR® - John Hill Real Estate and its Real Estate Professionals focus in the town of Altoona PA, which is located in Blair County. We list and sell in Hollidaysburg, Duncansville, Tyrone, Bellwood, Spring Cove, Ebensburg, Cresson, Williamsburg and all nearby communities. **(814) 934-0496** or **(814) 944-9377**

The above Blog Signature is for Matthew Evey and fits in 4 lines of a typical Blog Post and has 58 words;

### ► Example 2

**Folly Beach Real Estate - Jay Tracey** - Broker-in-Charge and Owner of EarthWay Real Estate, located in Folly Beach, South Carolina. I specialize in real estate in Folly Beach, James Island, West Ashley, Mount Pleasant and Johns Island SC. Dedicated to making sure you are working with a knowledgeable, local real estate professional, serving only your best interests in mind and Finding Your Place on Earth. To discuss your Real Estate needs, feel free to give me a call or text me at **(843) 270-1300**.

The above Blog Signature is for Jay Tracey and fits in 5 lines of a typical Blog Post and has 85 words; shorter would have been better.

### ► 4 Ingredients

There are **4 primary ingredients** for a proper Blog Signature – remember you want to stay within the 45 to 60 words, any more and you are overdoing it:

1. \_\_\_\_\_ to your Local Expertise hyperlinked;
2. Short **Description** of \_\_\_\_\_;
3. \_\_\_\_\_ mentioned at least **once**;
4. Your \_\_\_\_\_;

### ► 1. Primary Keyword

Your primary keyword is driven by your primary **local** city, neighborhood of \_\_\_\_\_, of where you prospect for listings \_\_\_\_\_;

If you work the county of Riverside and you specialize in land your primary keyword could be: **Land for Sale in Riverside County CA**;

If you specialize in Condos in Columbia SC then: **Columbia SC Condos for Sale**.

For those of you are paralyzed on what to pick let me give you some suggestions, especially if you are not a prospector:

Pick the **city of where your office is located**; say Asheville North Carolina and add things like **Homes for Sale**, example:

**Asheville NC Real Estate, or Asheville NC Homes for Sale, or Asheville NC Properties for Sale, or Houses for Sale Asheville NC, or Listings for Sale in Asheville NC, or Asheville NC Real Estate Listings, or Condos for Sale Asheville NC, Short Sales in Asheville NC, or Foreclosures for Sale in Asheville NC, etc...**

## ▶ 2. Short Description

- Your short description should focus on \_\_\_\_\_ trying to mention the nearby towns, & local neighborhoods where you prospect;
- It is in essence a very **shortened version** of the first **2 paragraphs** your Bio;
- If you have not yet written a proper Marketing Bio go to this video: <http://bit.ly/BioHowTo-Key>

## ▶ The rest

- The rest of the elements are **your name** and **your Phone number**; notice the name is mentioned **twice** and Phone number is **bold**, as well as the first mention of the name; Example #3 – 66 words

Chapin SC Homes for Sale **Yvonne Pinelli**, Real Estate Agent with Exit Midlands Realty in Chapin, SC. Advocating for sellers and buyers with professional real estate services. Nothing compares to having a real estate agent providing true data and research to make an informed and educated decision. You can get information about real estate in Columbia, Chapin, Irmo, Lexington SC by contacting me: Yvonne Pinelli **803-586-9070**

## ▶ Example 4

Ashburn VA Real Estate - **Justin Dibbs** Realtor

Justin specializes in real estate in Ashburn, Sterling, Leesburg and the surrounding communities. I have over 11 years of experience and specialize in listing and selling homes. If you are selling your home, I'll make sure you get TOP dollar. Please contact me directly via phone or text at **571-449-6565**

*The above Blog Signature is for Justin Dibbs and fits in 4 lines of a typical Blog Post and has 59 words.*

## ▶ Blog Signature Video

- Learn how to create a proper **Blog Signature**; I walk you through an example (40')

- Here is the URL: <http://bit.ly/Blog-Signature>
- It is also in the “**Members Videos**” Section; requires password

### ► **Steps to Blogging**

1. You must \_\_\_\_\_ to blog about – let us assume you are going to blog about one of your listings;
2. Write a \_\_\_\_\_ for your blog: A good title will be highly precise and very localized, example: **123 Main Street Home for Sale in Wellsboro PA;**
3. Write your \_\_\_\_\_ describing your listing – I will be dedicating a whole session on a highly effective Listing blog and its elements;
4. Now that you have the text of your blog, open your \_\_\_\_\_ and place it there;
5. Hyperlink a location to one of your \_\_\_\_\_ – this is called adding a \_\_\_\_\_; A good blog will have 3 to 4 hyperlinks – don’t over do it;
6. Add your \_\_\_\_\_;
7. Finally add \_\_\_\_\_ and you are done – I will cover in details the concept of Tags and how to use them.

### ► **Blogging in Onjax**

- Learn the **Mechanics of Blogging** and remove any apprehension or misplaced fears about the process – this video focuses on the **Onjax Platform;** (32’)
- Here is the URL: <http://bit.ly/Blog-in-Onjax>
- It is also in the “**Members Videos**” Section; requires password.

### ► **Blogging in iHouse**

- Learn the **Mechanics of Blogging** and remove any apprehension or misplaced fears about the process – this video focuses on the **iHouse Platform;** (32’)
- Here is the URL: <http://bit.ly/Blog-in-iHouse>



- ❑ It is also in the “**Members Videos**” Section; requires password.

### ► **Where to Blog**

❑ **The best blogs are \_\_\_\_\_!**

- ❑ If you have a Real Estate website like Onjax, iHouse, ZillowPress, WebsiteBox, they provide you with a fully integrated blogs at the \_\_\_\_\_, which is the best way to generate the highest quality SEO and Visibility.
- ❑ RealGeeks Websites do offer blogging but it is integrated at the sub-domain level using Blogger as the platform; that’s ok – not great, but still effective.

### ► **Lead Gen. Websites**

- ❑ If you have **BoomTown** – The upgrade allows the broker to blog but not the agents; in my humble opinion this does not make sense. Agents and Brokers should contact them and request that this be fixed!
- ❑ With **Broker Agent 360** and **Kunversion** agents can blog at the broker level, but when I look at some of the blogs I am not seeing strategy – I am seeing generic content; there is also a lack of formatting and hyperlinks and I don’t know if it the platform or the user? I am told a New Platform is being designed that will solve that!
- ❑ **What if you have a Lead Generation Website and wish to blog but can’t do it internally?**
- ❑ I recommend you get yourself a **WordPress** Account – Not Blogger, not Activerain.
- ❑ Wordpress.com is free and for \$15 a year you can attach your domain; and start blogging strategically and linking to landing pages within your Lead Generation sub-domain; But then why not go all the way to Placester ZillowPress or WebsiteBox and pay for everything!

### ► **What are Tags**

- ❑ In information systems, a **tag** is a non-hierarchical keyword or term assigned to a piece of information (such as an Internet bookmark, digital image, or computer file);
- ❑ This kind of metadata helps describe an item and allows it to be found again by browsing or searching;

Tags are generally chosen informally and personally by the item's creator or by its viewer, depending on the system.

### ► Tags Definition

Tags are generally **short phrases**, that creates a **classification mechanism** for your Blogs that are \_\_\_\_\_;

If you are writing a blog about a listing at 123 Main Street in Frisco Texas - a good tag would be \_\_\_\_\_ and \_\_\_\_\_;

Not so good tags would be: *Real Estate; Frisco TX; 123 Main Street; Homes for Sale; Frisco; James Smith; Realtor*; you get the idea...

### ► Very Important

**After the \_\_\_\_\_, the most other important ingredient in Blogs are Tags – You must learn to Tag Properly!**

Google and Search Engines use tags to \_\_\_\_\_ that is properly Tagged;

Tags that are used consistently create what are called \_\_\_\_\_; these are \_\_\_\_\_ . These super-pages are highly concentrated content around a specific topic and grow in visibility faster than a blog by itself!

### ► How to Tag Blog Posts?

1. Remember that a Tag is a Phrase that classifies \_\_\_\_\_;
2. Go after the \_\_\_\_\_ and what you are sharing; if you are writing about a Franklin TN property – your tags are simple: Franklin TN Real Estate; Franklin TN Homes for Sale; Franklin TN Properties for Sale
3. \_\_\_\_\_! Keep your Tags to about 3 maximum 5 Tags. If you place too many tags per blog post you will be viewed as a Keyword Stuffer and Search Engines may ban their Spiders from crawling your site.

4. Write your Tags \_\_\_\_\_; meaning Uppercase, Lowercase and form. For some systems: **Franklin tn Real Estate** is different from **Franklin TN Real Estate** and yet different from **Franklin TN real estate**. Just pick a way of writing your Tags and stick to it for the long term;
5. Stick to \_\_\_\_\_ in your Tags: **Homes for Sale Franklin TN** is as good a Tag as **Franklin TN Homes for Sale**. Use one not both and stay consistent for a period of time;
6. Blogging consistently on one locality will generate the best visibility – your **Super-Pages** will start growing longer!
7. Do not forget your \_\_\_\_\_! If you are blogging about a condo for sale you may want to add: **Franklin TN Condos for Sale**; if it is a Short Sale: **Wellsboro PA Short Sales**; a Farm in Columbia OH: **Columbia OH Farms for Sale**; you get the idea;
8. Keep your tags \_\_\_\_\_ you are writing – don't place a tag like Lexington SC Real Estate, if you are blogging about a property in Chapin South Carolina;
9. \_\_\_\_\_ in your Tags; commas, periods, and semi colons are used in Tag boxes to separate tags.

### ► Categories and Tags

#### What is the difference between a Category and a Tag?

\_\_\_\_\_ as far as Search Engines are concerned; WordPress and Onjax give you the ability to use Categories then Tags; How should you use them?

Limit your Categories to your Primary Keywords and to no more than 10 to 15; take for example Jan Nichols in Franklin TN; she does business in the cities of Franklin, Brentwood, Nashville, Antioch, etc... Her Primary Categories would be: Franklin TN Real Estate, Brentwood TN Real Estate; Nashville TN Real Estate; Antioch TN Real Estate; etc...

\_\_\_\_\_ per blog post and make sure it relates directly to your Post;

Then Tag your blog normally but **Do not repeat** the Category you selected in the Tag;

Think of the Category as just another Tag, and as a major classifier of your Posts;

The best categories in Real Estate Blogs are \_\_\_\_\_ around your farming Area followed by the words Real Estate; as in Spring Hill TN Real Estate

## ► Let's look

Some of you may have this question:

**"Key, what if I mis-Tagged my blogs from the past; Can I go back and re-Tag them?"**

Answer: it is \_\_\_\_\_!

Let's take some time to look at your Blog Posts together so I can give you some pointers on how you can do better the next time around...

Remember: \_\_\_\_\_!

### →→→ Easy Assignment #1

**Create** your Blog Signature immediately; and please, Do **not** over-think it;

Make sure you share it with your Success Partner and/ or your Broker;

Remember: We learn by **Doing** – Not just **Learning!**

### →→→ Easy Assignment #2

**Write a Blog Post** introducing yourself, your Services, your Brokerage, and local areas of expertise;

**"Do not over-think it!"** (for those of you who have never blogged – do not drive yourself insane by trying to write a masterpiece!)

**Link** an item in your blog to either your website, or your brokerage website;

Add your **Blog Signature** and **Tags**;

### ► **Big Picture** - *Reflect on this idea:*

Don't ever worry about receiving \_\_\_\_\_ – but always find a way to \_\_\_\_\_ to your colleagues, friends, family, and even clients!

Physician George Adams called Encouragement " \_\_\_\_\_!"

>>> *Be Authentic when you do it!* <<<

## 3-Month Short Business Plan



A Good **Business Plan** is a combination of **Goals** and **Activities** that take place over a period of time for the production of **Results**. In order to develop a sound Plan a smart Real Estate Agent focuses on developing **Good Habits** and **Daily Structure**; the desire for magic or luck are not necessary, welcome of course – but never relied on.

Do your best to answer the following questions as best you can – discuss your Business with your Success Partner and/or with your Broker.

Select the 3 Month Period this Plan covers – from: \_\_\_\_\_ to: \_\_\_\_\_

Your Name and Phone #:	
# of Days you will work Real Estate per Week:	
# of Hours you will work Real Estate per Day:	
Total # of Hours you will work Real Estate Weekly:	
What is your Designated Day Off – Not Working R.E. at all!	
What Time do you Wake up in the Morning?	
What Time do you Go to Sleep at Night?	
How much time do you give yourself in the morning for your well being? Describe some of it...	
What Time should your R.E. Business Start in the Morning?	
What Time should your R.E. Business End at Night?	
What Corrections should you make, if any?	
All Goals below are for the 3 months above	
# of Listings Appointments you will create:	
# of Listings you will Get:	
# of Listing you will Close:	
# of Buyers Appointments / Consultations you will create:	
# of Buyers Agreements you will create:	
# of Buyers who will Close:	
# of Open Houses you will hold in 3 months:	
# of Houses you will Door Knock per Week:	
# of Houses you will Door Knock over the 3 months:	
# of Prospecting Phone Calls per Week:	
# of Prospecting Phone Calls over the 3 months:	
What Affirmation or vision statement should you create or are saying daily that helps stay the course of Success?	
Total # of Closings you will create over the 3 months:	