

# Baltimore MD Real Estate Web Strategy Workshop – EXIT Mid-Atlantic

**Tuesday June 21st 2011**

**Extreme Niche Marketing takes into account that you understand you need a website – Now let's get the knowledge and habits that seduce Google and Search Engines...**

The Regional Owners of [EXIT Realty in the Mid Atlantic](#) (Carol and Rick McDaniel) including Washington DC, Maryland, Delaware, and West Virginia in collaboration with The EXIT Mid-Atlantic Broker Council are inviting their Real Estate Professionals to attend a unique Workshop on Internet Marketing Strategy Tuesday June 21st; Going beyond understanding Google SEO and into an actual plan of action that drives results!!! ([PDF Link](#)) - **[REGISTER](#)**



The training seminar is designed to help Realtors and Brokers devise an Internet Presence that produces results and transcends the arduous jargon that floats around the Real Estate SEO Industry - in fact it ignores National Visibility and focuses on Focused Local Niche Marketing.

[Internet Real Estate Agents Earn 3 times the Income of Traditional Agents \(\\$100K+ versus \\$36K\)](#) - Read this important article by RISMedia.

Real Estate Professionals understand that having a successful Internet Website is important but getting the right ideas and habits are few and far between... this course intends to answer the fundamental questions and offers a Plan of Action that Realtors can trust to design an organic Real Estate Internet Strategy driven by the needs of their Buyers and Sellers. This is a true Real Estate Training - nothing will be sold nor does the trainer affiliate with any vendors - your [Realtor Colleagues who have taken this training are producing results](#); shouldn't you?

**Location:** Comfort Inn in Easton Maryland  
8523 Ocean Gtwy, Easton, MD 21601 - (410) 820-8333 - [Map it](#)

**Date:** Tuesday, June 21<sup>st</sup>, 2011 – 9:30am (please start arriving at 9am)

**Duration:** 6 hours – ample breaks will be offered.

**Cost:** \$69 (please make checks payable to: Key Yessaad - Use Google Checkout for Credit Card Payments! Note a \$2.99 processing fee applies.) - **[REGISTER](#)**

**My Commitment:** To un-shackle you from the fear of the internet and show you what your Buyers, Sellers and Google want... (Don't we all want to make Google happy!!!) I will also give you a methodical plan of action to get you going or tweak what you are currently doing...

**Course Description:** (please read what follows to understand the intention of the course.)

**The Training goes beyond Internet and SEO Jargon and into a Successful Real Estate Internet Strategy**

Do you plan to get a website? Do you have a website that's stagnant? Do you feel overwhelmed with the whole endeavor? This is the Seminar for you... many of you have sluggish websites that are not producing any results... so what to do?

I designed this course to go beyond the mere discussion of need; to the design of a Real Estate Web Strategy that drives traffic and results. You will leave empowered and with a plan of action and a full-understanding of what is currently happening in the realm of Real Estate Websites.

I am Vendor-Agnostic and will share with you what works; I have designed hundreds of websites and they are all on Page 1 of Google; I will show you what to demand from your vendor and will help you make the right decision. It is not the Vendor that matters; it is your habits and discipline I am going to focus on...

This course was designed to enhance the ability of [Real Estate Professionals](#) to compete in an ever increasing spirited Internet Landscape...

This course used to be called: "**I don't have a Web Strategy – How do I get started?**" **It has now evolved to include all the major topics of Real Estate Internet Strategies.** Bring your assistant, your web guru, your cousin Vinnie who dabbles in websites – they will learn how to help you focus on the most important part about having a Real Estate website. Realtor Websites are of a different nature than regular ones – I will explain all this in the class...

**Course Description:** (please read what follows to understand the intention of the course.)

## Real Estate Web Strategy Training

I will cover the following topics in this in-depth Workshop:

1. What is Internet Marketing? and how does "Extreme Niche Marketing" help me grow my business?
2. Should you get a Real Estate website? And why? worst where?
3. What is a Real Estate Website? (Seems like an easy question - I will challenge you on what you think you know!!!)
4. Some of you have a Website - is it working for you? and what if your website is perfect - are you done?
5. How do you select the best Web Services? What are the important tools of a Real Estate Website?
6. Domain Names: How do I get one? Where and How much? Should I get more than one? And why? How do I hook them up together?
7. How do I get started? Will I be able to understand the Web jargon? (Let me give you the answer: **Yes**)
8. How expensive is it going to be? (I will show you how to get started for **FREE!**)

9. How much work will I have to put in? Is it worth the effort? And how often?
10. What is IDX? And do I need it? Shouldn't I just use my MLS IDX? And what is Sticky IDX? How about Boomtown?
11. How about Blogging? Is it important? Where should I go?
12. How can my Assistant help me grow my website?
13. Bring all the Questions you ever wanted to ask about the Real Estate Websites, Search Engines, Google, SEO, Internet Marketing, etc... YOU MUST UNDERSTAND THESE IDEAS!

I will have plenty of time for all your questions... - **REGISTER**

"If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us." - Jim Rohn

### **Real Estate Internet Marketing Trainings by Key Yessaad**



[Real Estate Internet Strategy Training](#)



[Real Estate Blogging Strategy Training](#)



[Real Estate Database Strategy Training](#)



[Real Estate Social Networking Training](#)



[Real Estate Web Advanced Training](#)



[Key Yessaad Training on Internet Marketing](#)

#### **Testimonials from Previous Trainings:**



"Thank you so much for offering this training on web strategy. It is great to see your passion and enthusiasm. I would recommend any agent that has the time and energy to invest in their web strategy and their business to sign up for the next class available with Key. In fact I would recommend it sooner than later because one day soon Key will figure out the info is near priceless and he might try to charge what it is worth! (Ha Ha) You can pay thousands to the big SEO companies or you take the classes offered by Key and do it yourself." - **Jason Jacques in Brevard NC**



"I attended the web strategy training with Key on Tuesday the 14th of July and the content and method of presentation was phenomenal, but I was totally sold when after following his steps, I got the first 5 returns out of 10 on page 1 of Google. That is 50% coverage on page 1 of the search engine that has over 72% of all search traffic, AMAZING. All I did was ..... I can't tell you! You have to join EXIT and take the course so Key can get your mind right for the Google Juice."

Thanks, you have brought many things into perspective for me in Real Estate. I will stop the unproductive and focus on the productive again." - **Mike Grumbles in Tennessee**



"Before we attended four of Key Yessaad internet / blogging / database / web strategy events in 2009, our internet traffic and leads "trickled in" on occasion. Within a few short months our traffic tripled and has continued to climb each month. We never worried before, because "we didn't know what we didn't know". Now that we are "Enlightened", we have formed productive web habits, our expectations are higher, and we are extremely optimistic about our expectations for increased web traffic (and Sales Success). Key was the "Key" in 2009 and we can't wait for even more in 2010!" - **John and Angie Byers in Charlotte North Carolina.**



"Key, thanks again for the outstanding training/information/guidance/and "kick in the pants" you provided yesterday, March 19 for the EXIT agents in the Columbia area. Your enthusiasm is tremendous and the knowledge agents now have will allow them to properly position themselves in their respective markets. We look forward to seeing you again in May!" - **Craig Summerall in Lexington SC**

The graphic features a city skyline background. At the top, it reads "Baltimore MD - Tuesday June 21<sup>st</sup>". Below this are icons for a blue puzzle piece with "WWW", the Google logo, and the EXIT logo (a house with a train). Text below the EXIT logo says "EXIT MID-ATLANTIC DE · DC · MD · WV". The center shows two overlapping screenshots of a website. At the bottom, large text reads "Real Estate Training: Internet Strategy & Your Website".

Web Link: [Baltimore Real Estate Internet Strategy Training](#)

Baltimore Real Estate Training, Baltimore MD Web Training, Real Estate Internet Marketing, Real Estate SEO, Google Marketing Trainings, Real Estate Websites, Exit Realty Trainings



Key Yessaad – [Real Estate Trainings](#) and [Internet Strategies](#).

To train, inspire, and coach Real Estate Professionals succeed on the Internet is my passion. I specialize in training Realtors on the Fundamentals of Internet Marketing and SEO. My Trainings and Internet Strategies intersect in my seminars with powerful ideas and Plans of Actions that produce results. Google or call me **(910) 538-6610** and let's discuss how I can help your Agents climb the Google Tree of Success.