



Charleston Real Estate Web Strategy Advanced Training

Exit Brokers "By Invitation Only"
Training Tuesday April 7th, 2009
You understand the Strategy! – Now
let's get the knowledge and habits of
working on your website...

The Brokers of [Exit Realty Charleston Group](#), [Ann Marconi](#), [Andy Ackerman](#), and [Kathy Rawers](#) are holding an advanced training on Real Estate Web and Blogging Strategy Tuesday April 7th; Going beyond understanding to actual day to day doing!!!

You all have heard that content is king; so how do you go about adding content to your website so Search Engines and clients can find it and rank it. This Day Workshop was designed for Realtors who have attended "[Real Estate Web Strategy](#)" and understand that working on your website is part of your business routine... "*But I have content that comes with your website?*" you say... and so does everyone... Generic content is everywhere and leads nowhere; those who optimize it the right way and create good internal and external links will become visible...

I believe that those who bring their web services and processes internally will succeed. The days of calling an external "Web Designer" or "Tech Guy" to maintain your day to day pages are over... There is still value on having a professional get you going but it is a shared responsibility; in fact the "Web Designer" should be following your lead NOT the reverse...It is neither the Vendor nor the Product that matters; it is your habits and discipline I am going to focus on... Your strategy must lead you to Google Visibility...

This Workshop was designed to enhance the ability of Real Estate Professionals to compete in an ever increasing spirited Internet Landscape...

Topic: "How do I maintain my Website regularly?"

The course will cover the following topics...

1. How to layout a Web Page and how to focus on the most relevant and Visible elements
2. Internal Linking of your Website.
3. Integration of IDXPro into your website and how to create Landing pages...
4. How to add content from external pages?
5. How to Add a Listing, Syndicate it, and make sure Google finds it
6. How to create Listing Pages.

7. How to optimize your provided pages and link them to the home page without buttons
8. Linking the right way – tons of examples...
9. How to prepare pictures, link them, and align them in tables.
10. How to make the Google and Yahoo bots read your sitemap
11. What are Link Exchanges and how to work them
12. How do I create a Page then convert it to Blog? Is there a structure to these pages that works?
13. How do I good pages to my blog that drives back traffic to me...?
14. How to create a link page and use Links Partners to drive more traffic...?
15. & Much much more
16. Bring all your questions and don't forget your assistant. You will love this class; you will feel liberated and ready to conquer your online market!!!

The questions a Real Estate Professional should help their clients answer are the following:

"How can I tell that you have expertise in your Real Estate Market?"

"Can I validate you online and "Google You" with Buzz around your Market expertise?"

"Is the information I find online about you fluff or substance?"

Location: Exit Realty Charleston Group - [Mount Pleasant Office](#) – 613 A Long Point Road, Mount Pleasant, SC 29464 - (843) 849-7778

Date: Tuesday, April 7th, 2009 – 11am - 4pm

Duration: 5 hours – ample breaks will be offered.

Cost: \$45 (please make checks payable to: Key Yessaad and hand them to your broker. I asked them to hold the checks until I have delivered the training.)

This Training is considered and Intensive and will incorporate Web Structure, Web Link Integration, Page Management, and Additional Google Site Map Links!!!

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.)

"Put your Fear of Today into Affirming the Hope of Tomorrow!!!" - [Bob McKinnon](#)

Testimonials:



"Key, You did an amazing job teaching at the Carolina's, you have found your calling and it shows! Tam - March 7, 2009." **Tami Bonnell, President U.S. Organization, Exit Realty.** Event: Exit of The Carolinas Annual Awards in Charlotte NC, March 2009.



"Absolutely you deserve a testimonial, if for no other reason than the passion you exhibit for what you do. We all should be doing something in our life that reflects exhibits that passion. Our business would reflect it! You have found yours, congrats. As for the training, W-O-W I attended the class kicking and screaming thinking it was another technical jargon class that would once again go over my head and leave me with a migraine. Not true ! I got so much useful information that I have been wanting, (did not know the right question to ask) I came out and called my partner and just threw up all over him. Told him everything I'd heard. After I finally shut up, he asked if Doug was there, (our IT guy) I told him yes, he was so delighted and said we would get started as soon as he returned home. Ya think I confused him ? Also told him you would be returning and he'd have to attend the next training.
Thank you very much for simplifying the web. I know have a plan of action, one step at a time. Up then Out. I look forward to the next training." - **Carolyn Greene, Realtor, Exit Realty Upstate, Greenville SC.** Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.



"Key, You have been blessed with the ability to help others. You have touched so many lives and have helped them to see their true abilities... Our lives get so busy that we sometimes forget to stop and take a look around and appreciate what we have. During our journey in life we meet many people. Some are just a blur in time and some, like you make time stand still. Your excitement and passion when you teach is so amazing. My agents have started implementing what you've taught them and are starting to see results! I am so proud of our agents!" - **Belinda Vercammen, Administrator, Exit Upstate Realty.** Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.



"Today, five agents from our office participated in a training seminar focused on "Blog Strategy". Key Yessaad, Real Estate Web Trainer, shared valuable information on how we can use blogging as a mechanism to drive Google to us and thereby help increase showings to our listings and drive buyers to our website! Key's upbeat and energetic approach to training web strategy are invaluable tools that we can now-as is evident by this blog. Carl McClure, Cathie Saucier, Paul Saucier, Tom Baldwin and Brandon Liles are all agents based in Chapin, SC at EXIT Midlands Realty and can now begin to implement the tools gathered from today's training. Thanks Key for another fantastic day!" - **Brandon Liles, Broker/Owner Exit Midlands Realty, Chapin SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"WOW! I had to hold onto my seat! The pumped up, enthusiastic and deeply informative web blogging training that you provided, is simply the best I have ever attended. The depth of your knowledge and insight was delivered clearly, passionately and with a focused concern that all who attended, truly understood the reasoning and application of why it is essential to engage in this strategy. We all look forward to attending more of your training very soon. Many, many, thanks to you for sharing this most important training, which is sure to propel our business to new heights. Thank you!" - **Matt Houle, Broker/Owner Exit Realty of Hilton Head, Hilton Head SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Thanks Key! Fantastic info and I am excited about putting this new strategy into action. [Here's to being Googleicious!](#) Brooke." - **Brooke Schlenker, Realtor, EXIT Real Estate Consultants, Lexington SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key, Just wanted to send you a quick THANK YOU!!! Do you think you could bottle your enthusiasm for all of us? Talk about not selling anything.. change your mind and let us purchase that.... I had not intended to come until the Thursday when Rick "urged" me to come and said this would be different. He was absolutely 100% correct. It was different. It was more than teaching, it was almost coaching and mentoring with truth and compassion and determination. I absolutely stepped back and asked myself some important questions right from the get go "do you have values about your life?" I was off and running from their in a quest to find the answer..
I would highly recommend your Web Strategy class to all who have an open mind and want to move forward with decisions about their life... Look forward to seeing you again soon..." - **Susan McCarter, Realtor, Exit Upstate, Greenville.** Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.



"Dear Key, Here is my testimonial...thanks!!! Key, I have attended two of your courses now and I have to tell you, you truly are the best. Your lessons are invaluable and the information is able to implemented immediately. As any non-native speaker will testify, it is sometimes difficult to follow a lecture not in your native tongue. However, I am always able to follow and stay focused during your courses. I wish other trainers would follow your style. Your energy is inspiring and contagious. You will definitely be seeing me in future courses...and the on first page of Google." - **Sonia Roman, Realtor, EXIT Real Estate Consultants.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key: I think that was the best training session ever!! I'm now falling into that "old dog" category, but I know what I learned in your Blogging Strategies Training session will send us to a whole new level! If you have anyone who questions your validity, have them call me! I'll sing your praises!!..." - **Paul Saucier, Broker/Auctioneer/Builder, Specialist in Land & Investment Properties. Exit Midlands Realty.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Hi Key, I just wanted to thank you for the great training you gave today. You definitely provided the information that I have been longing for. Your web strategy is the best that I have seen or heard of anywhere. I cannot wait to start implementing these valuable strategies in my real estate business. I am looking forward to the training on blogging. Thank you very much." - **Victor Amadi - Realtor, EXIT Upstate Realty, Greenville SC** - Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.



"Key, Thanks for a great training session yesterday! My To-Do list is a mile long but that feels good. It feels good to walk out of a training with a targeted list of actions that will get me noticed by Google and the other search engines, which in turn will get me noticed by my customers. I don't know how you learned all this stuff. But I am glad you did and even more glad that you have a gift and passion for training. Keep up the great work! Craig." - **Craig Augenstein, Exit Carolinas Regional Director** - Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"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, Broker/Owner Exit Real Estate Consultants, Lexington SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key, I think this was the best class that I could ever have taken, especially being new to the area of Greenville South Carolina. I love Exit and want to grow my business. This will help me tremendously. Thank you again." - **Barbara Massone, Exit Upstate Realty, Greenville, SC** - Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.

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Apr 7th, 2009
EXIT
 EXIT REALTY CHARLESTON GROUP
Charleston Real Estate Training
ANN MARCONI **ANDY ACKERMAN** **KATHY RAWERS**



Key Yessaad – Real Estate Trainer & Internet Strategist.

To train, inspire, and coach Real Estate Professionals succeed is my passion. I specialize in training Realtors to compete online. 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. I can tailor my [Real Estate Seminars](#) to the level of sophistication of your agents and I promise they will leave inspired and will produce results!!! Read some of the [Realtors Testimonials](#).