



Charlotte NC Real Estate Web Strategy Advanced Training

Exit Brokers "By Invitation Only"
Training Thursday May 21st, 2009.
You understand the Strategy! – Now let's get the knowledge and habits of working on your website...

John and Angie Byers, the Exit Realty Broker/Owners in [Charlotte NC](#), are inviting their fellow Broker/Owners in the region and their Exit Agents to attend an advanced training on Real Estate Web Strategy Thursday May 21st; Going beyond understanding Web Strategy and into day to day implementation and results!!!

You have heard that content is king; so how do you go about adding content to your website so Search Engines and clients can find and rank it. This One-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 my website?*" you say... and so does everyone else... **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 compete in an ever increasing spirited Internet Landscape...

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

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 that works best?
13. How do I add good pages to my blog that drive traffic back to me...?
14. How do I 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 South](#) – (Thanks to John And Angie Byers)
4401 Barclay Downs Dr, Ste 1, Charlotte, NC 28209 - (704) 602-9900

Date: Thursday May 21, 2009 - 9:30am (please start arriving at 9am)

Duration: 5 to 6 hours – lots of 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 an 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...

"Put your Fears of Today into Affirming the Hopes 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.



"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.



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](#).