

# Chesapeake VA Real Estate BLOG Strategy Training for EXIT Realty Virginia

**Tuesday January 18th in the Chesapeake VA**

**Blogging drives your story and your content on the internet - we live in a connected business world, and Facebook and Social Networking do not replace your Organic Visibility...**



The Regional Owners of EXIT Realty in [Virginia](#), Nancy and Tom Shaver, in partnership with their local EXIT Franchisees and Broker/Owners invite their Real Estate Professionals to a focused training on Blogging for Marketing; This Strategy Workshop combines the fundamentals of Search Engine Optimization, Website Architecture, and how to leverage Blogs to drive Internet Marketing through Search Visibility - The workshop goes beyond understanding Websites and into an actual plan of action that drives Internet Results!!! - **[REGISTER](#)**

The Original name of the course was "Google Loves Bloggers," to reveal the fact that if your blog posts are written properly and placed in the right venues your visibility and that of your website would increase... In fact, wouldn't you agree that Page 1 of Google is crucial to your success? (**Best you don't even need a website to make this Strategy work!!! Cool Huh?!!**)

The questions a Real Estate Professional should help their Real Estate Buyers and Sellers 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:** [Hampton Roads REALTORS® Association \(HRRA\)](#)

638 Independence Pkwy, Ste 100, Chesapeake, VA 23320 (757) 473-9700 - [Map it](#)

**Date:** Tuesday, Jan 18<sup>th</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) - **[REGISTER](#)**

Credit Card: (*Secure Google Checkout for Credit Card Payments! Note a processing fee applies or \$2.99*) ([Google Checkout Link](#))

**My Commitment:** To remove 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

You hear about Bloggers, Websites, Leads, Facebook, Google and much more - and you are confused; I am going to stop you right there... Blogging is about Content, Google, and Internet Marketing Search... your habits and diligence will drive you up...

### Real Estate Blog Strategy Training

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

1. What is Blogging? – Little time spent on this topic; the strategy is more important than the why. But you must understand it...
2. Why should Realtors Blog? Do I really need to learn how to Blog? (Hint: YES!!!)
3. How are successful Real Estate Agents using this medium to position themselves?
4. How can Blogging affect my Listing Strategy?
5. Where should I blog? My website right? Hummm...
6. What should I blog about? And how often?
7. What if the format of a good blog? At least can you get me started...? Do I have to become a writer? How about links?
8. What does all this have to do with Google? Is this SEO? (Could you explain SEO?)
9. How much programming should I learn? (Let me give you the answer – None!!!)
10. How expensive is this whole strategy? Think time, perseverance, and elbow grease...
11. How can my assistant help me with this?
12. Does this strategy really work? And how fast? Can you give us examples?
13. How Can I use Social Media for my Blogs?
14. 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**

["Excellence comes about as a result of habit. We become 'Good' by doing good acts, 'Pleasant' by doing pleasant acts, 'Brave' by doing brave acts."](#) - Aristotle

## [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:](#)



"Key not only shows you how the internet and Goggle work, he also teaches you everything you need to know to start building Goggle visibility for your web-site. Every class has an action plan for the student to implement. The methods and techniques are valid and verifiable. The potential power of understanding and implementing the strategy is unlimited. [read more...](#)" - **Joe Nester - Broker/Owner Exit Agapé Real Estate Services.**

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"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**

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"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**

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"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.**

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"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**

**Chesapeake VA - Tue Jan 18<sup>th</sup>**

**EXIT**

**Google**

**at the Hampton Roads REALTORS® Association**

**BLOG**

**Real Estate Training:  
Blogging Strategy & Marketing**

Web Link: [Chesapeake VA Real Estate Blog Strategy Training](#)

Chesapeake VA Real Estate Training, Chesapeake VA Blog Training, Real Estate Blog Marketing, Real Estate SEO, Google Blog Marketing Trainings, Real Estate Websites, Exit Realty Trainings



Key Yessaad – [Real Estate Trainings](#) and [Internet Strategies](#). My drive is to illuminate, empower, then turn over the process to my participants through Plans of Action that produce Results – Internet Marketing, when successful, transcends Websites and goes to the core habits of all Real Estate Professionals – You can no longer afford to ignore the place SEO, Social Media, and Internet Marketing play in your Day to Day business growth. [Key Yessaad](#) and [SEO Blogs](#) at (910) 367-5391 or (910) 538-6610.