

# Columbia Lexington SC Real Estate Internet Marketing Strategy Training

**Thursday September 10th in West Columbia SC**

**You understand Internet and Blogging Strategy! – Now let's get the knowledge and habits of working on your website for Google Visibility...**



The Exit Realty Brokers in and around Columbia and Lexington South Carolina, [Ed Flowers](#), [Jae Kim](#), [Brandon Liles](#), [Joe Nester](#), and [Craig Summerall](#) are holding an advanced training in Real Estate Internet Marketing for their Realtors on Thursday September 10th.

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 you; better yet rank you as a Real Estate Professional. 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...

**Location:** [Agape Village in West Columbia SC](#)

Village Community Center - 128 Agape Village Ct., West Columbia, SC 29169

**Date:** **Thursday, September 10<sup>th</sup>, 2009** – 9:30am (please start arriving at 9am)

**Duration:** 5.5 hours – ample breaks will be offered.

**Cost:** **\$59** (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.)

**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...

## **Google Visibility is about proper links...**

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 Web Professionals get you going but it is a shared responsibility; in fact your 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? - in other words: Links, Links, Links..."

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 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?"*

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

["Many of life's failures are people who did not realize how close they were to success when they gave up."](#) - Thomas Edison.

**[Real Estate Internet Marketing Trainings by Key Yessaad - The Google Master](#)**



[Real Estate Internet Strategy Training](#)



[Real Estate Blogging Strategy Training](#)



[Real Estate Database Strategy Training](#)

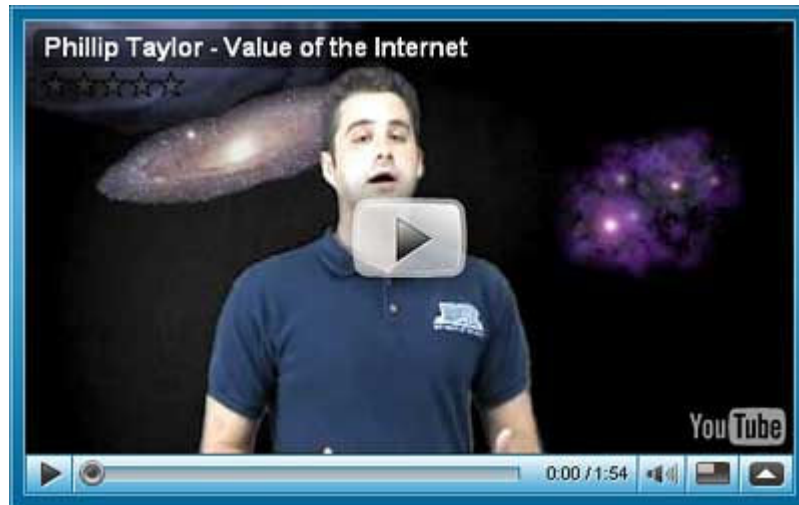


[Real Estate Web Advanced Training](#)

**Testimonials from Previous Trainings:**



Phillip Taylor of Exit Realty of the South in Nashville Tennessee has a very creative mind. Philip placed on Facebook this YouTube Video and truly made my day. I am so glad [George Styron](#) invited him to attend as well as his Exit colleagues in Nashville - it was truly a fantastic training day!!! Thank you George.



[View Phillip's YouTube Testimonial](#)



"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 - CFO EXIT MidSouth Realty in Tennessee.**



"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.**



"Dear Key, I wanted to let you know that your training has impacted my business's GOOGLE visibility tremendously. I attended two of your trainings and APPLIED everything you taught with the result that I am now dominating my local area on Google searches... I'm actually taking the first TWO pages.. I have spent the last 2 years in total frustration at HOW TO DO this, and when you came to Franklin, you brought "THE LIGHT with you! Thanks Key for sharing this knowledge, I look forward to more "skull sessions" in the near future.. If you have students "IN DOUBT", have them Google: john becker bald head, or Franklin nc real estate .. let the magic begin! Key, I also wanted to thank you for making this training AFFORDABLE to ANYONE who wants to learn this aspect of web marketing. I've seen so many other "web trainers" who charge astronomical fees with less than satisfactory results." - **John Becker / Bald Head - Franklin NC. Attended Real Estate Web and Blogging Strategy Trainings.**



"Key: I am so glad that our regional owners brought you in to train us. It is always very frustrating when you know there has to be a way to do something, but can't get there on your own. It's even more frustrating when you are the broker and agents are looking to us for all the answers. Your internet strategy class was extremely informative and a HUGE RELIEF! I now know how to control my internet marketing to build and expand my business and to give my sellers the service they deserve. Thank you! I look forward to your next training." - **Tishia Morris - Sevierville NC Real Estate Broker/Owner**. Attended Real Estate Web Strategy Training in Knoxville Tennessee July 16th, 2009.

**Lexington / Columbia SC - Sep 10th**

**Real Estate Internet Marketing Training**

**ED FLOWERS**   **JAE KIM**   **BRANDON LILES**   **JOE NESTER**   **CRAIG SUMMERALL**

Web Link: [Columbia Lexington SC Real Estate Internet Marketing Training September 10th](http://Columbia Lexington SC Real Estate Internet Marketing Training September 10th)

Columbia SC Real Estate Training, Lexington SC Real Estate Training, Chapin SC Real Estate Training, Real Estate Internet Marketing, Columbia SC Internet Marketing, Real Estate Blog Marketing, Real Estate Training, Real Estate Web Trainer, Real Estate Search Engine Visibility, Real Estate Google Marketing, Exit Realty Trainings, Real Estate Blogs.



**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](#). Follow me on [FaceBook](#) or [Twitter](#).