

Franklin NC Real Estate Internet Marketing Strategy Training

Monday July 13th in Franklin NC

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



Kathy Clifton of Exit Realty in [Franklin North Carolina](#) leads the charge again and invites her Realtors as well as her neighboring Exit Offices in [Maggie Valley](#) and [Murphy](#) to attend an Advanced Real Estate Training focused on Internet Marketing.

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... (PDF Link.)

Location: [Fun Factory in the Smokies](#), 1024 Georgia Road, Franklin, NC 28734 - (828) 349-8888 (Behind Wendy's)

Date: **Monday, July 13th, 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. 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?"

Duration: 5 hours – ample breaks will be offered.

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

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

You are welcome to join the following confirmed agents by calling (910) 538-6610 - from Franklin NC: [John Becker](#), [Kathy Clifton](#), [Sherry Freimuth](#), [Randy Reed](#), [Helen Gilstrap](#); from Maggie Valley: [Torry Pinter](#), [Lyndia Massey](#), [Pam McCracken](#); and from Murphy NC: [Kathy Vetten](#), [Corky Vetten](#), [Kaye Phillips](#), [Frank Schuler](#), [Jack Shingler](#), [David Hubbard](#), [Helen Russell](#), [Tami Cook](#).

[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:](#)



"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, What an outstanding program that you have developed to get our agents on top of their game and on top of Google. You push our agents far above the bar with your knowledge and commitment to making us the best in the industry..and the most web recognized. Thanks for all that you do for us and for all of Exit." - **Jim Barnett, Sales Manager of Exit Realty South in Charlotte NC.** Attended Real Estate Web Advanced Strategy in Charlotte NC on May 21st, 2009



"Key Yessaad is the man you need if you want to learn how to strengthen your web presence. His classes are upbeat, motivating, and results driven. Key shows you how to get RESULTS, and guides you every step of the way. I wholeheartedly recommend Key if you want to succeed in the online real estate marketplace." - **Jodie Hurt - Charleston SC.** Attended Real Estate Web and Blogging Strategy Trainings.



Mike McVey Key, Number one on page one of google for my targeted search in 9 weeks. Thank you very much.

10 minutes ago · Comment · Like · See Wall-to-Wall



Key Yessaad at 11:05am May 24

That's excellent Mike!!! Your diligence impresses me - much success!!!

"Key, Number one on page one of google for my targeted search in 9 weeks. Thank you very much." - **Mike McVey, Realtor with Exit Real Estate Consultants in Lexington South Carolina.**



"Key, you have given me the "key" to unlock a door with unlimited potential. Finally, I have found a form of prospecting that fits my style! I cannot wait to be the Brier Creek Real Estate Expert! I've set my sights high, and I highly recommend your blogging strategy class to anyone hoping to succeed in today's real estate market! ♥" - **Sarah Tingem - Exit Realtor in Raleigh North Carolina.**



"Hi Key, Thank you for everything! What an awesome training you put on for us. I feel kind of smart right now. I learned so much from you and I thank you for your dedication to your work and your patience with me. I am going to GET THIS! Thanks again. We loved having you and hope you can come for a long visit to see the area. You are welcome any time." - **Shelia Bennett, Broker/Owner of Exit Realty of Beaufort.** Attended Real Estate Web Advanced Strategy in [Beaufort SC](#) on April 15th, 2009.



"Key, Thank you for the call yesterday, I am so sorry I missed you. I was out looking at a piece of land for a client and it's easy to lose connectivity out here in these mountains. I just couldn't wait to tell you about my first try. I noticed after sending you the link to my blog, that none of the links I had put into my blog were working-so I went back to the site to edit it. When I got up this morning and "googled 'Murphy trout streams" I was #s 1&2 on page 1!!! I couldn't believe it. The Bot had picked up both my blog and my corrected one...this is just TOOO COOOOL as my grandson would say. Thank you again. I look forward to our next class. Kaye." - **Kaye Phillips, Realtor, Exit Realty Mountain View Properties.** *Attended Real Estate Blogging Strategy on April 8th, 2009.*



"Great Class Key, Everyone at Murphy NC Exit Realty thought you were the best today! Thanks Again, Frank "Big Frank" Schuler & Mary "Hong Phuc" Schuler" - **Big Frank Schuler, Realtor, Exit Realty Mountain View Properties.** *Attended Real Estate Blogging Strategy on April 8th, 2009.*



"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.

Franklin, NC - Monday July 13th

EXIT

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Franklin NC Real Estate Training, Murphy NC Real Estate Training, Maggie Valley NC Real Estate Training, Franklin NC Internet Marketing, Murphy NC Internet Marketing, Maggie Valley NC Internet Marketing, Real Estate Training, Real Estate Web Trainer, Real Estate Internet Strategy Training, Real Estate Internet Marketing, Exit Realty Training, 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](#).