

# Murfreesboro Real Estate Advanced Blogging Workshop

**Friday August 27th in Murfreesboro TN - EXIT REALTY EVENT**

**How to effectively use Blogs to Drive Google, Search Engine Traffic, and your Customers to your Website using thoughtful Content and Real Estate Solutions**

The Regional Owners of [EXIT MidSouth Realty](#) in partnership with the local Broker/Owners in and around Nashville and Murfreesboro Tennessee invite their Real Estate Professionals to attend an **Intensive** Blogging Workshop that is designed to create the best Internet Marketing Strategies that benefit your Real Estate Clients. ([PDF Link](#))



Internet Marketing and Google Visibility makes sense to you and you know that you must incorporate them in your Real Estate Marketing. It is time to do it right and Blogging is one vehicle you must master to nurture Organic Visibility.

I have designed this Advanced Blogging Workshop for Real Estate Professionals who have established the foundation of an Internet Strategy and are looking to advance their Organic Ranking Online. This training is not focused on the cheap tricks of [SEO](#) and will NOT support your desire for easy answers – the strategies I coach agents are deliberate, long term, produce results,

and organic in the sense that they help your customers make the best decisions for their Real Estate Needs.

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?

**Location:** [Exit Realty Bob Lamb & Associates](#) Office - 1734 South Rutherford Blvd, Murfreesboro, TN 37130 - Office Number: (615) 896-5656 - [Map it.](#)

**Date:** Friday August 27th, 2010 - 9:30am (please start arriving at 9am or earlier)

**Duration:** 6.5 hours – lots of breaks will be offered. (we will end around 4pm)

**Cost:** **\$79** (please make checks payable to: [Key Yessaad](#))  
*Please bring a check or Cash - No Credit Card Processing.*

**My Commitment:** To make the Internet, your Website, and your Internet Marketing your Responsibility... We will focus on your clients - NOT you, and your results will blossom...

**Course Description:** (please read what follows to understand the intention of the course.)

## Real Estate Advanced Blogging Workshop

I will cover the following topics in the Workshop:

1. **A Homework driven Workshop.** (Ask your Broker for the Homework or Email me immediately so I can send it to you! The Homework is a **MUST!!!**)
2. The fundamental Structure of a Successful Real Estate Blog.
3. Strategic Links - Think 1-Click!!!
4. Blogs about Listings for farming purposes.
5. Blogging Strategy and Neighborhood Farming.
6. Understanding Blog and Page Content Source.
7. ALT Tags – huh...??? Yes Content and ALT Tags.
8. Rolling your Blogs – for added Google Page Visibility. A strategy designed by Key for enhanced visibility. (if you can understand this advanced technique your internet visibility will grow dramatically - MUST have blogged before!)
9. Why Launch a Free WordPress Blog? and How to use its RSS Feeds with your website or other services.
10. Will I become an SEO Expert? – that is not the purpose; I want you to become a Successful Internet Marketer.
11. Understanding Barney Stinson and his Playbook: “The Lorenzo Von Matterhorn.”
12. and much more...

**YOU MUST HAVE YOUR HOMEWORK COMPLETED BEFORE ATTENDING THE TRAINING - CALL OR TEXT ME IMMEDIATELY IF YOU ARE ATTENDING SO I CAN SEND YOU THE HOMEWORK! (It is a Deal Breaker!) - Your Broker was emailed a copy of it!**

I will have plenty of time for all your questions...

"If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us." - Jim Rohn

### [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:](#)



"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**

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Murfreesboro TN Real Estate Training, Murfreesboro TN Blogging Workshop, Real Estate Trainings, Real Estate Internet Marketing, Real Estate Websites, Real Estate Blogs, Exit Realty Trainings



Key Yessaad – [Real Estate Trainings](#) and [Internet Strategies](#).

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.