

Real Estate Blogging Strategy Training

**Are you driving Traffic to your website and creating the best exposure for your Listings?
How about your Buyers - Are you the Community Expert?**



The Original name of the course was "**Google Loves Bloggers,**" to reveal the fact that if your blog posts are not "Search Engine Indexed" and lead back to you in a natural way then the effort is for naught.

How do I use the right Blogging Techniques to help my web content and Listings become Internet Visible? this is the essence of Internet Marketing and Blogging Results. Learn what Google and Search Engines are looking for in Blogs in order to Index them... in fact if you Blog once a week the right way you will be on Page 1 of Google - enough said?

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?"

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...

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

Most Realtors misuse Blogging; in fact 95%+ of all Blogs are pseudo-gossip. Learn the proper way to Blog and produce results; you will be able to bend Google to your content day-in and day-out.

I designed this Seminar as a Real Estate Strategy for Visibility, Expertise, and Search Engine Ranking. You will learn the following:

1. What is Blogging? – Very short time spent on this topic because the strategy is more important than the why.
2. Why should Realtors Blog? Do I really need to learn how to Blog?
3. How are successful Real Estate Agents using this medium to position themselves?
4. Where should I blog? My website right? not really!!!
5. What should I blog about? And how often?
6. 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?

7. What does all this have to do with Google? Is this SEO? (Could you explain SEO briefly for us?)
8. How much programming should I learn? (Let me give you the answer right here – ZERO!!!)
9. How expensive is this whole strategy? Think time, perseverance, and elbow grease...
10. How can my assistant help me with this?
11. Does this strategy really work? And how fast? Can you show us examples?

I tell your Broker / Owner that I promise not to waste your Realtors' time and will arm them with information they need to compete online... I keep my promises...

Testimonials from Previous Trainings:



"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 Tinggen - 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.*



"Hi Key, I can't thank you enough for yesterday's class. It was extremely informative! You clarified some things that I was unsure of or struggling to complete. You have inspired me to really step my game up and to get out of the rut I was in. Thanks again!" - **Lisa Houle, Broker/Owner Exit Realty of Hilton Head.** *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.



"Good morning Key, I am checking different searches for Chapin Real Estate, Chapin SC real estate, Chapin homes for sale and Chapin SC homes for sale. Our efforts are working and I owe you a large debt of gratitude for this! Our website has been up for less than 1 month and we are on page 1 of Google for "Chapin Real Estate" and page 2 top spot for "Chapin Homes for Sale". I consider this a major step forward in my companies ability to compete for customers on-line. The search, "Chapin Homeowners" is absolutely dominated by my blog and website-this is directly attributable to your guidance and tutelage!

I am a long way from where I want our company to be in terms of our "google-ability" but our company and agents are headed in the right direction as a result of your instruction and support.

This is great news for me and certainly gives validation to our efforts. Thanks and have a great day!" - **Brandon Liles, Broker / Owner Exit Midlands Realty, Chapin SC.** Coaching and Consulting Client - Attended numerous trainings offered by Key.



Web Link: [Real Estate Blogging Strategy Training - Internet Traffic Visibility Success](#)

Real Estate Blogging Training, Real Estate Blog Trainer, Real Estate Web Training, Real Estate Blog Strategy Training, Real Estate Internet Marketing Training, Real Estate Training, Real Estate Web Trainer, Real Estate Blog Strategy, Real Estate Internet Marketing Strategy Training, Key Yessaad 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](#).