

Real Estate Web Advanced Training

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

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...

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...

Topics: "How do I maintain my Website regularly? - in other words: Links, Links, Links..."

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!!!

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 understand how Google works????!!!) I will also give you a methodical plan of action to get you going and help you tweak what you are currently doing...

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

[Testimonials from Previous Trainings:](#)



"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.



"Today, five agents from our office participated in a training seminar focused on "Blog Strategy". Key Yessaad, Real Estate Web Trainer, shared valuable information on how we can use blogging as a mechanism to drive Google to us and thereby help increase showings to our listings and drive buyers to our website! Key's upbeat and energetic approach to training web strategy are invaluable tools that we can now-as is evident by this blog. Carl McClure, Cathie Saucier, Paul Saucier, Tom Baldwin and Brandon Liles are all agents based in Chapin, SC at EXIT Midlands Realty and can now begin to implement the tools gathered from today's training. Thanks Key for another fantastic day!" - **Brandon Liles, Broker/Owner Exit Midlands Realty, Chapin SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"WOW! I had to hold onto my seat! The pumped up, enthusiastic and deeply informative web blogging training that you provided, is simply the best I have ever attended. The depth of your knowledge and insight was delivered clearly, passionately and with a focused concern that all who attended, truly understood the reasoning and application of why it is essential to engage in this strategy. We all look forward to attending more of your training very soon. Many, many, thanks to you for sharing this most important training, which is sure to propel our business to new heights. Thank you!" - **Matt Houle, Broker/Owner Exit Realty of Hilton Head, Hilton Head SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Thanks Key! Fantastic info and I am excited about putting this new strategy into action. [Here's to being Googleicious!](#) Brooke." - **Brooke Schlenker, Realtor, EXIT Real Estate Consultants, Lexington SC.** Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key, Just wanted to send you a quick THANK YOU!!! Do you think you could bottle your enthusiasm for all of us? Talk about not selling anything.. change your mind and let us purchase that.... I had not intended to come until the Thursday when Rick "urged" me to come and said this would be different. He was absolutely 100% correct. It was different. It was more than teaching, it was almost coaching and mentoring with truth and compassion and determination. I absolutely stepped back and asked myself some important questions right from the get go "do you have values about your life?" I was off and running from their in a quest to find the answer..

I would highly recommend your Web Strategy class to all who have an open mind and want to move forward with decisions about their life... Look forward to seeing you again soon..." - **Susan McCarter, Realtor, Exit Upstate, Greenville**. Attended Real Estate Web Strategy in Greenville SC, Friday March 20th.



"Dear Key, Here is my testimonial...thanks!!! Key, I have attended two of your courses now and I have to tell you, you truly are the best. Your lessons are invaluable and the information is able to implemented immediately. As any non-native speaker will testify, it is sometimes difficult to follow a lecture not in your native tongue. However, I am always able to follow and stay focused during your courses. I wish other trainers would follow your style. Your energy is inspiring and contagious. You will definitely be seeing me in future courses...and the on first page of Google." - **Sonia Roman, Realtor, EXIT Real Estate Consultants**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"Key: I think that was the best training session ever!! I'm now falling into that "old dog" category, but I know what I learned in your Blogging Strategies Training session will send us to a whole new level!! If you have anyone who questions your validity, have them call me! I'll sing your praises!..." - **Paul Saucier, Broker/Auctioneer/Builder, Specialist in Land & Investment Properties. Exit Midlands Realty**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"As Broker-in-Charge and Owner of an Exit Realty franchise, I have had the opportunity to meet many trainers, coaches, and consultants over the last 10 years. None approach Keys unique ability. A quick look in the dictionary for the word 'energy' and you will find Keys bio attached. Keys presentations about Blogging, Website strategies, and click marketing are absolutely eye opening. You can't help but be 100% involved as Key brings his incredible knowledge and unprecedented enthusiasm to all of his presentations. Any Corporation would be lucky to land this rising star. Thanks Key, for all you have done for us." - **Jay Tracey, Broker/Owner of Exit Realty The Tracey Group, James Island, Folly Beach, Charleston SC**.



"Key, Thanks for a great training session yesterday! My To-Do list is a mile long but that feels good. It feels good to walk out of a training with a targeted list of actions that will get me noticed by Google and the other search engines, which in turn will get me noticed by my customers. I don't know how you learned all this stuff. But I am glad you did and even more glad that you have a gift and passion fro training. Keep up the great work! Craig." - **Craig Augenstein, Exit Carolinas Regional Director** - Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"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, Broker/Owner Exit Real Estate Consultants, Lexington SC**. Attended Real Estate Blogging Strategy in Columbia SC Thursday March 19th.



"**Incredible**, barely describes the level of expertise of Key Yessaad. I have personally met with web designers, programmers, IT gurus, etc. Their combined knowledge doesn't even equal the holistic approach of Key's understanding of the web. I have spent tens of 1,000s of dollars for the "perfect" website and lead capture systems, with poor results. After attending a 4 hour Blog training session with Key, I posted 2 Blogs and was on page 1 of Google in position 1,2 4 and 6 and had 2 sellers contact me within 72 hours !!

After Keys 4 hour Web Strategy class I finally knew that all the self proclaimed experts in the field that I had paid big bucks to, were mostly versed in only one aspect of the web. Key's knowledge of the WEB is the most comprehensive I have ever encountered and he clearly articulates his expertise in a manner that anyone can understand.

Key empowered my agents to ask WEB companies the critical questions to have a WEB site that truly produces results and can organically create quality leads without spending a fortune. He also frees the agents from being dependant on the WEB master that they are at the mercy of.

Any EXIT agent or broker, who thinks they know how the web works with respect to real estate, really needs to attend Key's training. They will find out how much they actually never knew. If Key was able to put 5 North Carolina EXIT offices on page 1 of Google Just imagine what he can do for all of Exit as an International Franchise.

Brokers, owners and agents should not delay in scheduling Key." - **Greg Bennett, Exit Realty of Beaufort**.



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](#).