

# Knoxville TN Real Estate Training: Internet Marketing Success

**Saturday February 6th 2010 in Knoxville Tennessee**

**You must understand Internet and Blogging Marketing! – Let's get the knowledge and habits of working on your Organic Google Visibility...**



The Broker/Owner of Exit Realty in [Knoxville Tennessee](#), **Warren Zook**, in partnership with [EXIT Midsouth](#) invite their Real Estate Professionals and Colleagues to attend a unique training on Real Estate Internet Marketing - Internet Visibility and Google Ranking driven by knowledge and good habits.

It is well know by now that content is king; so how do you go about writing compelling content and adding it to your website so Search Engines and clients can find you; better yet index you towards the top of the Real Estate Professionals in your market. This One-Day Seminar was designed for Realtors and Brokers who have a website or Blog, but not sure on how to use it properly to generate Organic Traffic. You understand that working on your website is part of your business routine... I hear many say: *"But I have content that comes with my website?"* 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:** [EXIT Realty Knoxville](#) Office - 201 Perimeter Park Rd., Ste. E, Knoxville, TN 37922 - Office Number: (865) 690-4300 - [Map it](#).

*Note: This location may be changed depending on participation - please respond to your Broker as quickly as possible and notify [George](#) or Warren of your attendance.*

**Date:** **Saturday, February 6<sup>th</sup>, 2010** – 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.)

*Note: This Training is also being offered to you in [Clarksville TN Feb 1st](#), [Nashville TN Feb 2nd](#), and [Manchester TN Feb 3rd](#) - please let your EXIT Broker know where you wish to attend - space is limited.*

**My Commitment:** To empower you to embrace the internet and show you what your Buyers, Sellers, and Google want... (When we get Google to care - our future customers will find us...) 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 properly placed links...**

I believe that those who bring their web services and processes in-house 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 to Google Visibility...

This Workshop was designed to enhance the ability of Real Estate Professionals compete in an ever increasing spirited Internet Landscape...

**Main Topic: How to rank in Google Organically and provide Internet Marketing to your Real Estate Clients**

The training will include the following ideas and strategies:

1. What is Internet Marketing? you may think you know the answer - the ideas will challenge you and will give you an edge over your competition.
2. Should I care about Social Networking? How about the new phenomenon of Social Bookmarking?
3. How do I layout a Web Page and a Blog to become visible on the Internet?
4. How do I use these ideas to enhance Listings and serve my Sellers better?
5. What are the Fundamental Ideas of SEO? Search Engine Optimization is a buzz word but very few truly illuminate it - what should I know?
6. So many Real Estate Platforms and Vendors - Can I continue to use what I have or should I switch - and how?
7. Is there an effective way to Market our Real Estate Listings? <hint: Yes>
8. What is a sound Internet Architecture and how to measure Internet Scale?
9. Linking the right way – tons of examples... Links are the essence of the Internet - you MUST understand their importance, learn to use them properly, and use them to drive traffic to your website.
10. How to prepare pictures, link them, and label them properly?
11. What are Link Exchanges and how to work them?
12. How do I create a Page then convert it to a 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. and Much much more...
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 the Real Estate Professional should help their clients answer are the following:

*"How can I tell that you have expertise in my 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!!!**

"If you have more Money than brains, you should focus on Outbound Marketing. If you have more Brains than money, you should focus on Inbound Marketing." - Guy Kawasaki

**A Must in your Real Estate SEO Objective:** *"It is central that you bring your Real Estate Internet Services in-house and within your control; make it a daily habit to implement Internet Marketing Solutions that solve the problems and aspirations of your Real Estate Buyers, Sellers, and Investors – embrace your Internet Visibility; and don't be confused by Real Estate SEO!"* - Stay in touch on [Real Estate Internet Marketing](#) and Key on Facebook!

**"Drive your Real Estate Knowledge – Don't let SEO drive your confusion!" - Key**



"The moment you transcend the limitation of your mind and stop calling the Internet 'Technology' – you will learn to become an Internet Marketer and compete as a Strategist." - zenkey

## Real Estate Internet Marketing and SEO Trainings by Key Yessaad - Your Search Engine and Google Mentor



[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:**



"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.**



"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, Broker/Owner of Exit Realty in Brevard NC - [Brevard NC Real Estate](#)**



"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. [Lexington SC Real Estate](#)



"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." - **Greg Bennett - CEO EXIT Realty - [Beaufort SC Real Estate](#)**



"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 Exit Agapé Real Estate Services. - [West Columbia SC Real Estate](#)**

Knoxville TN Real Estate Training, Real Estate SEO Training, Real Estate Internet Marketing, Knoxville TN Internet Marketing, Real Estate Blog Marketing, Real Estate SEO Trainings, Real Estate Search Engine Visibility, Real Estate Google Marketing, Exit Realty Trainings, Knoxville TN Social Networking



Key Yessaad – [Real Estate SEO Trainings](#) and [Internet Marketing Strategies](#). To provide powerful trainings, motivate, and coach Real Estate Professionals is my passion. I am focused in training Realtors how to compete online and understand the key elements of [Real Estate Google Visibility](#). 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](#). [Posts on a Greater Town Board for Real Estate Internet Marketing Ideas and Trainings](#).