

Lancaster Real Estate Web Strategy Training – EXIT Realty Pennsylvania

Date Change: Monday February 14th, 2011

Extreme Niche Marketing reflects your understanding for the need of a Real Estate website – Now let's get the knowledge and habits that seduce Google and Search Engines...



The Regional Owners of [EXIT Realty Pennsylvania](#) in partnership with their local Franchisees and Broker/Owners invite their Real Estate Professionals to attend a unique Workshop on Internet Marketing Strategy and Search Engine Optimization (SEO); Going beyond understanding Websites, Google, SEO, and into an actual plan of action that drives organic results!!! ([PDF Link](#)) - **REGISTER**

The training seminar is designed to support Realtors and Brokers with their Internet Presence that produces results and transcends the arduous jargon that floats around the Real Estate SEO Industry - in fact it

ignores National Visibility and focuses on Focused Local Niche Marketing.

[Internet Real Estate Agents Earn 3 times the Income of Traditional Agents \(\\$100K+ versus \\$36K\)](#) - Read this important article by RISMedia.

Real Estate Professionals understand that having a successful Internet Website is important but getting the right ideas and habits are few and far between... this course intends to answer the fundamental questions and offers a Plan of Action that Realtors can trust to design an organic Real Estate Internet Strategy driven by the needs of their Buyers and Sellers. This is a true Real Estate Training - nothing will be sold nor does the trainer affiliate with any vendors - your [Realtor Colleagues who have taken this training are producing results](#); shouldn't you?

Location: [Eden Resort and Suites](#) - (866) 801-6430 or (717) 569-6444
222 Eden Road, Lancaster PA 17601-4216 - [Map it](#)

Date: **Monday, Feb 14th, 2011** – 9:30am (please start arriving at 9am)

Minimum Participation of 25 Agents - Please Register Immediately - **REGISTER**

Duration: 6 hours – ample breaks will be offered.

Cost: **\$69** (please make checks payable to: Key Yessaad - Use Google Checkout for Credit Card Payments! Note a \$2.99 processing fee applies. [Link to use Credit Card](#))

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.)

The Training goes beyond Internet and SEO Jargon and into a Successful Real Estate Internet Strategy

Do you plan to get a website? Do you have a website that's stagnant? Do you feel overwhelmed with the whole endeavor? This is the Seminar for you... many of you have sluggish websites that are not producing any results... so what to do?

I designed this course to go beyond the mere discussion of need; to the design of a Real Estate Web Strategy that drives traffic and results. You will leave empowered and with a plan of action and a full-understanding of what is currently happening in the realm of Real Estate Websites.

I am Vendor-Agnostic and will share with you what works; I have designed hundreds of websites and they are all on Page 1 of Google; I will show you what to demand from your vendor and will help you make the right decision. It is not the Vendor that matters; it is your habits and discipline I am going to focus on...

This course was designed to enhance the ability of [Real Estate Professionals](#) to compete in an ever increasing spirited Internet Landscape...

This course used to be called: "**I don't have a Web Strategy – How do I get started?**" It has **now evolved to include all the major topics of Real Estate Internet Strategies**. Bring your assistant, your web guru, your cousin Vinnie who dabbles in websites – they will learn how to help you focus on the most important part about having a Real Estate website. Realtor Websites are of a different nature than regular ones – I will explain all this in the class...

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

Real Estate Web Strategy Training

I will cover the following topics in this in-depth Workshop:

1. What is Internet Marketing? and how does "Extreme Niche Marketing" help me grow my business?
2. Should you get a Real Estate website? And why? worst where?
3. What is a Real Estate Website? (Seems like an easy question - I will challenge you on what you think you know!!!)
4. Some of you have a Website - is it working for you? and what if your website is perfect - are you done?
5. How do you select the best Web Services? What are the important tools of a Real Estate Website?
6. Domain Names: How do I get one? Where and How much? Should I get more than one? And why? How do I hook them up together?
7. How do I get started?
Will I be able to understand the Web jargon? (Let me give you the answer: **Yes**)

8. How expensive is it going to be? (I will show you how to get started for **FREE!**)
9. How much work will I have to put in? Is it worth the effort? And how often?
10. What is IDX? And do I need it? Shouldn't I just use my MLS IDX? And what is Sticky IDX? How about Boomtown?
11. How about Blogging? Is it important? Where should I go?
12. How can my Assistant help me grow my website?
13. Bring all the Questions you ever wanted to ask about the Real Estate Websites, Search Engines, Google, SEO, Internet Marketing, etc... **YOU MUST UNDERSTAND THESE IDEAS!**

I will have plenty of time for all your questions... - **REGISTER**

"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**



"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**



"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.**



"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**



Lancaster Real Estate Training, Lancaster PA Web Training, Real Estate Internet Marketing, Real Estate SEO, Google Marketing Trainings, Real Estate Websites, Exit Realty Trainings



Key Yessaad – [Real Estate Trainings](#) and [Internet Strategies](#). My drive is to illuminate, empower, then turn over the process to my participants through Plans of Action that produce Results – Internet Marketing, when successful, transcends Websites and goes to the core habits of all Real Estate Professionals – You can no longer afford to ignore the place SEO, Social Media, and Internet Marketing play in your Day to Day business growth. [Key Yessaad](#) and [SEO Blogs](#) at (910) 367-5391 or (910) 538-6610.