

# Raleigh Durham Real Estate Internet Marketing Strategy Training

**Thursday December 10th in Raleigh NC**

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



The Exit Triangle Business Council is holding a special training on Real Estate Internet Marketing - Internet Visibility and Google Ranking. The inviting brokers of the council are: [Keith Burch](#), [Tony Craver](#), [Colby Hammonds](#), [Nicole Hayden](#), [Johnnyette Taylor](#), [George White](#), and [Paulette Williams](#).

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 and Brokers who have a website, can access its content, 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... *"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...

**Location:** [Eagle Ridge Golf Club in Raleigh NC](#) - 565 Competition Rd, Raleigh, NC 27603 - (919) 661-6300 - Eagle Ridge Golf Club Website: <http://www.playateagleridge.com/>

**Date:** **Thursday, December 10<sup>th</sup>, 2009** – 9:30am (please start arriving at 9am)

**Duration:** 5.5 hours – ample breaks will be offered.

**Lunch Sponsor:** [WR Starkey Mortgage- Steve and Della McDowell](#)

**Cost:** **\$59** (please make checks payable to: Key Yessaad and hand them to your broker.)

**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...

## 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...

Topic: "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 elements?
2. Internal Linking of your Website.
3. The Fundamental Ideas of SEO.
4. Integration of IDXPro into your website and how to create Landing pages...
5. How to add content from external pages?
6. How to Add a Listing, Syndicate it, and make sure Google finds it?
7. How to create Listing Pages?
8. How to optimize your provided pages and link them to the home page without buttons?
9. Linking the right way – tons of examples...
10. How to prepare pictures, link them, and align them in tables?
11. How to make the Google and Yahoo bots read your sitemap?
12. What are Link Exchanges and how to work them?
13. How do I create a Page then convert it to Blog? What is the best structure?
14. How do I add good pages to my blog that drive traffic back to me...?
15. How do I create a link page and use Links Partners to drive more traffic...?
16. & Much much more...
17. 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?"*

**This Training is considered and Intensive and will incorporate Web Structure, Web Link Integration, Page Management, and Additional Google Site Map Links!!!**

["Many of life's failures are people who did not realize how close they were to success when they gave up."](#) - Thomas Edison.

**Essential 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**



[Real Estate Internet Marketing Trainings by Key Yessaad - The Google Master](#)



[Real Estate Internet Strategy Training](#)



[Real Estate Blogging Strategy Training](#)



[Real Estate Database Strategy Training](#)



[Real Estate Web Advanced Training](#)

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



"Hey Key, More good news because of what I learned from you. I just got interviewed by WFAE (90.7) NPR News Radio for a radio segment on how the market is in Charlotte for those wanting to relocate... what effect the banking industry has had on those wanting to move here, job availability, etc. The story is supposed to air on Sept. 29. Bottom line..... the newscaster found me by doing a search "Charlotte relocation specialist" and guess who came up in the #1 and #2 spot on Google? Yours truly! Once again, I thank you so much for your passion in teaching those of us who want to generate more business through the Internet. It is so exciting to see the little effort I've put in pay off already. Thanks and best regards." - **Nancy Winters - REALTOR EXIT Realty Advantage Charlotte North Carolina.**



"This is Jennifer Jones and I attended the training session that you did in Columbia this past Thursday. I am a fairly new agent with Exit Real Estate Solutions in NE Columbia SC. I have taken quite a few courses, both online and in person and your was by far the most informative, practical and fun! I am anxious to implement what I learned and do it WELL." - by **Jennifer Jones - REALTOR EXIT Real Estate Solutions North East Columbia SC.**



"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.**



"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/Owner Exit Agapé Real Estate Services.**

Web Link: [Raleigh Durham Real Estate Internet Marketing Strategy Training Thursday December 10th](#)

Raleigh NC Real Estate Training, Durham NC Real Estate Training, Garner NC Real Estate Training, Real Estate SEO Training, Real Estate Internet Marketing, Garner NC Internet Marketing, Real Estate Blog Marketing, Real Estate Training, Real Estate Web Trainer, Real Estate Search Engine Visibility, Real Estate Google Marketing, Exit Realty Trainings, Real Estate Blogs.



Key Yessaad – [Real Estate SEO Trainings](#) and [Internet Strategies](#). To train, motivate, and coach Real Estate Professionals triumph is my passion. I specialize in training Realtors to compete online and understand the key elements of [Real Estate SEO](#). 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](#).