

Top 10 Ways to Use Blogging in Real Estate

Mariana Wagner – Wagner iTeam at Keller Williams Clients' Choice Realty
Colorado Springs, Colorado – (719) 570-7715

FARM – Geographic or Demographic

Create a place where your farm can go to find out what is going on in their neighborhood.

TO DO:

Create:

- Create a free blog for your FARM.
- Set up a search (through your IDX provider) that is specific to that area.
- Create a link in the sidebar to “search for homes in (area)”
- Post neighborhood specific posts 2-4x a month.

Promote:

- Neighborhood events like garage sales and open houses
- Create special business cards that have the blog and your contact info. on it. Use these business cards when you market to your farm.
- Promote the blog in all your promotional material that you send to your farm.

The new MAPS Blog Coaching program will go in depth on how to set up a successfully operate a FARM blog with little to no effort.

Niche Expert

In order to blog about something, you will need to do enough research to effectively write about it. If you write about things you enjoy learning about, you will naturally become the “expert.” Adding other professionals to your blog (lender, financial planner) will also add to your credibility as an expert.

“I also find that blogging helps to cement my knowledge of my profession. It’s similar to teaching a class. You have to grasp the material well in order to effectively teach it to others. Blogging helps me to master the material.” - Rich Jacobson, KitsapLife.com

TO DO:

Study Your Local Market:

- Study and write about market statistics like average DOM, Sale Price and Absorption rate
- Study and write about the similarities and differences between what you hear about in the media and what your local market is like.

Study the National Market:

Understand how your market fits in the whole national scope of things. Potential clients will hear all kinds of things from the media. Be the one that can address each topic and explain how it relates (or doesn't relate) to your market.

Go Out and BE the Expert:

Actively drive around your market and learn what is going on. Know everything that there is to know about your niche market and write about it.

The new MAPS Blog Coaching Program will teach you how step-by-step how to dominate your niche market and take over the world ... or something like that.

SEO – major keywords and “longtail” keywords

Google loves blogs because (generally) blogs are content-rich, frequently updated sites that offer relevant information to common queries. Whether you use your blog as your main website, or you use it to support your existing website, the proper use of linked keywords can push your website to the top pages of Google for all kinds of keyword phrases.

Blogs are better indexed than websites and search engines love the updated relevant and updated content more than a build-it-once and leave-it-alone website. More indexed pages = more possibilities to show up on the 1st page for all kinds of search terms.

Select keywords with a nice balance between how many people search for it and how much competition you will have. Choose your keywords off of your niche market.

TO DO: Google your keywords and see who your competition is. If the top entries are national companies (House Hunt, Craigslist, Trulia ...) you have a much better chance at getting to the 1st page of Google than if the 1st page is dominated by other agents.

SEOBook.com	SEOMoz.org	Truliablog.com
-------------	------------	----------------

The new MAPS Blog Coaching Program will go into greater detail on all the tips and tricks for making your blog capable of out-ranking your competition.

Humanize the Online Real Estate Experience

People like doing business with people, not businesses, and not online business cards.

Bloggers “connect” with their readers/potential clients on a personal level that makes the (the reader) feel as though they already have a relationship with you. You are also creating a conversation that will invite consumers to be a part of what you are doing.

TO DO: Write your blog posts like you are writing an email to a friend. Do not be afraid to show “who you are” in how you write. Perfect sentence structure is not mandatory. Not at all.

The new MAPS Blog Coaching Program will guide you to “finding your voice” and making your blog, yours.

Create Clients, Not “Leads”

How many of you would say that the majority of your online clients became your clients after you initiated contact with them – called them or dripped emails on them? How many of you would rather just answer the phone to hear, “I want to work with you.”? Of course.

The act of blogging will create a person who **wants** to work with **you**. The consumer feels like they already know you and DECIDES to work with you. Even if they do not call you first, they are happy to talk to you when you call them. Also, readers tend to stay longer on blogs than they do typical websites.

A blog is like a “behind-the-scenes” look at your life in real estate ... and that kind of “transparency” is a welcome change for consumers.

TO DO: Share real estate stories and situations that give an insight to you and how you do business.

Learn Cutting Edge Market Trends, Technological Insights and Tools to Use in Your Business

Blogging will make you more aware of what is going on in the world of real estate than your peers and will allow you to keep your finger on the pulse of the wide world of real estate. The best way to keep informed and updated is to subscribe to (and read) blogs on the real estate market and blogging:

ActiveRain.com	ProBlogger.com	BloodhoundBlog.com
AgentGenius.com	ZillowBlog.com	Blog.Inman.com

Listing Exposure

Blogging can create a great opportunity to market your listings. As a blogger, I have learned of all kinds of new tools to market my listings, like **RealEstateShows.com** that offers *Unlimited* Virtual Tours that convert to virtual flyers and self- publish to about 10 different listing sites for just \$125. a *year!* (See auxiliary hand out for list of free sites to post your listings on).

TO DO: Blog about your listings, and make the address the title. The listings now become searchable by Google, and the addresses often pop up as #1 in results. Sellers like that.

Agent and Business/Team promotion

Because blogging puts you on the top of the search engines for SO MANY terms, you will pop up for *all kinds* of results. I am (apparently) the “real estate agent” for over 10 different neighborhoods in Colorado Springs, and people call me from all different sources ... just because I blog.

To Do:

- Make sure that all of your contact information is on all your blog posts
- Join Blog Communities (like Active Rain) and fill out your profile information
- Google your name. The more active you are in the Blogosphere, the more your name will be associated with real estate in (your area).

Networking and Referrals

Just like buyers and sellers like working with people they “know” so do other agents. Like consumers who see that you are “human” – other agents can get a great feel for who you are and how you run your business, which is a much more confident referral than a blind shot in the dark.

To Do: Make a point of visiting and commenting on other real estate blogs from around the country. The more you interact with other agents, the more you will be “top on their list” when they have a referral in your area.

Answer Frequently Asked Questions ... ONCE.

How many times have you been asked the same question over and over? Wouldn't it be nice to answer the question **once** and when someone asks again, you could direct them to the post/article where you answered it and while they are there, they would read other things that you have written and see what a dedicated expert you really are?

- Use your blog posts as custom “drip” campaigns.
- You can outline entire months' worth of post ideas just by answering FAQ's.
- When someone emails you and asks you one of your FAQ's you can now direct them to your blog for their answer ... and more.

The new MAPS Blog Coaching program will help you tap endless resources of blog content ideas to keep your blog alive for years!