



# **The Business Blogger's Bible**

*A five step system to turn your real estate blog into a marketing machine*

*Brought to you by:*  
Kinetic Knowledge Business Blogging Solutions

# Your Five Step SYSTEM to Success

1. Use Discipline and Best Practices (Discipline)
2. Plan a Good Linking Strategy (Strategy)
3. Network and Join Conversations (Networking)
4. Think about Marketing and Calls to Action (Marketing)
5. Take a Stance - show the true you (YOU)



## Action PLANS

1. Your blogging plan
2. Your plan for a consistent linking strategy
3. Your networking plan
4. Your Marketing plan
5. Your PR Plan

## Caveats

1. 90+% of online real estate searchers are looking for access to the MLS. In order for your real estate blog to be of the utmost success, you should have your own IDX (internet data exchange) MLS web search portal with customer relations management or email drip campaign ability. It doesn't have to be fancy, but if folks use the system the lead requests should go to you. Often times, you can get this from your local board for free, or you can get a search component very inexpensively from many IDX providers.
2. You have access to a personal online contact form or are willing to publish your email and direct phone line on the internet.
3. You do not necessarily need a website to be effective.

# Business Blogging Discipline

Just because you have a blog and add regular content does not mean you will be successful in targeting the right online audience. You must always approach business blogging with discipline and be thoughtful of best practices.

What do we mean by discipline? Simple, adding content to a business blog without a targeted plan will likely get you nowhere - you must approach content creation with discipline. If you are blogging for business you probably have a goal in mind, you may even be looking to measure a cost to sale for your investment. The only way to find success is to set goals and follow a plan.

Let's begin with a philosophy of blogging discipline. What should you think about when creating content? Start by asking yourself the following questions:

1. Who is my target audience?
2. What are their likes, dislikes, needs and wants?
3. What kinds of questions might they want answered?
4. What do they want to be educated about?
5. What subjects are relevant to this audience?
6. How can I connect?
7. Do they have any pain points that I can help solve?



Take a moment to answer these things, put yourself in the shoes of your ideal client... what are they thinking? The one thing that many Realtors forget about when they begin blogging is this (Cardinal Rule #1): **If you want to connect with a real estate buyer/seller about something specific, you must write about it!** Google needs a reason to recommend you as a subject matter expert - why should you shine above all others? You must provide timely, relevant, consistent and informational content. Technology and SEO

“tricks” may get you there temporarily, but it's an expensive race and it's not sustainable.

So, let's dispel the Myth: **adding regular content alone does not make a successful business blog.** You must approach content creation in a targeted manor, create blog posts that are borne from the answers to your questions about your target audience above.

# Best Blogging Practices

Let's talk about the anatomy of an effective blog post. There are a few key factors to identify within a good blog post:

## Rule #1: Create good blog post titles

Search engines and humans typically want different things out of a title; to be successful you must strive to please them both. In technical terms, your blog post title is a header tag, this means it is the first thing a search spider will encounter. You must think about adding important keywords/phrases to this area. Always be specific, entering localized information that easily allows the spider to identify your content goals. At the same time, you must consider the human value proposition. Don't just jam your title full of keywords and phrases that have little to no specific value. Make those phrases work so that your human reader can immediately identify your value proposition. This is the make or break in enticing them to read further.

## Rule #2: Effectively leverage your content

Again, search spiders display certain behavior patterns. They tend to digest content that is toward the top of a page or post first. If left unsatisfied, they may skip on to index other pages and flag the rest of that content for later indexing. Give them a taste of what they want upfront. Create compelling first paragraphs that include your target keyphrases and easily demonstrate the human value proposition. The spiders will love you and your readers will be compelled to read on.

## Rule #3: Add valued links to your post

In the world of search, links are very important metrics. However, you must be very careful about your linking strategy. A link will only work to your benefit if it is relevant to the overall value proposition of a post. The best way to figure this one out is to put yourself in your readers shoes. If you were reading your own article, what link resources might you find valuable? You should offer several links to outside resources and several links to resources (other relevant articles) within your own blog. At the same time it is of the utmost importance to always think about linking to those tools on your website (such as MLS Search, Home Value, Email Alerts) so that readers have the chance to become potential leads. If you can, use "link in a new window" so that readers don't become confused when they navigate away from your blog.

## Rule #4: Use Proper Formatting

Most internet readers give you only a few seconds to qualify whether or not they think they will gain anything by reading your post. It is imperative that you make it simple for them to do so. Use simple formatting and a clean layout for every blog post you create. Bullets and numbers are a great way to call attention to your main points. Fonts should be uniform throughout, photos and links well placed. If it's a train wreck for the eye, people will typically not give it a chance.

## Rule #5: Identify a Call to Action

Every post you write should have purpose. No matter what your subject matter, you should always think about providing a call to action at the end of each post. After all, this is a business tool - we are trying to generate leads! As I mentioned above in the Linking Rule, one of the easiest ways to create a call to action is to link to the relevant lead capturing tools that you already have on your website. If overlooked, this one action could be the downfall to the success of your real estate blog. Try to make sure that the lead in is relevant to the post you've written. Target buyers with a complimentary MLS Search or signup to a first time homebuyers seminar, catch sellers with a Neighborhood CMA or FREE Home Valuator, entice people to subscribe to regularly receive your posts by email or RSS. Think about new and different ways to connect with every post you release. For a more in-depth discussion on connecting with your reader follow on to the marketing section!

## Rule #6: Use relevant categories and tags

Categories and tags can be confusing as compared to one another. Here's a simple rule of thumb. Categories help humans find and organize content and tags do the same for search engine spiders.

Tags: Your tags should be considered 'keyphrases' - specific 1-4 or 5 word combinations that serve as descriptive bullets for the content you've just written. They must be on topic with the post - the tag section is NOT a place to dump all your top level keywords and keyphrases. If the keyphrase is not relevant to the post you've written this behavior is harmful. Search spiders are smart, this is considered keyword stuffing - don't do it! As a general rule of thumb, less than 10 tags or keyphrases (not words) is suggested per post.

Categories: Your categories should be 1-2 or 3 word phrases that help a human to locate pertinent blog posts by topic. Kind of like naming folders on your C Drive - this is meant for quick reference and easy recall of information.

**Best practices are meant to be followed as a general rule! I know discipline is no fun, but don't forget this is about making the most of your investment and leaping over your competition on the web!**

# STEP 1: Your Blogging PLAN

Every good real estate business blogger needs a plan. Here's a suggestion for frequency and content creation based on a one month time period (Consider this a MINIMUM, the more you put into any blog, the more you will get out of it!):

Approach the overall content emphasis of your real estate blog with the 80/20 Rule. 80 percent of your content should be targeted directly at your real estate buyers and sellers - that means real estate related content only! Think of the last 20 percent as 'other' - this makes up community information and interest stories, politics, restaurant reviews, things to do, your interests, opinions etc. Consider this 'your flair' - business should be fun after all!

## One Month = 15 Blog Posts



Efficiency Tool Tip: Use your ability to post to the future - most blogging platforms allow you to schedule posts for future dating. That way you can knock several posts out in one sitting!

**Real Estate Content Ideas (80%):** BLOG ABOUT - Listings, neighborhood overviews, neighborhood solds and current inventory, neighborhood CMAs, new projects by name, new developments by name, gated communities, condos, lofts, established projects and developments with resale potential, market statistics, relevant tutorials such as, "how to appeal your real estate taxes", real estate tools offered on your website, awards or company news, conferences you might be attending.

**Other Content Ideas (20%):** BLOG ABOUT - things to do in your community, community news, community interest stories, restaurant reviews, show reviews, political views, human interest stories, your unique interests, interesting community photos, tourism.

Use this as a basis, but always use your own new and exciting ideas. Mix and Match as you like!

### WEEK 1:

- Blog 1** - Create content about a listing. Make sure it offers a unique perspective, don't just copy your MLS description. Talk about things that only you as a listing agents might know. What makes this listing special? Offer links to the online property page or virtual tour and offer a free link to search for all available properties in the area where your listing is located. If you don't have any listings, choose a neighborhood where you would like to have a listing and do a post introducing the neighborhood with a list of recent solds and IDX links to a few sample available homes. If you live in a large city, you could even offer a MapQuest neighborhood driving tour to the local hotspots (schools, local grocery, shopping, church, gym, favorite restaurant, etc.)
- Blog 2** - Create a neighborhood overview about one of your hot areas. It doesn't have to be long, but try to offer some good value. What can your reader learn about the area from the post you've written? Have you given them access to search the MLS in that area - what about a school search?
- Blog 3** - Write about an existing project in your community (whether gated, condos, lofts, golf community, etc) that offers an opportunity for re-sales. Do your homework, if you want to become the expert in this community make it plausible.

**Blog 4** - Take a break, write about something fun (grab an idea from 'Other Content' above)!

#### WEEK 2:

- Blog 1** - Create content about the same listing from week one. That's right, the same listing! Use this as an exercise to get outside the box. What are the saleable attributes of your listing - waterfront, views, gourmet kitchen, wired for technology, great for kids? Choose one saleable attribute and write a post based solely on this attribute. Use your title to target the attribute and not the listing address. For example, "New Riverdale, CA Single Family Listing with Gourmet Chef's Kitchen and Wine Bar". This shows you how one listing can be used for many blog posts. Don't forget to provide the FREE MLS Search link!
- Blog 2** - Get a report from your local title company and offer a monthly real estate market review. Most title companies can provide you with a sold breakdown by area and average prices. All you need to do is regurgitate the data in a human friendly format.
- Blog 3** - Invent a real estate related tutorial. Help a first time home buyer walk through the loan process, talk about the difference between ARMs, fixed rates, and interest only loans, tell someone how to appeal their real estate tax valuation, talk about a fix and flip if that is your thing!
- Blog 4** - Write about another existing project in your community (whether gated, condos, lofts, golf community, etc) that offers an opportunity for re-sales. No breaks this week!

#### WEEK 3:

- Blog 1** - Create a community related post - been to any good restaurants lately?
- Blog 2** - Do another neighborhood overview. Choose neighborhoods where you would like to be noticed as the expert.
- Blog 3** - Write about one of the tools offered on your website. Do you offer a school report? How about a community resources page or dream home finder? Write an introductory paragraph about how cool this tool is and provide a link over to the page on your website.

#### WEEK 4:

- Blog 1** - Write about a listing / project (new or existing) / or neighborhood - you pick!
- Blog 2** - Think about a client question you may have answered in the last month that could benefit a larger audience. Write a Q and A using this experience as a reference. What did you learn that might help others with relevant real estate related questions?
- Blog 3** - Write a post about local real estate related news, company news, or a real estate news story about you. Play on community controversy if there is any interesting news.
- Blog 4** - Finish up the month with another community related or fun post. Show your true colors. Use the opportunity to connect with people.

## Plan a Good Linking Strategy

A good linking strategy is one of the keys to any successful business blog. The idea is simple but often overlooked. The best links are those that you offer for free solely because you believe in the educational value of what is found on the site you are linking to. This is the same kind of link that you strive to receive from others. If you always think about adding value in your blog posts, folks will begin to link to you over time.

There are several different kinds of links that you want to focus upon:

**Links to outside resources:** This is a link to a relevant resource that you believe will add value for your reader. It should be on topic and related to the overall message of your blog post. An outbound link should be offered in a new window if possible. You'll want to really scrutinize your outbound links. Even though you link in a new window, you are sending someone away from your main site to another outside resource. Make sure you believe you've provided value by doing so.

**Linking to other resourceful blog posts within your own site:** If you are blogging about a subject that you have discussed before you should link to your old post from the new. It's also a good idea to link to other articles that offer helpful and peripherally relevant tips.



**Efficiency Tool Tip:** If you find yourself writing a really long blog post, consider breaking it up into a multiple part series and linking each part to one another. This will give you more 'bang for the buck' with your content!

**Links to lead capturing pages on your website:** Make sure you think about capturing someone with most every post you write. It doesn't have to be obvious, but you want to make it very easy for readers to find and use your online resources. An MLS Search link is one of the easiest links funnels to offer.

## STEP 2: Your PLAN for A Consistent Linking Strategy

This one is simple:

1. Try to identify 2-3 inward [previous post] links and 2-3 outbound links in every post you create. Make certain that these are all RELEVANT to the overall message of your post.
2. Offer one or two "Call to Action" or lead capturing links at the bottom of every blog post. Use the tools on your website or a link to relevant reports to generate interest.

# Network and Join Conversations

In order to be an excellent blog networker, you must learn how to use commenting on other blogs. Again, the idea is simple. You want to look for relevant conversations in which to comment about. When you leave a comment, you also leave a link back to your own blog. The most effective way to approach commenting is this:

## To Gain Local Traffic through commenting:

Look for several local blogs that you can regularly comment on. These don't necessarily have to be relevant conversations, just things that you have some passion in talking about. In theory any local traffic will be relevant to your mission. Local blog commenting will also get those other local bloggers to take notice of you as an author. It is feasible that they will begin to start commenting on your site and use you as a link resource as well.

## To Gain relevant inbound links through commenting:

Look for blogs that are having similar conversations to those on your own site. Leave a comment in the pertinent string of conversation and provide a direct link to the relevant blog post on your own site (not to your homepage). This will connect the two similar conversations together and potential funnel some of the traffic from that third party blog to your own.



Don't forget: Just because you leave a comment doesn't mean it will get approved. Most bloggers practice comment moderation. If you are respectful of their platform and add value through the comment you leave they are likely to approve you, but the discretion is up to them!

## STEP 3: Your Networking PLAN

1. Identify several local bloggers or local news sources that you can regularly follow. At least once a week you should join in a local conversation, offering your opinion on the subject matter through a comment. The more often you do this, the more likely you are to get noticed by those folks.
2. Setup several Google News and Blog Alerts on subjects relevant to your overall blogsite message. This takes a little bit of finesse, but once you learn- it will become invaluable. Google News and Google Blog search will keep you in touch with bloggers all over that are having similar conversations to you. This allows you to efficiently find relevant conversations and other blog posts to leave comments on. Do this at least once a week.

[Google Alerts Tutorial](#)

# Marketing and Calls to Action

Marketing is a very important piece of the business blogging puzzle. You can add content all day long, but how do you get people to connect with you? How do you generate leads so you can begin to measure a return on your investment?

We are not self proclaimed marketing experts, but we do know that there are several ways to really CONNECT with an online reader. People typically connect through emotions. If you can tap into this idea through the blog posts you create you will have a greater opportunity to generate potential leads. Following are a few ideas:

## → PLEASE

Give them what they want! 90+% of all online real estate searchers want access to tools such as a free MLS search.

**\*\*Call to Action:** Offer highly visible links to complimentary MLS searches and online tools.

## → EDUCATE

Knowledge is power. One of the most effective ways to sell is through education. At one time most Realtors kept information close to the chest (you must contact me to find out!). In today's age of free information, the best educators gain respect AND traffic. If you aren't educating, your competitor is. Be a good teacher and give folks a reason to connect with you.

**\*\*Call to Action:** Offer a tutorial: ex. How to Appeal Your Real Estate Taxes

## → INFORM

If you can become a valuable source of information, then you have proved your worth to your reader. You become the goto point source for local real estate information.

**\*\*Call to Action:** Offer an informational Report: ex. 2007 Real Estate Market Statistics

## → COMMON INTEREST

If people like you, well they are just more likely to follow what you are doing. Common interest stories and gimmicks allow you to be yourself and connect with those that have similar interests.

**\*\*Call to Action:** A Poll, Quiz, Online Contest, Opinionated post to spark commenting

## → PROOF BY EXAMPLE

Folks like to know that the proof is in the pudding. If you've written a compelling story about others you've helped, people will emotionally connect and identify you as someone who can help.

**\*\*Call to Action:** Show people that you are a problem solver by offering specific stories about how you helped others out of a nasty real estate pickle. Offer to send the story in exchange for an email.

## PAIN POINTS

Do you have any messages that can help create a sense of urgency for your reader? Identifying a pain point is a common form of marketing. People are motivated by fear, what are they missing out on? What great opportunities might be passing them by? How are you the answer?

**\*\*Call to Action:** Create a report that outlines how to avoid a major real estate pitfall

## STEP 4: Your Marketing PLAN

Your marketing plan should be highly aligned with your blogging plan. All you need to do is consistently fit one of these six 'call to action' ideas (or some of your own) into your blogging plan. Consider how you will connect with the reader every time you save a blog post.



Efficiency Tool Tip: Do you have a contact form or an email capture page? There is certainly something to be said for free information, but many Realtors are successful hiding some information behind an email capture. We like the idea of a true test - try free access in some spots and capture pages in another. Measure the success of each example and make your decision based on the response.

# Take A Stance, Show the True You!

Everybody loves a little controversy and a true opinion. One way to generate a healthy stream of comments is to spark a healthy debate. You should always err on the side of caution. Follow the unwritten rules: no slander, no personal attacks, no cursing (this is a business blog), etc. But you can easily work within the guidelines.

If this is not your style, you can always borrow ideas from a hot public interest story. Popular stories are typically highly searched subjects; use them as a building block to create your own spin on the news.



A word of caution: **NEVER** copy a story outright - even if you have given credit. Copyright is of course an issue, but so is duplicate content. The search engines are smart enough to know the true, original source of information. In time, they will flag you for this offense. Always introduce ideas from your own perspective and support with quotes from the article and links to the original online resource.

## STEP 5: Your PR Plan

If you seek comments and notoriety, you must think about pushing the envelope now and again. This is not a must to achieve successful business blogging status, but it certainly does add a little something interesting to the mix. Here are a few simple tips to keep discussions at a healthy pace:

1. Take a stance and be prepared to aptly defend that stance. Just be sure you are not blatantly offensive in your approach.
2. Piggyback on a hot, local public interest story. This is the easiest way to join the conversation and get noticed. Provide your own thoughts and spin on the action.
3. Jump into national debates - don't like what the average populace is saying about the real estate market? Let them know... tell it like you see it!

**Above all, follow the same PR rules of the game that you would adhere to in everyday business!**

The Business Blogger's Bible is brought to you by:



## **BLOGGING**

1. Captures an online audience
2. Turns an online audience into leads
3. Keeps you connected direct with existing clients

**Have you thought about the RIGHT blogging solution ... Can you really afford FREE? With a Kinetic Blog:**

- Host your own blog domain
- Brand your blog with the URL that you want
- Get the design you need
- Let your content work for your brand - own it!
- Get the business features you want & need
- Get educated about business blogging and search engine marketing
- Don't worry about great service, we've got you covered!

**Kinetic Knowledge is accountable, providing business blogging solutions that make your life easy!**

We can even match you with a writer who will create unique and localized blog content for you. We offer excellent technology, unparalleled education (such as business blogging or search engine & direct online marketing) and reliable support at very affordable prices. Let us guide you to success!

Contact us today to find out how a Kinetic Blog can help your business:

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