



Welcome to the World of BLOGGING...



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Where To Blog?



Wordpress.org
• Need Hosting

Wordpress.com



Blogger.com



MOVEMENTMORTGAGE

Sign Up! It's *EASY*....

1. Fill Out Your Name
2. Fill Out Your Email Address
3. Name Your Blog
4. Purchase A Domain Name
- Make it professional
5. Choose A Template



What To Write?

1. Introduce yourself
2. Explain why you chose the company you're with
3. Feature a listing
4. Tip(s) on selling and buying a home
5. "How To" posts
6. Write about processes (short sale, foreclosure, etc.)
7. Write about a neighborhood
8. Write about a local business
9. Write about networking events
10. Your goal for the week/month/year



Add Your Blog To Social Bookmarking Sites

Example:

1. Delicious
2. Digg
3. StumbleUpon
4. Diigo
5. Technorati



Extra Tips

1. Hyperlink To Other Sites

- Use Anchor Text
 - The text that appears highlighted in a hypertext link and that can be clicked to open the target Web page.

2. Include Pictures

3. Include Videos

4. Blog Regularly

5. Use Keywords That You Want To Be Searched For

6. You Can Blog From Your Smartphone!



Keyword Discovery

- <https://adwords.google.com/ko/KeywordPlanner>

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic estimates for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

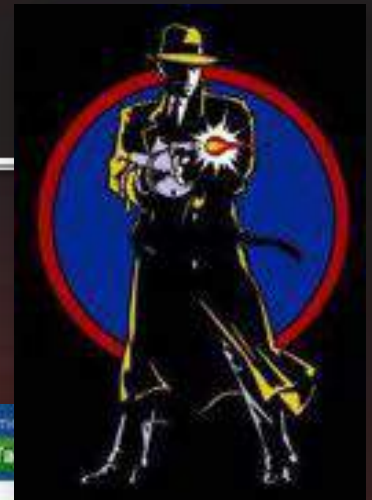


Keyword Discovery



- Keyword Spy

<http://www.keywordspy.com>



The screenshot shows the Keyword Spy interface for the domain 'homes.com'. The search filters are set to 'Keywords'. The 'Ads (37,829)' tab is selected. The search results table is as follows:

No.	Ad Copy	ROI ↑	Affiliate	Keyword	Volume	CPC	Position	Days Seen	Last/First
1.	Santa Fe NM Realtor Call Philo Hansen @ (505) 470-4253 For all Available Santa Fe Homes homes.com/agent/4812759	315	N/A	houses for sale in santa fe	880	\$3.00	Last: 1 Avg: 1.6	376/449 days	10 Dec 20 09:22 AM 18 Sep 20 01:07 PM
2.	Santa Fe NM Realtor Call Philo Hansen @ (505) 470-4253 For all Available Santa Fe Homes homes.com/agent/4812759	280	N/A	santa fe nm realtor	590	\$2.95	Last: 2 Avg: 2.2	354/449 days	10 Dec 20 03:52 AM 18 Sep 20 08:43 AM
3.	Wake Forest NC Homes Free Search - Homes, Condos & More Search Area Homes, Pictures & More homes.com/Media/4812759	261	N/A	wake forest homes	40,800	\$1.76	Last: 17 Avg: 12.7	357/486 days	10 Dec 20 07:41 AM 12 Aug 20 03:11 AM



Backlinks / Incoming Links

- <http://www.opensiteexplorer.org>



The screenshot shows the Open Site Explorer interface for the URL <http://www.homes.com>. The main metrics are displayed as follows:

Metric	Value
Page Authority	81 / 100
Domain Authority	77 / 100
Linking Root Domains	8,310
Total Links	837,575

The 'Total Links' value is highlighted with a red box. Below the metrics, there are tabs for 'Linking Pages', 'Top Pages', 'Linking Domains', 'Anchor Text Distribution', and 'Full List of Link Metrics'. The 'Linking Domains' tab is active, showing a list of domains linking to the target site.

Rank	Linking Domain	Page Authority	Domain Authority
1	Homes.com - Homes for Sale, Real Estate & Rentals www.homes.com	81	77
2	[nofollow] Trader Online Magazine New and Used Classifieds For Sale ... www.traderonline.com	78	73
3	[img] Advanced Access Real Estate Websites - Home www.atarealestate.com	71	66
4	NUMBER1EXPERTS Homes for Sale Real Estate Agents United States www.number1experts.com	71	66



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