THE MODERN REALTOR® MARKETING SURVIVAL GUIDE

PART 2 OF 3

MODERN WEBSITES, SEO & BLOGGING

Created by

RealtyNinja

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MODERN WEBSITES, SEO & BLOGGING

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Introduction

A website is often times the first point-of-contact for a real estate agent. Is yours helping or hurting you?

In Part 1 we covered the mindset it takes to become a Modern Marketing Ninja. In this part we're going to take a close look at what goes into effective real estate websites and how you can properly use them to grow your business, without wasting time or learning how to code. We hope you enjoy and benefit from it!

We've been successfully helping real estate agents excel with their marketing for over 15 years and we want to share that knowledge with you. Our motivation is and always has been to give Canadian real estate agents the know-how and tools they need to stay current and prosper for years to come. This guide is written for both new agents and seasoned veterans that are ready to "modernize" their online (and offline) marketing.

- RealtyNinja

Websites & Tools You Should Use at Each Stage of Your Client's Journey

Websites (and technologies in general) are just tools in your tool belt. But how do you know which tool to use, and how to properly use it, at any given time? To answer these questions you need to start with a firm understanding of your market, and be able to perceive the journey your client's take when they do business with you. Each individual stage of your client's journey should be met with its own set of tools and techniques. This chapter will give you a fundamental starting point from which you can expand.

Understanding Your Client's Journey

Businesses, including yours, can't survive without customers (or clients in your case). All clients go through a journey, often referred to as a "funnel", as they work with a business. This happens whether the business intentionally designed one or not. Understanding this journey will be the key to your marketing success.

Think of this journey as a series of common milestones that your ideal customer would experience. The reason why it's important to map out this journey is because your clients will typically have similar problems, questions and needs at each stage. By being aware of this, you'll be able to provide value and meet them where **they** are, at each step.

Websites and other modern tech allows you to start and maintain relationships with people at scale, and in ways that were simply not possible (or too time consuming) just a few years ago. They also allow you to tailor your message and value proposition to fit the individual needs of people with relatively minimal effort.

Step One: Understand Your Market

Who are your potential clients? Are they anyone in the general population? Probably not. Your potential clients most likely fall into certain segments of the general population. Perhaps, they are:

- Above a certain age
- In a certain geographical area
- Above a certain net worth
- Speak a certain language
- Have a certain amount of people in their household
- Etc.

Once you've identified your typical market segment you can group them into 3 basic categories:

1. People that are not currently ready to buy or sell real estate, we'll call these "potentials"
2. People that are ready (or think they're ready) to buy or sell real estate, let's call them "evaluators"
3. Your existing clients
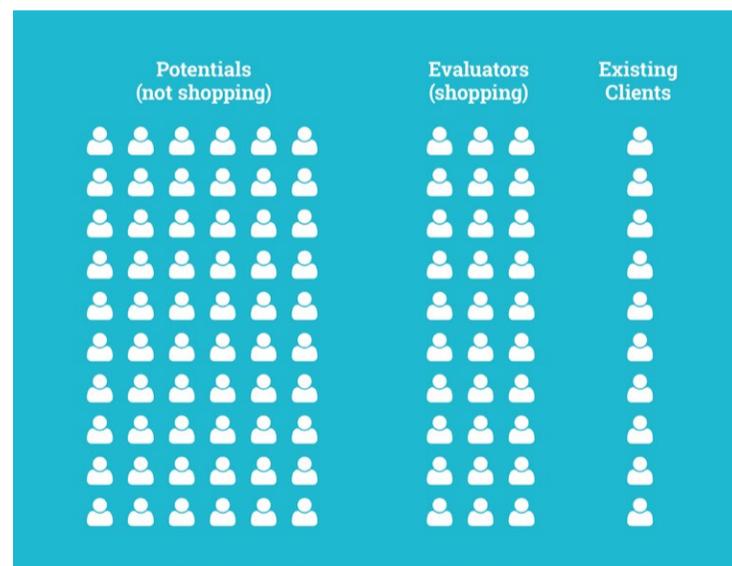
Keep in mind that you may have a number of campaigns running at any given time, each one geared towards different segments of the market.

Step Two: Map Out Your Client's Journey

Now that we have a basic understanding of **who** we're marketing to, let's take a moment to map out their typical journey in doing business with you. Keep in mind that this is a simplified breakdown and not every one of your clients will flow through each step. People will come in and drop out at various stages throughout this funnel. Consider this your ideal client's journey.
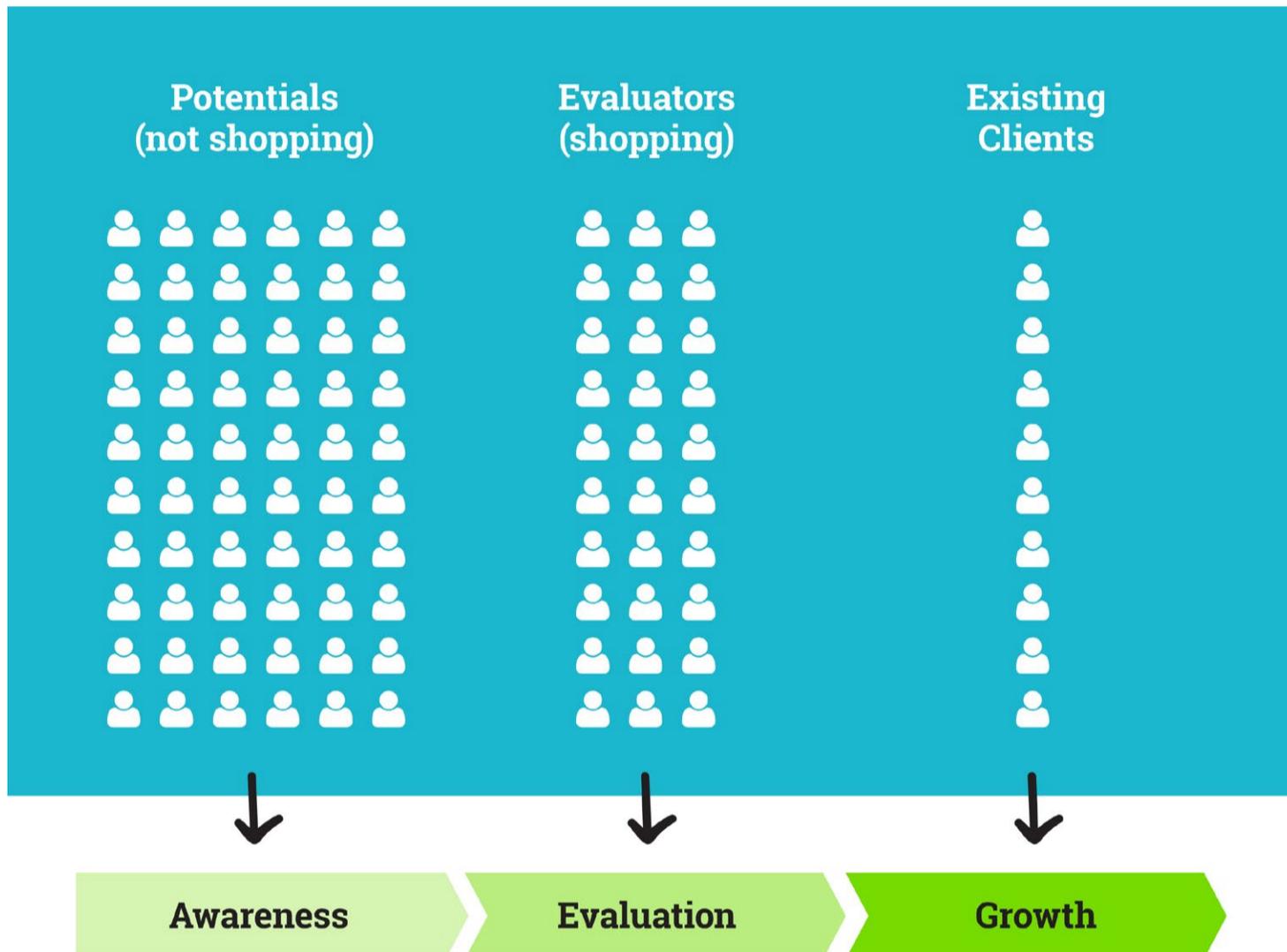
Potentials - in the "Awareness" Stage.

"Potentials" are not actively looking to buy or sell real estate but are within your market segment (they are old enough, live in a certain area, have enough money, and so on). They're usually renting, living with parents, saving, waiting for the market to change, etc. The one thing they have in common is that they're not ready to move forward yet.

Evaluators - in the "Evaluation" Stage.

These are people who consider themselves ready to buy or sell a home now or in the near future. Often they're aware that you exist and know what you offer, but are deciding which agent is going to get their business.

Existing Clients - in the "Growth" Stage

These are people you've already worked with in the past. Ideally, they believe that you did such a great job last time that they're willing to work with you again and refer you new business.

Step Three: Learn the Individual Steps, Goals & Tools for Each Stage

These 3 high-level stages are actually composed of smaller individual *steps* that a client would typically go through. **Your goal should be to help people move from one step to the next. That's it.**

Awareness	Evaluation	Growth

Discovery	Interest	Lead	Engagement	Adoption	Retention	Expansion	Referral
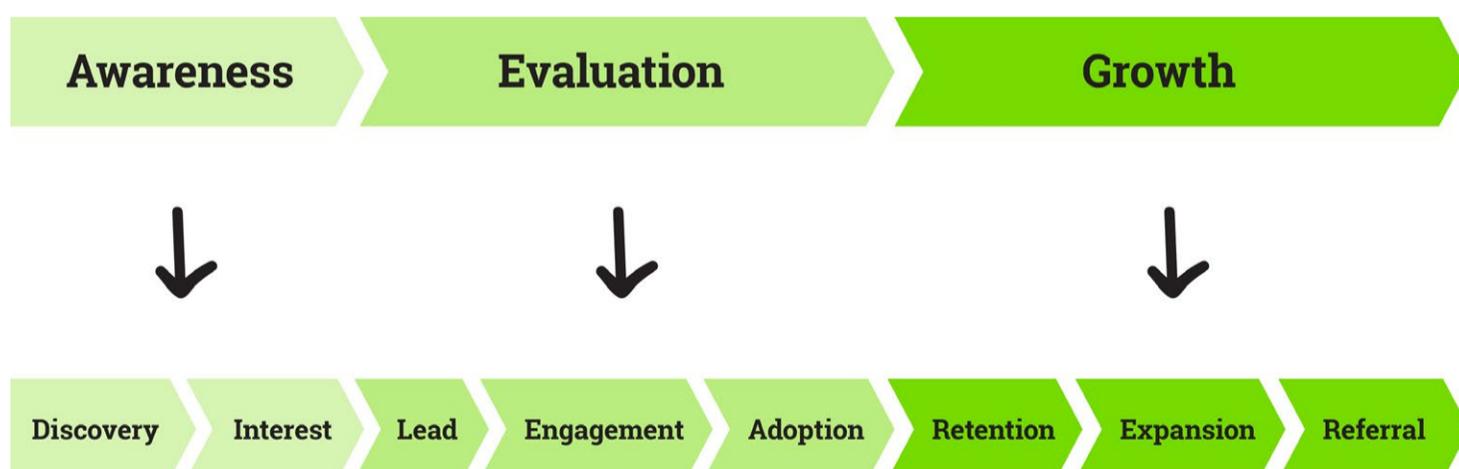
Let's take a close look at each step, and some tools you can use to help get people from one step to the next.

Stage: Awareness

Individual Steps: Discovery, Interest

Goals:

Your first goal is to simply make people aware that you exist. But first, you'll need to decide what to tell them to grab their attention. You can do this by focusing on what's important to *them*, based on your assumptions from part 1 of this book (Your Ideal Client). Don't be afraid to **be bold** and really try to connect with your audience. If you're too generic with your marketing you risk getting lost in the crowd.

Once you have their attention and they like what you have to say, your next goal is to get them to reach out to you (to inquire about something, follow you on social media, join your mailing list, etc.). You want to **capture their contact information**, but you're going to have to provide them something valuable in return for it. This gets them into the "top of your funnel" from which you can guide them along to the next steps.

Tools:

There are many options available to you when trying to get your name and message out there. **Online advertising** will allow you to drill down and really target who gets to see your ad depending on their search term, location, gender, and a ton of other variables. We recommend experimenting with Facebook ads by building unique campaigns for each audience segment and see what works best for you. For example, you could show a unique ad for each city, or you could tailor your ads towards men, women, different age groups, interests, hobbies, sports, etc. That level of detailed tailoring isn't something you can do with a bus bench ad, so get creative!

Your targeted ads should send people to a simple landing page (or specific part of your website) that gives them what they're looking for and ideally nothing else other than a contact form.

Offline advertising is still a great place to connect with your audience. Magazines, newspapers and physical ads in different cities all have their own unique audience. Do some research into who the audience of these advertising mediums are and you'll be able to tailor your approach to each one. Magazines, newspapers and billboard companies can provide you with this demographic data for free. They know their audience better than anyone.

Community events, sponsorships, tradeshows and other in-person methods are worth their weight in gold. No matter how advanced technology gets, nothing has quite replaced the effect of talking to someone in real life. Remember that you're in the business of creating and maintaining relationships. The big drawback of this approach is time. It's hard to scale if you're a one-person show or small team. If you do decide to use this method, remember to keep it local and adapt it to the community you're in.

A personal website is your 24 hour salesperson. An effective website can be the cornerstone of your marketing and a huge source of new business. We'll dive into the absolute must-have website features in further chapters. At the early "Awareness" stage, an awesome website can give a potential client everything they need to know before reaching out to you. At this stage, users are most likely on your site to get the information they're seeking. We'll take a closer look at how you can dominate the market with an awesome website in the next chapter.
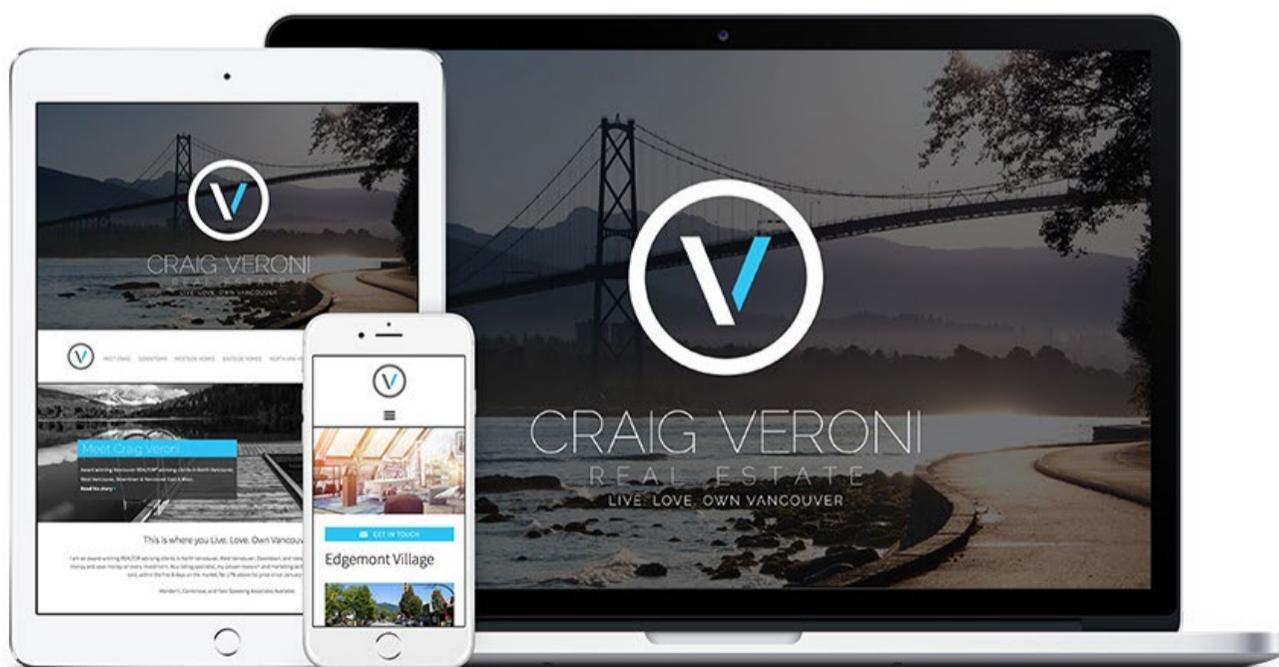
If you're specifically **targeting home buyers** in a certain geographical area, then your general website's homepage may not be the best place to send people. Think about it, they're just looking for homes for sale at this stage and not necessarily interested in your blog, sold listings, testimonials, or anything else. If you send them to a busy homepage about anything and everything, they're going to leave the site and find another solution. Ideally, you want to target home buyers and send them to a dedicated landing page that shows all the properties for sale in the area they're interested in. This approach can yield more buyer leads than your general website.

On the flip side, if you're going after **home sellers** then you need to think about what's most important to someone selling their home. In this early "awareness" stage they're most likely wondering what their current home is worth. They're probably not looking at your sold listings or marketing plan just yet… that comes later in the "Evaluation" stage.

Stage: Evaluation

Individual Steps: Lead, Engagement, Adoption

Goals:

Now that you have a group of people that like what you have to say, you need to decide where to focus your attention. Learning how to pre-qualify and prioritize leads will pay dividends once you start taking on volume.

As soon as a lead comes in you should ask yourself how likely it is to convert into a client. To do this, your first step is to determine if someone is just looking for information from you or if they're really ready to engage in a conversation and move forward. Often times, you'll get leads from people that only left an email address or provided very little info. Once you get busy, you'll need to decide how much attention you can afford to put towards under-qualified leads. A great indication of lead quality is how much effort they put into the lead form. Did they leave a phone number, but weren't required to? Did they ask additional questions, beyond the default message? Are they pre-approved for a mortgage? Are they working with another agent already?

Once you have an idea of the quality of the lead, you'll need to respond right away and ask the right questions. The goal is to **start a real conversation to further qualify them, provide value and ultimately ask for their business**.
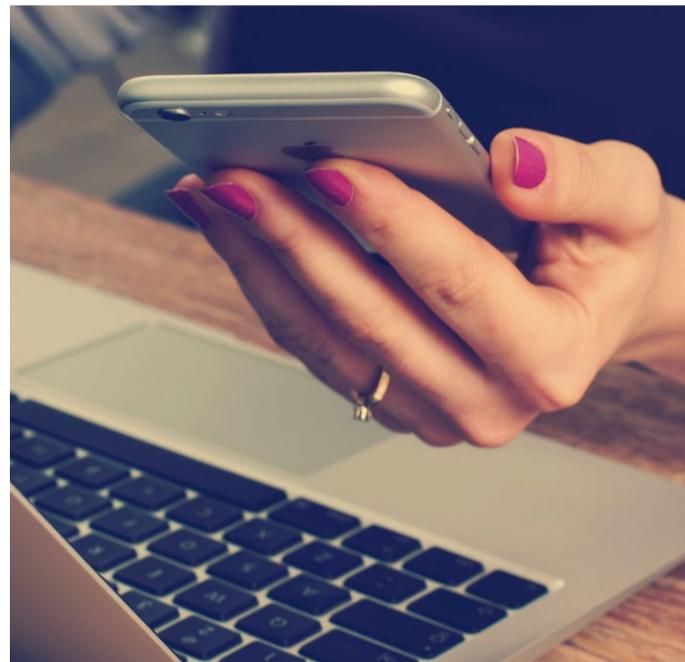
Tools:

Your website (or other marketing/ advertising) helped get you the lead, now you need to manage it and follow up via phone/email/text/etc. If the lead provided a phone number then call them right away. No-brainer right? You'll be surprised how many agents let a lead go cold by not calling back ASAP. Your likelihood of converting that lead the next day is drastically lower.

When it comes to managing your leads you need a proper system. If you're just starting out (or not currently generating leads) then you could simply use email or a spreadsheet. Ideally you want to funnel all your leads into a real estate **CRM** (customer relationship management software) as soon as you get them. A CRM will help you determine the qualify of the lead (lead scoring) and give you an overhead view of where each lead is at. Don't waste effort mentally tracking who needs a call, who's waiting for paperwork, etc.

Once you determine a lead is qualified, it's time to ask for their business. Reach out to them and set up an in-person meeting where you can reinforce your awesomeness, get their business and start your client onboarding process (listing presentation, buyer presentation, etc.).

Stage: Growth

Individual Steps: Retention, Expansion, Referral

Your primary goals in the growth stage are to stay top-of-mind, demonstrate your ability to adapt and excel (no matter how the market is doing or what changes happen with technology), be receptive and available when they're ready to work with you again and actively ask your previous clients to refer you new business.

Marketing automation tools, such as CRM's and email marketing software with drip campaigns can help you do this. Social media will also play a huge role. Check out part 3 "Modern Tools & Tech" where we look at how to get the most of out these technologies!

How To Dominate Your Market with an Awesome Website

As you know, home buyers and sellers have more access to information than ever. The flip side is that real estate agents now have more access to potential clients than ever! By leveraging modern tools such as an effective website, landing pages, targeted online ads, social media, email marketing, CRM software and so on, you can not only find MORE clients online but you can strategically target the ones that you want to work with and scale your relationship building with them.

Say goodbye to the old shotgun-style approach to traditional marketing and say hello to becoming a strategic, modern marketing ninja.

"Notice that the stiffest tree is most easily cracked, while the bamboo or willow survives by bending with the wind." -Bruce Lee

We're going to look at how you can focus your time and marketing budget on highly targeted approaches to growing your real estate business. Don't waste another dollar on advertising or another minute on marketing without arming yourself with the knowledge on how to do it right.

Website Traffic Types

It used to be that just "having" a website was enough. Like having a business card or "For Sale" sign. Clients were impressed that their home was on the MLS® and that their agent had a presence on the internet.

That's *obviously* not enough anymore. Let's look at what makes an awesome real estate agent website these days. Your website's main purposes are:

- Demonstrate your **expertise** and establish **trust** with your visitor.
- Showcase your **clients listings** beautifully and help them sell.
- Generate **leads** from potential buyers and sellers.

Often times, your website's homepage will be the first point-of-contact with a potential client. There are many ways that people end up on your website and they all behave differently once they are there:

Direct Traffic: These people directly typed your website URL in their browser, because they saw it on a business card or something physical, or because you told them about it.

Organic Traffic: These folks were searching online for something and ended up clicking on your site in the "organic" (non-paid) search results.

Paid Traffic: They were also searching online, but clicked on your paid ad (such as a Google AdWords).

Referral Traffic: These people clicked on your website link from another online source, such as your social media profile, a different website, a shared link, etc.

Depending on where a person came from their intentions and actions are going to be different. Lets dive into it a bit.

Direct Traffic

As mentioned, direct traffic is when someone directly types in the name of your website or URL into their browser and hits Return/Enter/Go. Let's say you've handed a business card to someone looking to sell their trendy loft.

They're going to look you up - most likely on their phone or tablet - to find out what you're all about.

That person is going into your site through the homepage, and has the intent to discover whether or not you will be able to sell their loft effectively. If selling trendy lofts is part of your expertise, then they should be able to see that clearly and without digging around your site (or having to read/think too much). If your website confirms that you are who you say you are, they will be much more likely to contact you.

Conversion rates and quality on direct traffic tends to be much higher, since they're already somewhat pre-qualified before they arrive.

Organic Traffic & Paid Traffic

If, for example, someone searched Google for "open houses in _____" and saw your website in the search results, they're expecting to see open houses in the area they searched, that's it. They don't care about you yet, or your brand, or your testimonials... They just want the open houses and they want it now - or they're going to click *Back* and find it somewhere else in seconds.

They're also **not** going to contact you via a form and ask you to send them open houses either. You have yet to develop any trust or relationship at this point early in the game. They can also get the information they seek elsewhere, without a jumping through a proverbial hoop. In short: they just want what they came for.

If your website happens to contain the open houses they're interested in, then they get what they initially came for and you've demonstrated your ability to deliver. This is your first victory.

Now you have earned a few trust points, hopefully enough that they bookmark it and keep coming back for the newer open houses each day. Eventually they'll start to click around your site and see what you're all about, what you offer, how you're different, etc. Your testimonials and bio (and everything else) isn't what brought them initially, but a certain percentage of people will start to trickle through the rest of your site.

The goal is that you've demonstrated enough expertise and built up enough trust with the person that they're willing to browse and take some sort of action. Once they've decided that they want to schedule a showing or ask a question about a property, then they'll contact you.

Statistically, leads that come from organic search results are a pure numbers game, and the numbers (website users) usually have to be fairly significant to generate consistent leads. Don't think that just because you have a website with a few searches you're going to start getting a ton of random (but highly qualified) leads. It doesn't work like that.

When it comes to **paid traffic**, all the same rules apply. People are clicking on

the most relevant ad that closely matches their particular search query and have a set intention in mind. Give them what they came for first, then work on gaining their trust with everything else.

Referral Traffic

Let's say that someone poses this question to their Facebook friends: *"Does anyone know a good real estate agent that can sell our 2 bedroom downtown condo?"* There will be a few responses with recommendations on who to use, and a link to their website or Facebook page.

The potential seller is going to consider all the candidates that are recommended by their peers. However they're going to move forward with the one that comes from the most trusted source **AND** seems like they're the best armed to sell that sweet 2 bedroom downtown condo.

When these types of visitors arrive at your website, they're typically going to be interested in your marketing plan to sell their home, the types of homes you sell and where you sell them. They're also going to read your bio, testimonials and check out your social profiles to pre-qualify you before they reach out.

Beware, if your website is slow to load, broken, ugly or doesn't fit the quality of the recommendation you've potentially lost them. They will not trust in your ability to properly showcase their home if your website alone is far below their standards.

Another example of referral traffic is from your professional network. If you regularly work with mortgage brokers, appraisers, lawyers, movers, stagers, photographers, etc. Then reach out to them and ask for an online review and recommendation (on Yelp, Facebook, Google, etc.) And also ask for a link

from their website to yours. You should also link back from your site to theirs. This reciprocal linking not only helps your search engine ranking but it tells potential clients who you tend to work with, which ideally just adds one more trust point in your favor.

Essential Website Elements & Pages

We've covered a lot about your website users and their intentions. Now let's take a look at the essential **checklist of features and content** your website should have.

The lists below are in point form for brevity. We often dive deeper on this stuff in [The Dojo - a free real estate marketing resource for agents](#).

White Belt Checklist: The Absolute Minimum Stuff

Mobile-friendly. If your website is not responsive or mobile-friendly, you can kiss about half your visitors (and rankings) goodbye.

SEO optimized. Make sure it follows [Google's Webmaster Guidelines](#), or at least [the key points search engines look for](#).

Loads quickly. For every extra second it takes to load your site, a large percentage of people give up and leave.

No auto-playing sounds/music. This is a big no-no these days. People often browse multiple tabs at once, and have their own music playing, so if your website starts making noises on its own, it's the first tab to get closed.

User-friendly design. Don't make people think too hard or have to learn how to navigate around your website. Keep it simple.

Clearly written content with no typos. Spell check is your friend.

Contact information clearly displayed (not just a form). Not everyone is going to fill in a form just to get in touch with you. Make sure your contact details are clearly displayed and easy to find.

Well-written bio with at least one recent photo of you. You're in the business of creating and maintaining relationships with people, don't forget that.

Sold listings. Prove your experience! Talk is cheap.

Active/featured listings. Ideally automated so you're not wasting time inputting/editing them.

Past-client testimonials. Again, prove your past wins. It's more credible to hear what someone else has to say about you.

At least one lead-generating MLS® search. If you'd like to work with more buyers that is.

Yellow Belt Checklist: The Important Basics

Multiple MLS® searches with lead capture. One for each area/criteria that you identified in Part 1 of the ebook (your ideal clients).

Allow users to subscribe to MLS® searches. Automated, and with daily alerts of new homes that enter the market (matching their criteria).

Updated blog. One that demonstrates your local real estate expertise, not just your listings and open houses (a classic white belt move).

Social Media presence. Including live feeds and links to connect with you online.

Information for buyers. Talk about what they can expect by working with you

as a buyer. Also include a contact form to get in touch and start their buying journey with you.

Information for sellers. Show and explain to people how you will market and sell their largest asset. With a contact form that asks about the property they wish to sell.

Free home evaluation form. A great way to generate leads from sellers.

Unique content pages. Become a resource for local businesses, industry insight, neighborhood guides, local events, etc.

Open house search. A great opportunity for long-tail SEO (which we cover in further chapters).

Mortgage calculator. Ideally one with the latest rates, cool graphs and all that jazz.

Recent market stats. Broken up by area and property type.

Green Belt Checklist: Go The Extra Mile

Local neighborhood profiles. Show and tell potential clients where you focus on with great neighborhood guides that include photos (bonus points for video) and well-written proprietary descriptions. Include amenities and any information you think is important to them. This also demonstrates that you actually understand the intricacies of each neighborhood you work in.

Enhanced listing photos, virtual tours and videos. Your clients (and potentials) want to make sure you've done all you can to sell their home. They want their home to look amazing on your website, so ditch the tiny MLS® photos and limited description and opt for high-resolution photos, virtual tours, videos, floor plans and longer (unique) descriptions of each property.

Building profiles. There is no official database of individual condo buildings, but a lot of people are searching online for active listings in specific buildings. Take the time to add these to your site and break them up by neighborhood.

Forms to join your mailing list. Deliver some sort of valuable content to visitors in exchange for their email address or other contact information.

Creative, custom-made forms. Such as meeting for a coffee, receiving construction development updates on presale buildings and [more](#).

Black Belt Checklist: Become a Real Estate Marketing Ninja!

If you're one of the few agents that have already done all the items above (and have done them well) then here's a list of ways you can take your website even further to become the ultimate real estate marketing ninja!

Technical SEO & speed optimizations. Just like some cars, websites can look pretty on the outside but have a lot of problems under the hood. The tech that goes into a site needs to meet a certain level of quality. Google has a list called the "Webmaster Guidelines" which is a good place for your web developer to start. The people that create and maintain your site's technology should have a firm understanding of standards, SEO, speed optimizations and are making an effort to stay current as Google changes their criteria (which

happens often). Custom websites that are not maintained from a technology standpoint are often obsolete within 3-5 years, or end up costing many times their initial investment over time.

High-quality video about you. A short, professional video introducing yourself to your potential clients is one of the best marketing investments you can make in your business. A lack of trust is the number one hurdle between you and your next client. A good video showcases your personality, expertise, style, quality and so much more which ultimately builds trust. After watching the video, people feel like they've already met you once they actually do. This puts you many steps ahead.

Short video testimonials from past clients. Most of your past clients would more than likely record a 30 second testimonial video on their phone and send it to you, which you can throw up on YouTube and embed on your site. These are way more effective than written testimonials.

Beautiful videos of your listings for sale. See a trend here? Bonus points if they're shot in a unique way such as using drones, including live actors or even a personal walk-through or narration (not a slideshow of photos as a video, that hasn't been Ninja for 10 years).

Virtual reality & interactive tours. These are the latest innovations in real estate marketing. Allowing people to virtually experience a property from the comfort of their home, either through a 3D floor plan type scenario (ie: Matterport) or a truly immersive experience through virtual reality.

Market stats with your own commentary. People can get the raw stats on their own, what they're looking for is your take on the numbers. They're asking questions like: What does this mean to me? What's the 80/20 I need to focus on? Bonus points if you can provide a visual (and branded) infographic.

Customized design. There's no need for an agent to re-invent the wheel and spend over 10 grand on a 100% custom built website, but on the flip side you don't want to look like everyone else. The important thing is that your website represents you, and highlights your uniqueness through a beautifully customized design tailored to your brand or style.

Live chat that you actively participate with. A lot of websites have a live chat function but a very low percentage of them are actively monitored and end up being used as an answering service. Find one that you can respond to on-the-go, so that you're always available (or at least during "working hours").

Offer something valuable in return for an email address. Grow your mailing list (and potential clients) by offering something really useful to people in exchange for an email address (just like this ebook you're reading). A few popular choices are neighborhood guides, moving checklists, seller steps and first time buyers guides.

Dedicated ads and websites for different languages. Not just a Google Translate widget on your English site. We're talking about a tailored website with its own strategy and content geared towards a different market.

Dedicated ads and websites (or landing pages) for each marketing campaign. If you have the personal bandwidth available, then it's a good idea to create niche websites or landing pages that focus entirely on one subset of the market. Some ideas include hyper-local neighborhood sites, upcoming open houses, investment opportunities, waterfront listings, architectural homes, home value site and first time buyer condos.

The Biggest Issue with Your REALTOR® Website (& How to Fix It)

Practically every REALTOR® that I've ever known has driven a fancy car. They roll up to open houses looking fresh and proudly park their beautiful ride right out front for all to see. They also are, for the most part, very well-dressed and well-groomed (*...we all have our rough days*). Based on this obvious information, I deduce that a sharp look is important to the brand identity of a modern real estate agent. Yet the truth is, these factors alone do not earn you new business.

Us Ninjas have the pleasure of speaking about websites with numerous real estate agents and brokerages across Canada on a daily basis. When agents are thinking about moving their site over to RealtyNinja, we try to find out why they are leaving their current provider. The number one response we hear is:

"My current website does not get me any leads!"

Now don't get me wrong, we love seeing you join the Ninja-fam and we will

work tirelessly to keep you satisfied. In fact, our websites have some seriously awesome lead generation features for REALTORS®, but they are also beautifully designed, highly customizable and have all the features you need to help your business grow. There is a general misconception occurring and I would like to help set things straight with the following two sentences:

1. A great real estate website can absolutely earn you leads, but that is **not it's only purpose.**
2. If your real estate website isn't earning you any leads, that **doesn't mean it's broken**.

Let me put it this way: Would you throw away your fancy Lexus or Audi if you didn't get a new client all month, even though you parked it right out front of every open house? No, I certainly hope not. That car is a part of your brand identity, and so is your real estate website. The fact of the matter is that you can't just keep that car in the garage and expect it to impact your business – you actually need to drive it and park it in the right places. The same is true of your real estate website. You can just "park it in the garage", and some friends will come over and see it from time to time – but until you actually "drive" it, it's not going to help earn you many qualified leads.

We often refer to RealtyNinja websites as high performance race cars with an awesome pit crew – but it still requires a driver to race it into the first place position!

If you've never considered your REALTOR® website to be anything more than a form that collects leads, I have some suggestions for you. The good news is, your website can actually do more for you than a sweet ride. Follow along the checklist below for some ideas on how you can leverage your real estate website to reflect your brand and position your business online.

Share your Brand Colors

Make sure you've identified a brand colour scheme for your business and that those colours are being used throughout your website. Colours are very psychologically charged, and can evoke subconscious feelings that people connect with. Check out the awesome infographic below to get some insight on the brand colour spectrum and the emotions it can evoke.

Express your Brand Character

Do you think that your brand has a character? I believe it does, whether you planned for it or not.

If your brand were a human being, what would it want to talk about? Would they be an optimist or a realist? Would they drive a Mercedes or a Mazda? For some of you, your brand character is you! For others, you may be part of a larger company, or you may have defined your brand independently from your personality.

Whatever the case may be, ask yourself some questions and identify your character. Then use that character throughout your website. Every image you share, video you embed, sentence you write, and page you create must express your character.

Show your Brand Value

What really satisfies clients is an awesome experience that accomplishes their objective without compromising too much. Use your website to accurately describe what you're going to do for people. Show them all the hard work you do to make the process feel light and effortless for them. Explain the steps involved in what you do, and particularly how you do it uniquely.

This is a really important part of a real estate website – not everybody is just coming to check out listings. What if one person was vetting real estate agents, and maybe by chance they happened to land on your site. Sadly, you don't tell them anything about yourself, about what you do, how long you've been doing it, or why they should hire you. They land on the next real estate agent's site and get to see a 2 minute video introduction from the other agent... they are blown away and hire this agent. Would the potential commission of their business have been worth not writing a couple pages about yourself and your business?

Align with your Community

REALTORS® need to be very connected to the community that they serve. If you specialize in selling condos in downtown Vancouver, chances are you are spending a considerable amount of time there. This is an integral component of your brand, and it shouldn't be ignored.

I see many real estate agent websites that only tell me what community they serve when I check out their MLS® search or when I check the area code on their phone number. This is an opportunity missed if you ask me.

Regardless what type of community member you are, there are others just like you. Connect with those people, and show the rest of the community who you are and where they can find you. Are you a family man? Avid hiker? Enjoy climbing? Playing hockey? Volunteering at the soup kitchen? Play golf? Teach Yoga? Donate to the SPCA? The list goes on.

No matter how it is that you are involved in your community, share some of that with your website visitors. Explain to them what made you fall in love with your community, and show them why they should fall in love with it as well. Use your own experiences and pride to create excitement for your visitors. And remember, you're not just doing it to stimulate your readers and create trust – the community section on your website will also align you with local Google searches, so that the people looking for your content will find you much more quickly.

I hope that this chapter has inspired you to have a good, long brainstorm around your website. That you now think about it as a tool to showcase your brand identity – not just a tool for generating leads. If your website was your vehicle, would you proudly park it in front of the open house? If not, that's okay – it just means you have a bit of work to do.

How to Get More Traffic to Your Website by Targeting the Right Keywords
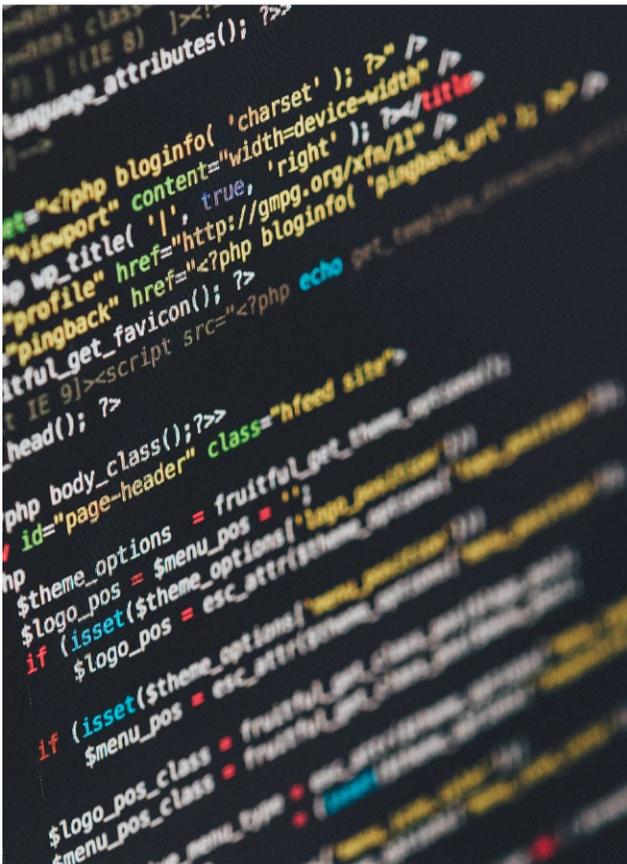
A common misconception of keywords is that it's a piece of code or some technical feature that you simply enable on your website. **It's not**.

Your SEO "keywords" are the key words and phrases in your website's content that make it possible for people to find your site via search engines like Google. A website that is "keyword optimized" just means that it has relevant content for a potential visitor, based on what they were searching for. That's it.

Since the goal is to provide content on your website that matches the things people are looking for online, it's best to do some research into what keywords (and phrases) you want to target, and consider their competitiveness online and ultimate value to your business.

Initial Keyword Audit

If you had set up a REALTOR® website a while ago and optimized it for keywords like 'real estate' or 'REALTOR®', then your initial keywords may have been the problem because they are too generic.

Do an online search for your keywords - preferably from a different computer than usual, because Google remembers your search history based on location and will show you tailored results that are not the true representation of your ranking.

Who is ranking higher than you? If it's a major competitor with a website that's 10 years old with hundreds of pages of content dedicated to the same keyword as yours, then you chose a keyword that was too competitive.

Long Tail Keywords Are Your Friend

Don't panic... Do start modifying your site. *Long tail* keywords may be your best friend here. These are longer sets of keywords that are not as vague and short as normal "head" keywords. "Burnaby realtor" is a head keyword whereas "burnaby 2 bedroom condos for sale" is a long tail keyword.

Long-tail Keywords have fewer searches done for them, but you'll be amongst a smaller set of results. With search, it's better to be a big fish in a small pond, unless you have considerable resources. Also, people that search for specific "long tail" terms online are more likely to convert into a qualified lead than generic searchers.

Are You Writing the Wrong Content?

If you discover that no one is contacting you, leaving comments on your website, reading, following, subscribing, re-tweeting, or Facebook-liking your pages or blog posts, you need to shift your strategy.

If you produce content that satisfies the needs of your audience, they will read your posts. You must understand what your prospects are searching for and change your strategy in that direction.

You can also foster engagement by monitoring social media portals such as Twitter hashtags to follow discussions and inject yourself to the conversation. Be visible in Facebook or LinkedIn groups that align with your new keywords. The goal is for traffic leading to those groups to spill over onto your site.

How to Choose Better Keywords

You can use the free Google AdWords Keyword Planner to research what keywords you should choose. They can show you how many local searches are done for each keyword, as well as the amount of competition you're going to face.

Again, choosing lower competition keywords will rank you higher (albeit to a smaller audience), but when all is said and done, cornering the market in a small way is better than owning basically 0% of the whole pie. There's just too much noise out there to stand out for generic terms.

Remember, it can take a while to establish those keywords in connection to your website so keep at it - consistency is the most important thing. The most meaningful results can be expected within six months to a year of adopting content marketing, and can be monitored on a daily basis through Google Analytics so you can watch your ranking rise on search engines.

Note: Check out the Interactive section at the end of this chapter for a practical method to researching a keywords competitiveness.

Tracking Keyword Effectiveness

There's no doubt about it: writing unique, relevant and high quality original content is the best method of increasing the organic search traffic of your

real estate website. After you've identified the search terms (aka keywords) that you want your website to rank for, you spend a bit of time writing blog articles and creating pages on your website that relate.

Next, it's time to take a look at what's working, what's not and opportunities to target new keywords that you may have missed.

If you've ever logged into Google Analytics you've probably noticed that your top search terms are "not provided." Unfortunately these usually make up most of your organic search traffic, and soon Google will gradually make all your keywords "not provided." How are you supposed to know what keywords to focus on if you don't know what your website is already ranking for?

That's where tools like Google Webmasters and HitTail come in. This section aims to explain the basics of what they are, why you need them and how it all works. It also gives you a few practical steps you can take right away to boost your own website's organic search traffic.

Help! My Keywords are "Not Provided"

We have a website www.realtyninjademo.com that demonstrates the features of our RealtyNinja REALTOR® website platform, and we've had Google Analytics running on it for a few years now. Before 2011, we would be able to see all the keywords that people were searching for in Google that led them to our demo site.

In 2011, Google.com became "secure" by default, meaning that it was now https://google.com as apposed to http://google.com. This small change made it so that visitors coming from secure Google search pages would appear in Google Analytics under the label "not provided", instead of the actual search term.

Here's a sample of our top keywords for realtyninjademo.com, taken from Google Analytics:

Keyword	Acquisition			Behavior		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	20,704 % of Total: 50.55% (40,960)	68.72% Avg for View: 60.77% (13.08%)	14,227 % of Total: 57.16% (24,890)	39.48% Avg for View: 44.32% (-10.92%)	5.20 Avg for View: 4.66 (11.80%)	00:05:21 Avg for View: 00:04:43 (13.21%)
1. (not provided)	18,856 (91.07%)	69.77%	13,155 (92.47%)	39.30%	5.23	00:05:19
2. http://www.realtyninjademo.com/	102 (0.49%)	4.90%	5 (0.04%)	37.25%	3.67	00:05:21
3. north vancouver condos for sale	95 (0.46%)	47.37%	45 (0.32%)	27.37%	8.06	00:10:49
4. apartments for sale north vancouver	73 (0.35%)	13.70%	10 (0.07%)	34.25%	3.42	00:07:58
5. condos for sale north vancouver	72 (0.35%)	41.67%	30 (0.21%)	20.83%	7.38	00:09:33
6. condos for sale in north vancouver	69 (0.33%)	33.33%	23 (0.16%)	21.74%	8.46	00:07:48
7. land for sale north vancouver	35 (0.17%)	80.00%	28 (0.20%)	22.86%	4.20	00:03:28
8. north vancouver lots for sale	34 (0.16%)	50.00%	17 (0.12%)	55.88%	2.26	00:03:09
9. north vancouver land for sale	30 (0.14%)	70.00%	21 (0.15%)	20.00%	4.73	00:03:34
10. www.realtyninjademo.com	29 (0.14%)	3.45%	1 (0.01%)	51.72%	5.03	00:07:58

You'll notice that over 91% of our sessions are from keywords that are not provided. Bummer!... *or is it!*

Not Provided? Not a Problem!

Login to your Google Webmasters account and click on "search traffic", and then "search analytics". This will bring up a list of the keywords you currently rank for, and your position.

	Queries	Clicks ▼	
1	north vancouver condos for sale ↗	84	»
2	condos for sale north vancouver ↗	84	»
3	land for sale north vancouver ↗	49	»
4	north vancouver apartments for sale ↗	47	»
5	condos for sale in north vancouver ↗	47	»
6	apartments for sale north vancouver ↗	42	»
7	north vancouver condo for sale ↗	33	»
8	north vancouver land for sale ↗	27	»
9	condo for sale north vancouver ↗	24	»
10	north vancouver condos ↗	24	»
11	north van condos for sale ↗	23	»
12	land for sale in north vancouver ↗	23	»
13	land for sale vancouver ↗	19	»
14	lots for sale north vancouver ↗	16	»
15	apartments for sale in north vancouver ↗	14	»
16	2 bedroom condos for sale in north vancouver ↗	14	»
17	vancouver land for sale ↗	13	»
18	condos north vancouver ↗	13	»
19	apartment for sale north vancouver ↗	12	»
20	condo for sale in north vancouver ↗	9	»
21	lower lonsdale condos for sale ↗	8	»
22	north van condos ↗	8	»
23	apartment for sale in north vancouver ↗	8	»
24	land for sale in vancouver ↗	8	»
25	north vancouver condo ↗	8	»

Here's a screenshot from our demo site's top 25 keywords (search queries) in the last few months.

That's much better. Now we're getting some real information and can tailor our content towards what's working and what people are actually searching for!

Going Further & Missed Opportunities

Now that you know what keywords your website is already ranking for, the next step is to get a list of other promising keywords - based on your traffic - that you SHOULD be targeting. That's where HitTail comes in.

HitTail's software automatically imports your keyword data from Google Webmasters (on a daily/weekly basis) and gives you suggested keywords that you can incorporate into your website content. This is what we found for our demo site. Note that it's an older screenshot from last year and they've re-designed it since then, but it still shows our suggested keywords.

Date Created	Delete	Article NEW	Keyword	Engine	Score
2/12/2015 8:47:37 PM	✂	order	burnaby mls	google	⭐
2/12/2015 8:47:37 PM	✂	order	1 bedroom 2 bathroom condo under 500k	google	⭐
2/12/2015 8:47:37 PM	✂	order	3 bedroom house under 500k	google	⭐
2/12/2015 8:47:37 PM	✂	order	2 bedroom house under 500k	google	⭐
2/12/2015 8:47:37 PM	✂	order	vancouver land for sale	google	⭐

Based on these findings, we can formulate a simple strategy:

"Create more Burnaby-focused content - such as a Burnaby MLS® search, neighborhood write-ups, condo buildings and write a few blog posts about Burnaby real estate news & developments."

HitTail is essentially telling us that we already rank highly for North Vancouver related search terms, so if we apply the same types of pages/content towards Burnaby, we're very likely to get similar results.

They assume this by analyzing over 1.3 billion keywords from tens of thousands of websites. It's much better than taking a wild guess.

Tracking Your Rankings (Advanced Ninja-ness)

If you want to get super scientific about it, then you can track all this stuff over time and measure if the changes you're making in your content strategy are paying off. If you want to take your online marketing seriously, measuring ROI is an important step.

An excellent tool for tracking your rankings is by Moz. The service isn't cheap, but it comes with a ton of other stuff you can use. Check out the Moz Rank Tracker for details.

INTERACTIVE

This exercise will help you find out if a geographic area is worth targeting online (without the use of paid ads) by analyzing its search competitiveness.

Step 1. Write down a geographical area (at the city or neighborhood level) that you personally know and are considering targeting. Note that If you have limited marketing resources, you should target ones that are populated with enough potential listings to make it worth the effort, but not the most densely populated areas in your city if you want faster results.

Step 2. Search Google using the format "[AREA] real estate agent" - for example "North Vancouver real estate agent" or "Lonsdale real estate agent" and open the first 10 organic search results (not ads) one by one in new browser tabs.

Step 3. In a notepad or spreadsheet, grade each search result on a scale of 1 to 3 based on how relevant and high-quality the website is.

Use the following as a guide:

1 = The website has no content or imagery related to the area/term you searched for.

2 = The website has one or more MLS® searches related to your search term, but no uniquely written content or imagery about the area.

3 = The website has one or more MLS® searches related to your search term, with written content about the area, imagery and/or video that clearly demonstrates that the agent is an expert of that area.

Step 4. Add up the numbers for all 10 results and record it next to your search term, out of a possible 30 points. For example "North Vancouver - 23/30".

Step 5. Repeat the steps above for other geographical areas that you're considering targeting. The higher the score means the more competitive it is online and the harder it will be for you to penetrate that segment of the market without spending a ton of money on ads or writing lots of unique content and waiting potentially a year or more for organic search traffic to pour in.

Ninja Tip: We recommend targeting up-and-coming neighborhoods to get in early and secure your position in the market before the majority of agents fight for attention in the same space. If targeting geographical areas isn't your thing, then try repeating this exercise by property type, price range, age or other demographics.

10 Fresh Ideas That Will Kickstart Your Blog

We've covered a lot so far... From client funnels and keywords, to real estate website best practices. A lot of our discussion has been focused on driving relevant traffic to your website - and for good reason. Your site is the nucleus of your online presence. It's where the majority of your online leads will come from, if you have a decent site anyways.
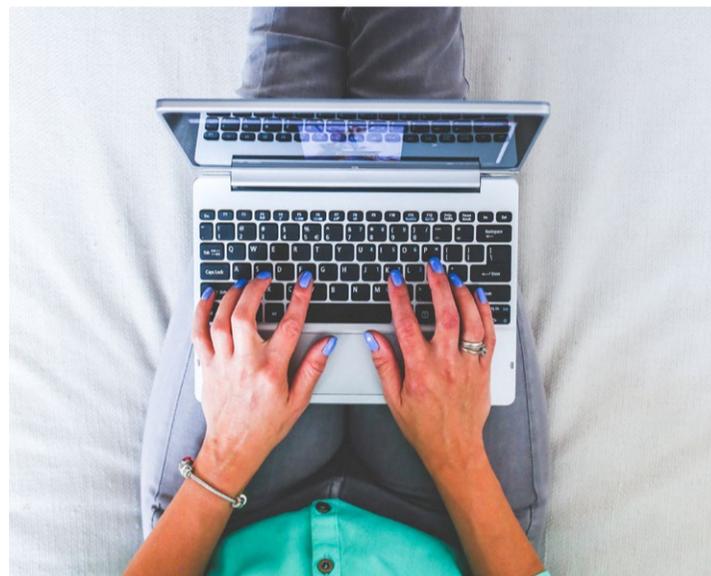
Your blog is an integral component of your online marketing mix, and must not be ignored. In almost all cases, your real estate blog is connected to your website. Every time you update your blog, Google sees it as fresh content being produced from your domain. Search engines love websites that are updated regularly with unique content, and will rank them higher than stagnant websites.

Note that while having the latest MLS® listings on your own website will help with SEO, it won't help you as much as your blog will. The reason is that the same MLS® listings appear on a ton of other websites (usually thousands) so it's not considered 100% unique.

Imagine how many real estate agents in your competitive market you would rank higher than on Google simply by blogging once or twice (or more) a week? The bar is most likely lower than you think.

With that said, simply posting to your blog with short, lousy or irrelevant content every once in a while isn't going to help you at all. When clients are selecting a real estate agent to represent them, they are looking for the agent who achieves both of these things:

• Appears high on search engine rankings, but also...
• Provides valuable content

When it comes to writing (or recording) high quality, useful, and relevant content for your blog, you need to put yourself in the reader's shoes. Refer to the "Ideal Client" stuff we worked on in Part 1 of the book.

Once you have an idea of who you're writing for and what kinds of content they respond well to, begin planning your articles. Articles that cater to what your audience wants... articles that will bring relevant traffic to your website. To inspire the modern REALTOR® in you, and to help you write great blog articles that attract the right customers to your business, here are 10 real estate blog post ideas:

1. BEST ON AND OFF LEASH DOG PARKS IN [CITY]

2. PURCHASING AN ACREAGE: BEST PRACTICES

3. 10 FUN THINGS TO DO AROUND [CITY]

4. PRE-SALES COMING TO [NEIGHBORHOOD] IN SUMMER 2017

5. MOVING CHECKLIST FOR VANCOUVERITES LEAVING THE CITY

6. A DAY IN THE LIFE OF A [NEIGHBORHOOD] RESIDENT

7. WHERE TO DRINK CHEAP WINE IN [NEIGHBORHOOD]

8. 30 REASONS WHY I LOVE LIVING IN DOWNTOWN [CITY]

9. RETIRING IN [CITY] - WHY IT WILL CHANGE YOUR LIFE

10. HOME MAINTENANCE CHECKLIST FOR NEW HOMEOWNERS

As you can see, the 10 ideas we've listed above each speak to different people & different areas, and they each reflect a different style. Not to say that you couldn't use more than one, or all 10 of these on the same blog. You simply might want to pick a direction and grow your blog on that idea.

Capture Leads on Your Blog Posts

You might be thinking "Why would I put all this effort into writing about local dog parks when I sell real estate?" The answer is that you need something valuable to offer local people in order to get them onto your site, in this case some curated and interesting information that's useful to dog owners in your area. Think of it as the yummy bait at the end of your fishing line.

Now, like any decent fisherman, you need to pick the right bait, fish the right spots and of course don't forget the hook, or else you're just feeding the fishies! That's where a lead capture "opt in" form or "call-to-action" comes in.

Usually at the end of your blog post you want to ask for something in return for the awesomeness you just provided. A typical approach is to ask people to leave a comment or join your mailing list for more great articles. If you're using MailChimp (or any modern email marketing system) you can embed the mailing list opt-in form right on your blog post.

Other methods include a lightbox or something that leads to a relevant section on your website, such as a link to view homes for sale near dog parks.

An even bigger "ask" on a blog post is to tell people to contact you right now. You may find that you'll need to direct them to the next "step" in your client journey first, which may not be getting in touch with you just yet.

CHAPTER 6

The 25 Minute Real Estate Blog Post Master Plan

All real estate blogs are not created equal.

Have you ever resolved to be a more active real estate blogger, only to realize that it's actually a bigger undertaking than you anticipated? Do you have the desire and see the need, but can't quite get into the blogging "rhythm"?

When I start writing a new blog post for [The Dojo](#), I immediately realize there is a lot of white space that has yet to be filled… And it must be filled with what's in my head, in an engaging and intelligible way that's actually valuable to people. Sometimes a good, long article can take 8 or more hours of work to finish.

In the case of many REALTORS®, your full time job includes Sales, Customer Support, Marketing, Accounting, Operations, Administration and all the things in between. We understand that you can't be expected to put the time or resources towards creating a 12 hour article every week.

But how about putting 12 hours towards your articles every month? If you can't be a content creator, you can always be a content *curator*.

As a content curator, you are responsible for selecting, organizing, and

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RealtyNinja

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presenting content with your own unique spin. Many of the most popular blogs on the internet are simply content curation mechanisms that aggregate and share other people's content – always sourcing and linking back to the original creator of course.

Heck, every time a REALTOR® shares real estate market statistics from their board on their real estate blog, they are curating someone else's original content. You're already doing it, let the Ninjas help you do it better.

Below, I will explain exactly how you can become the next great real estate blog curator.

Step 0: Make Time & Plan

This chapter promises to show you how to be active on your real estate blog every single day with less than 3 hours of work a week. That means each of your articles will take roughly 25 minutes to finish.

"Does that mean I need to dedicate 25 minutes each day to blogging?"

If you wanted to eat a banana every morning for the next five mornings, would you go to the store each day and buy one banana or would you just go once and buy five bananas?

If you want to start earning organic traffic to your website through your real estate blog, then you have to take blogging seriously. One major step towards

getting serious is by "buying your bananas in bulk", so to speak.

Start by selecting a 3 hour time slot every week dedicated to creating your curated blog posts for the next 7 days (3 hours / 7 days = 25 mins per article). In that 3 hour time slot, your objective is to Select, Organize, and Present content for 7 different articles.

In a lot of cases, this can take less than 3 hours. Some weeks you may only spend 1.75 hours on your blog, but still have 7 great curated articles by the end. Consider that a big win, and don't try to fit the following 7 articles into the spare time you have remaining that week.

It's good to be prepared with a banana for every morning, but after about a week, bananas can start to spoil.

In other words, you want your curated content to be timely and up-to-date. Content that's been pre-curated weeks or months in advance can make your blog feel out of touch, impersonal and often irrelevant to the audience you're trying to reach. My recommendation would be that you only prepare for the week ahead, and not for any longer than that.

So let's say you've blocked off Tuesdays at 5:00 pm – 8:00 pm as your dedicated blogging time. Great.

What are you going to blog about? You need a theme, and deciding that theme begins with the needs of your target demographic… What does your ideal client want to see? What blend of content will keep them coming back? What are they searching for on Google? How do you want your brand to be perceived? What's the best tone for your audience? Etc.

For the sake of example, let's say you're a North Vancouver REALTOR® who specializes in helping young families find the home of their dreams. Or at

least, this is where you see an opportunity in the market and where you're going to focus your inbound marketing.

Sure you'll help anybody buy and sell, but if you want to reach young families in particular through your real estate blog you'll need to cater your curated content to them.

Fast forward through a brainstorm and a couple hours of planning, you've finally figured it out. Every Tuesday from 5:00 – 8:00 PM, you're going to prepare 7 curated blog articles that fall into any of the following categories:

• North Vancouver Family Events, Services & Recreation
• DIY Home Improvement Projects
• Happy Family Listings of the Week
• North & West Vancouver Trending Stories
• North Vancouver Instagram Photos of the Week

Now that you've made time and planned for your posts, it's all smooth sailing from here. Time to move to Step 1.

Step 1: Select Content (1.5 hours)

This is the most time consuming part of the whole process. Social media is a wonderful tool which gives us access to so much content and information. At the same time, it can be a destructive web of distraction that can suck our attention away for hours on end.

Please try to remain focused on the task at hand. You are searching for content that fits into the five categories we mentioned in Step 0. You are not playing on the internet.

I can't stress this enough, so here's another paragraph about it. I have worked in content creation and curation since 2009, and I'll tell you from experience that it is REALLY easy to get lost down the rabbit hole. The whole fun and engaging nature of social media can make us forget that we're trying to work.

Disclaimer done, time to find some content. You're going to need to sniff around different corners of the web to fill those five categories each week. Sometimes the content will come from random places at random times, but it's nice to have a few general content sources that you look to every week.

Let's see where we would potentially search for content relevant to the 5 categories from Step 0.

North Vancouver Family Events, Services & Recreation

I would probably start by visiting the District of North Vancouver and City of North Vancouver websites. Followed by the North Van Recreation website, maybe local Church Websites. I would also look into popular community-focused websites dedicated to North Vancouver areas like Deep Cove, Lynn Valley, Lower Lonsdale, and Capilano.

After that I would look to local Facebook groups/events, Google's local news results, the North Shore News, North Vancouver Magazine and other North Vancouver publications. Basically, anything public that is related to the North Shore will be able to give me a whole bunch of information on North Van family events, services and rec. Not to mention, these sites will be full of links out to other great resources that you wouldn't have discovered on your own.

DIY Home Improvement Projects

The social network that has become somewhat synonymous with DIY projects is Pinterest. I would run off to Pinterest first, and start looking for cool Boards that have been created by other users. As you start searching, you'll notice that there is no shortage of content in this realm. You could strictly look through boards like DIY Home Improvement Projects and DIY

[Home Decor](#) for the rest of your real estate career and you'd still have more than enough awesome content to use.

Personally, I would stick to Pinterest for this category and share a few great ideas in each week's blog post. That way your post isn't just one Pin borrowed from Pinterest. It's a category. For instance, one week you find a bunch of neat [DIY feature wall ideas on Pinterest](#), that you combine into one blog post.

Happy Family Listings of the Week

I don't need to tell you where to search online for listings – I will say this:

This is an awesome article to remind people that you're a REALTOR® and not just an awesome blog curator. Listings are the core of your business, and promoting them is essential. Only you've got to take the time and do it right. With a weekly blog article called "Happy Family Listings of the Week", you can hand pick and share 5-10 active listings that would especially appeal to young families – dream homes.

We know you don't always have 5-10 family dream homes listed for sale on your own, but don't worry because that doesn't matter here. Remember, this is curated content – not just your original content. This article can include 1 or 2 of your own listings (if you have them) or it might not include any of your listings at all. This article is not about you, it's about the reader. They don't care how many listings you have for sale, they care about finding the right home their family. Be someone who helps them and you will become someone they trust and repeatedly work with over and over (hopefully).

North & West Vancouver Trending Stories

Trending stories are usually pretty easy to spot, but they can get a bit more challenging when you narrow the scope down to a small community like North Vancouver. There isn't always something trending, necessarily, but more often than not if you dig deep enough you can find something worth mentioning. Often times, the best source for this sort of information comes from Twitter and Reddit.

I would head to Twitter and do some searches for North Vancouver, North Van, West Vancouver and West Van to start. Then I would make sure I wasn't missing anything by searching the same words, only with Hashtags: #northvancouver, #northvan, #westvancouver, #westvan. If I'm not having much luck here, I'll head over to Reddit.com/r/Vancouver and do a little digging for some North Shore related stories, like this user submission about the North Van Shipyards. If it's a slow day on Twitter and Reddit, I would head to Google and do a search for some North Vancouver News from the last 24 hours!
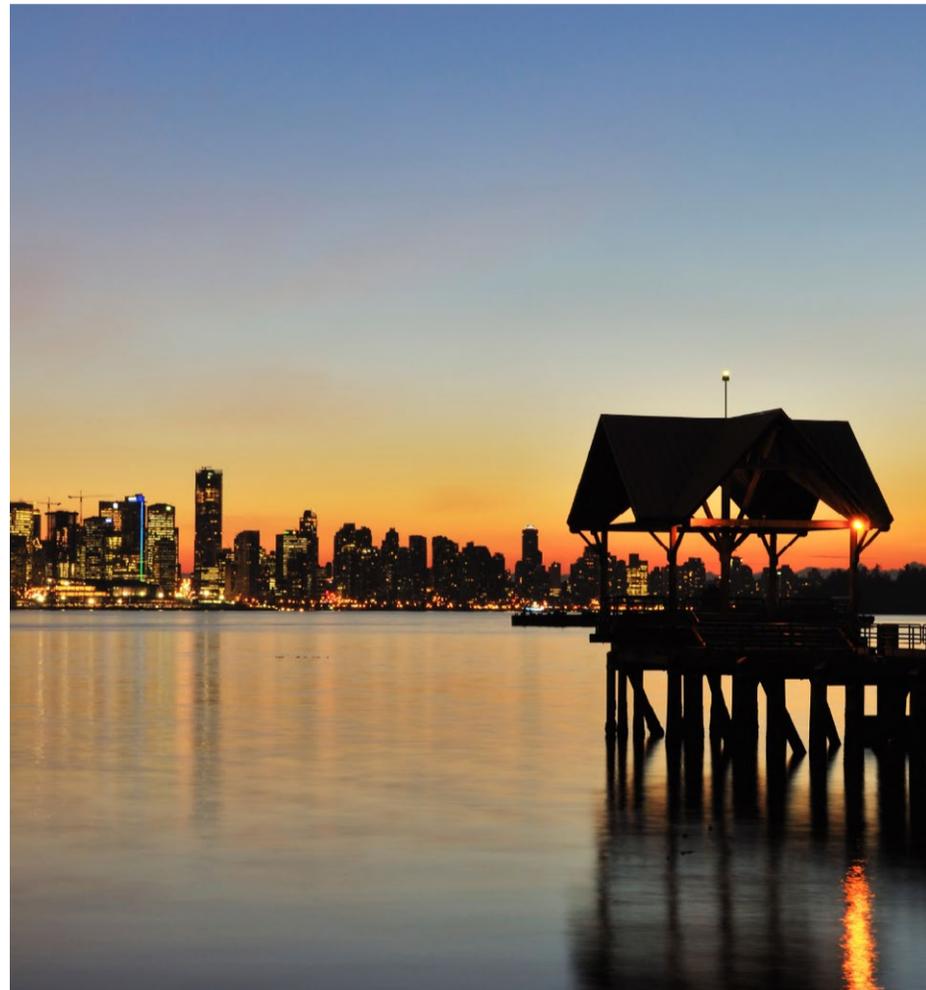
If there's nothing that you feel deserves to be on your real estate blog for this category for a week, that's totally fine. Replace it with content from a different category. Don't stress, be agile like a Ninja.

North Vancouver Instagram Photos of the Week

No matter what your five content categories happen to be, one or two of them

are going to be more fun to work on than the rest. An article that curates a bunch of Instagram photos in one place is going to be a lot easier and a lot more fun than some of your others. Keep that in mind when you're planning your categories – if you're having fun, your readers are definitely having fun.

The weekly Instagram article is going to showcase the top 10 photos of North Vancouver on Instagram that past week. So you'll head to instagram.com and do some hashtag searches, then skim through the content from that past week and pic your favourites. I would search hashtags such as #northvan, #northvancouver, #northvanlife, and #northvanlove.

So now you've spent 1.5 hours finding all the content you're going to share into your seven articles. That might look like 30 browser tabs open… AKA chaos. Time to get organized - move on to Step 2.

Step 2: Organize Content (0.5 hours)

You're going to identify some key information in this step. From start to finish, organization should only take you roughly 30 minutes, so try not to get bogged down on it. In your mind, you already kind of know what you're doing, but it's time to make it official.

Create a new Google Sheet or Excel Spreadsheet, title it "Editorial Calendar".

- In cell A1 type DATE.
- In cell B1 type TITLE.
- In cell C1 type LINKS.

If you're planning your next 7 posts at 5:00 – 8:00 pm on a Tuesday, you're going to share these posts with the public on your blog from Wednesday-Tuesday each week. So your first date under the first column should be tomorrow's date – for example's sake, we're going to use Wednesday, April 13th as our first date.

In the next column (TITLE), write the titles for each of your upcoming curated articles for the week.

In the final column (LINKS), paste any and all links relevant to that article. Basically, reduce the 30 browser tabs you have open down into this spreadsheet. Close each tab after you copy and paste the link into this spreadsheet.

Once you're done, your Editorial Calendar should look something like this:

Note: You can populate this spreadsheet as you go, meaning Step 1 and Step 2 can happen simultaneously if that's how you prefer to work. Also, this is as basic as an editorial calendar spreadsheet gets. Feel free to make it your own and add more columns, colours, fields, etc.

If you don't think the organization step is necessary, I invite you to go ahead and try to jump from Step 1 to Step 3, and see how much fun you have. Organization is mandatory for successful blogging, that's just what's up.

Now it's time to start banging out these articles. Move on to Step 3.

Step 3: Present Content (1 hour)

Here's where the curation takes a little bit of a back seat, and you have to get back to creating for about an hour. What is going to make these curated blog articles memorable, relatable, relevant and generally good is the way you twist it or put your own spin on it.

The most successful content curators aren't the best at finding content, they're not the best at organizing content, but they are the best at presenting content in their own unique way – a way that brings people back to their site over and over again.

It's time for you to start writing 1-2 paragraph blurbs for each of your 7 articles. A brief, reporter-style introduction to the content you are presenting will suffice. Feel free to follow up the content with a question, to promote visitor engagement. But you don't need to write an essay here – remember, you have an hour to write 7 intro paragraphs.

That's 8.5 mins per paragraph – so don't feel pressured to make them Pulitzer Prize winning masterpieces of English literature. Just use a consistent tone across all your articles and make them conversationally written. If you are upbeat and uber-positive on your blog, then every article needs to carry that tone. If you have more of a humorous approach, then keep that feeling alive on each post.

Now, open up a Google Doc or a Microsoft Word doc (or any text editing software that you want), and start writing the paragraph blurbs for each of your articles. Some of them are going to be more simple than others, and they might even be the same recurring intro each week. For instance, I see the

"Top 10 Instagram Photos of #NorthVancouver" article having the same or a similar intro blurb each week. Considering people are mostly there to see the photos anyways, something like this could do just fine:

"Happy Sunday, North Van! Here are this week's Top 10 Instagram photos of North Vancouver and their photographers (who you should follow!)"

Which leads me to another very important point which I mentioned once earlier in this chapter. Make sure you credit the original creators of the content – always. You don't need to use the official APA citation methods they taught us in high school... just mention the username or handle of the online user who created the content, and link back to their website.

Okay, so now it's 8:00 pm on Tuesday, April 12th and you are all done selecting, organizing and presenting your content for the next 7 days. But none of this is live on your blog yet.

You will have to do that manually in most cases. Every day, you will need to do the following:

- Log in to your real estate blog and create a new post.
- Copy the TITLE from the Editorial Calendar spreadsheet you created, paste it into your new blog post.
- Copy the corresponding Paragraph Blurb the document you created, paste it into your new blog post.
- Open the links for this article in new tabs, and grab whatever you need off of them.
- Drop your curated content into your blog article.
- Publish the article.

This process should take you an extra few minutes every day, but it will

ensure that you are engaging with your blog and your website on a daily basis. After the first month, you are going to be much more connected to your blog – simply by logging in and publishing daily content. You're also going to feel much more proud of your blog. It's all going to feel a lot more professional, and a lot less like play.

Note: Some website platforms (especially blogging-focused ones like Wordpress) allow you to auto-publish posts at a later date in the future.

You're going to see more traffic coming to your site, and then more recurring traffic to your site. Eventually, leads! But it takes time. Don't get discouraged if you don't see your first lead after 7 days. You will need to remain consistent to start seeing benefit from your blogging strategy, but once it does it can easily become one of the most integral parts of your marketing tool kit.

Thanks for Reading Part 2.
Be Sure to Check out Parts 1 & 3!
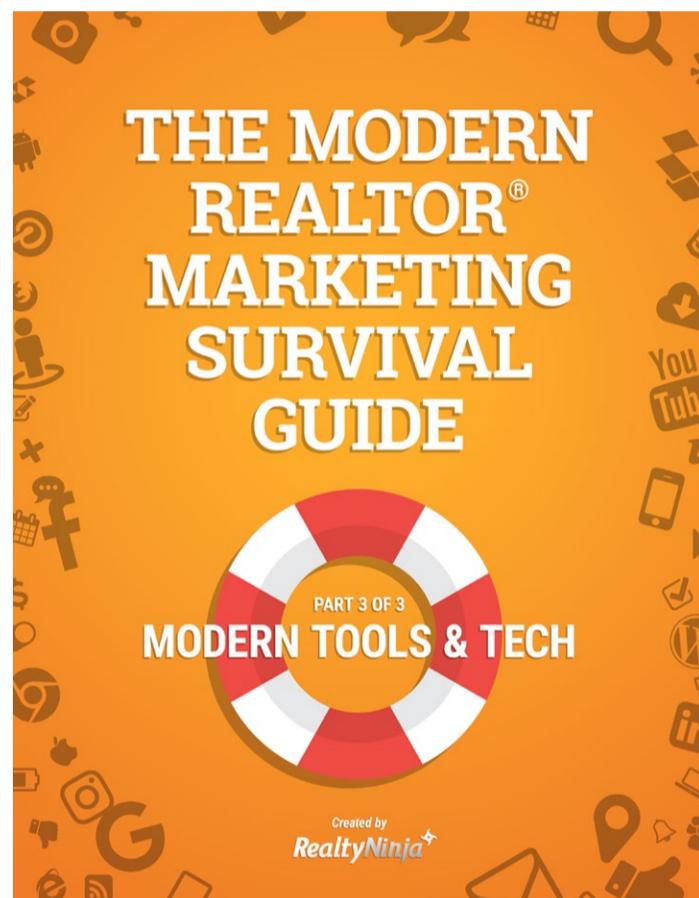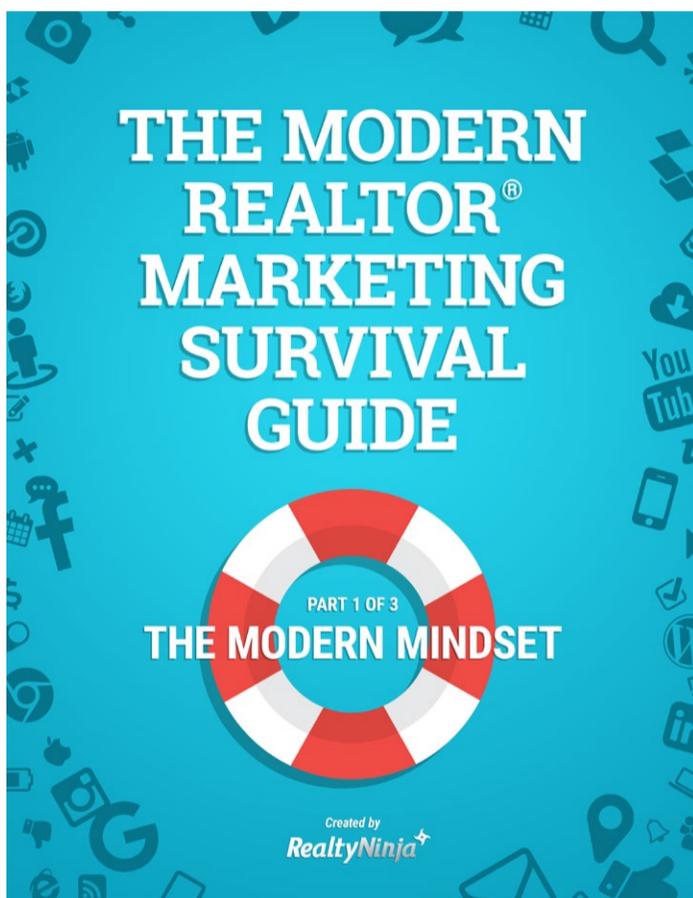
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Sepy is a homeowner who lives in North Vancouver with his two dogs, Duke & Meimei. He joins the RealtyNinja team with over seven years of digital marketing experience - mostly working directly with Canadian REALTORS®. Sepy's been known to hit the open road with friends and fellow Ninjas, camping by night and enjoying the simple things. As a black belt martial artist and former Canadian kickboxing champion, we think he's earned the right to be called a Ninja.