

www.RossHair.com

BLOGGING FOR Real Estate



My Blogging Plan

Name of Blog:
Domain:
Title:
Description:
Meta Tags:

Notes on the Blogging Plan

This Blogging Plan is a mash up of the best content from the 5 sessions at Social Media Marketing Camp 3 – Blogging for Real Estate ([SMM Camp](#)).

1. Setting Up Your Blog

a. Choose your Blog Platform (select 1)

WordPress

Active Rain

Social Networks

b. Select Theme

c. Add Plug Ins

d. Add Widgets

e. Customize Settings

- a. Permalinks
- b. Ping Services

2. Target Your Blog

You need to focus your blog on your target audience.

a. Choose Your Audience

I want to work with: (select one - don't three-way)

Buyers

Sellers

Agents (referrals)

b. Specialize (Don't be a Generalist)

I want to specialize in the following niche(s)

i. Choose Your Content Niche

Golf

Vacation

First time Buyers

Luxury Homes

Condos

Land

Investment Properties

Other

ii. Choose your Area Niche

Include a list of your target City, Neighborhoods and communities

City

Neighborhoods

Communities

iii. Profile Your Ideal Client

Demographics

Age

Sex

Area

Income

Occupation

Other

3. Keywords

You need to clearly identify the best performing keywords for your target market.

a. What are my target Keywords

Area keywords

Neighborhood keywords (long tail)

Niche Market Keywords (long tail)

b. What tools will I use to Research Keywords?

4. Conversion

How will I convert Visitors into Contacts?

List of tools to use to get visitors to contact me or give me their contact details.

Email Capture Form

Pop Over Subscription Box

Feed

Email Feed

Comment Registration

Listing Widget

IDX plugin

Contact Form

5. Why Blog?

Track your Performance:

Number of Visitors

Number of Comments

Number of Subscribers or Contacts

Number of Registration for Events

Number of Listings

Number of Closings

Other

6. What to Blog?

What Content will I write for my Target Audience?

a. Write out a list of topics that will appeal to your target audience

Buyers

Sellers

Referrals

b. Write out a List of topics that will appeal to your target content niche (i.e. - golf communities)

c. Write out a list of topics that will appeal to your target area.

City

Neighborhoods

Communities

7. When to Blog

a. Create a List of Evergreen Topics

b. Create a List of Timely Topics

c. Create a list of local trends, events and activities in your target neighborhoods?

d. Create a list of the media you will use to track local events and activities

Local Newspaper RSS Feed

Local Newsletters

Twitter Search

Google Alert Keywords

8. How to Blog

Use this checklist for your Blog

a. Is my blog?

Entertaining

Transparent

Memorable

Convincing

Conviction

Real

Passionate

b. Use this Checklist for each Blog Post

Eye Catching Title

Does the Title Include the Primary Keyword?

Compelling First Paragraph

Does the First Paragraph include the Primary Keyword?

Is the Primary Keyword Bolded?

Does the Primary Keyword Link deeper into your Blog?

Visually Attractive

Good White Space

Complete all Titles, Descriptions and Tags

Add a Title, Description and Tag to every Image, Video or Map

Include at least one Comment

9. Competitors

List your favorite competitor blogs (that you need to follow).

10. Local Blogging Super Stars

List the best local blogs (that you can partner with).