

INSIDER SECRETS TO DRIVING TRAFFIC

STEP 1: SEO, SEO, SEO = Search Engine Optimization

- » Just write content that consumers will like AND that search engines can find.
- » Here's how:
 - What's your unique business strategy?
 - Pick a niche in real estate or write a hyperlocal blog. A hyperlocal blog is a blog about a specific town or neighborhood in which you work.
 - Pick a keyword phrase. Use Google Adwords Keyword Tool or another service like WordTracker. For Example: "Luxury Homes for Sale in Enatai."
 - Write a descriptive title that includes your keyword phrase.
 - Repeat your title in the first sentence of the body of your blog.
 - Repeat your keywords 3-5 times in the body of your blog.
 - Add 3-4 tags that reinforce your keywords at the end of your blog. Create a unique set of tags for every blog that you write.
- » If you pick your keywords carefully, you can be on the first page of Google!

Search Engine Traffic*

- » 57% of Internet users search every day
- » 70% of clicks are in the organic results, not the paid results
- » 75% of ActiveRain traffic is driven by search engine optimization

*Hubspot 2011

STEP 2: Learn SEO at ActiveRain University

- » Was that too complicated? We can walk you through SEO 101 and how to best use your ActiveRain blog to drive traffic and business. We do roughly 40 webinars per month, teaching our members about search engine optimization, social media, marketing and sales in real estate.
- » Just Google "ActiveRain University" or go to: <http://activerain.com/university> and click on calendar.

STEP 3: Share Your Content with Your Friends

- » Social media is becoming increasingly more important to your real estate business and to search engine optimization.
- » Now you can share your ActiveRain blog to FaceBook, Google Plus, LinkedIn and Twitter.
 - Simply write a blog and post it as public.
 - At the top of each blog, click the "Like" button to share to FaceBook, "+1" button to share to Google Plus, the "Share" button to post to LinkedIn, and the "Tweet" button to share to Twitter.
- » Each social network will ask you to login to post to your account.

Social Media

- » Social media is the fastest growing source of traffic
- » Top social media traffic sources on ActiveRain (past 90 days):
 1. FaceBook
 2. StumbleUpon
 3. Twitter
 4. LinkedIn
 5. Google Plus



STEP 4: Build Your Professional Network on ActiveRain!

- » On ActiveRain, you make “friends” and build your professional network by subscribing to and commenting on other members’ blogs.
- » The more blog subscribers you have, the more visibility your blog posts will get. When your blog posts get more visibility on ActiveRain, you will start receiving more professional referrals and your blog posts will be shared by others on social media.
- » Simply go to the Blogs link and start reading.
- » If you see a member who is in your area or who writes well, click the “Subscribe to Blog” button.
- » Leave comments & respond to comments.

Best Marketing for Top Producers*

1. Referrals from Friends & Past Clients
2. Blogging & SEO
3. Referrals from other Real Estate Professionals

*ActiveRain member survey, May 2011

STEP 5: Post to Groups

- » Groups are where ActiveRain members can share thoughts and ideas around topics, for professional education or just for fun.
- » How?
 - Simply go to the Groups link at the top of ActiveRain.
 - Search for the groups you would like to join.
 - Click “Join Group.”
- » The top most trafficked groups on ActiveRain are:

ActiveRain Contests
 StageltForward
 BananaTude
 Realtors
 Newbies
 Marketing
 ComedyClub

Diary
 PostYourPropertiesHere
 Whacked
 Bar
 BartenderMakeItADouble
 Photos

ActiveRainAddicts
 VBloggers
 AlmostAnythingGoes
 Local
 PayItForward
 ExpressWithPhotographs

STEP 6: Get Re-Blogged by Popular Members

- » Re-blogging allows members to feature another member’s content on their own blog.
- » By allowing your content to be re-blogged, you receive credit for your content, and your original blog post is hyperlinked on another blog post which can drive additional traffic.
- » If your blog post is re-blogged by an ActiveRain member that has a large number of blog subscribers, you can see a significant increase in traffic to your blog post.

Interested in Driving More Traffic to Your Blog or Web Site?

Join ActiveRain at <http://www.activerain.com/action/signup>

Or call ActiveRain at **206-395-6254**