



OnlineRealEstateSuccess.com

Complete BLOG System For Real Estate Professionals

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Blogging is here to stay. For some that might not be a welcome thought and for those we hope by the end of this guide you will embrace blogging. This guide is designed to guide you to success in blogging on any platform and on your terms. Let's start blogging!

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your BLOG if they realize they are just being sold a product or service. Try to avoid posts that focus on your own listings. Focus on information that is relevant to your visitors and subscribers instead.

Avoiding these pitfalls will help keep a loyal subscriber base and keep new visitors from quickly running away to your competitors BLOG.

What you should always have on your BLOG

Just as there are items that you should avoid on your BLOG, there are key items that you will want to feature. These features are items that BLOG readers and visitors are going to look for so you will want to make them prominent.

1. **Subscribe Feature** – BLOGS are to be kept updated and although you may think that visitors will just bookmark your BLOG and keep coming back to see what you have posted, it is best to make it even easier on them. Provide visitors with the option to subscribe via e-mail (see Feedburner section) and via RSS. This allows users to receive the updates from your BLOG in the manner in which they feel most comfortable.
2. **BLOG Archive** – This feature shows the history of your BLOG Posts. This break down of past posts gives visitors a quick view of what is available for the month and they can also visit past months quickly.
3. **Search Feature** – The content on your BLOG can grow very quickly and since navigation is not the traditional method of websites, you will want to provide a mechanism for visitors to find useful content. Most BLOG platforms like Typepad, Wordpress, and Blogger provide an integrated search feature.
4. **Tag Cloud or Labels** – This feature provides a quick summary of topics that are on your BLOG. When a visitor clicks one of the labels it will bring up other posts with that same label.

SUBSCRIBE TO LONG BEACH HOME
BLOG VIA EMAIL

Enter your email address:

Delivered by FeedBurner

SUBSCRIBE NOW: FEED ICON

