

A woman with long dark hair is sitting in front of a large window, looking down at her laptop. She is wearing a light green sleeveless top and blue jeans. Her hands are on the laptop keyboard, and she is holding a smartphone in her right hand. The background shows a blurred view of a city street with buildings and trees.

# BLOGGING FOR BEGINNERS

eleVate

by Elm Street

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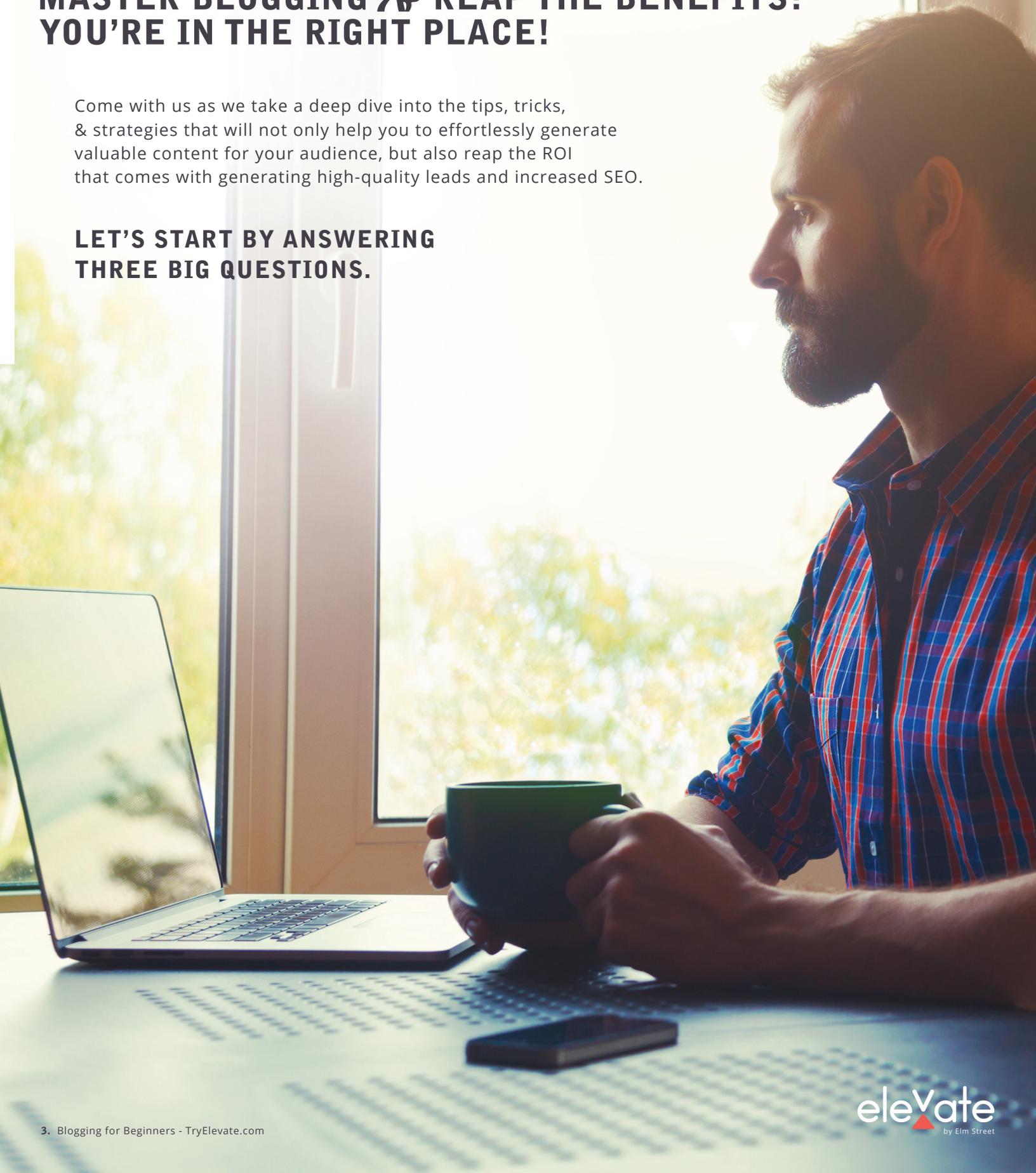
Want to

# FINALLY...

MASTER BLOGGING & REAP THE BENEFITS?  
YOU'RE IN THE RIGHT PLACE!

Come with us as we take a deep dive into the tips, tricks, & strategies that will not only help you to effortlessly generate valuable content for your audience, but also reap the ROI that comes with generating high-quality leads and increased SEO.

**LET'S START BY ANSWERING  
THREE BIG QUESTIONS.**



**eleVate**  
by Elm Street

# 1st

## BIG QUESTION

### WHY BLOG?

You know that blogging is an important component of your online presence & marketing strategy, & you've heard the mantra before that "content is king".

Essentially blogging boils down to two main goals:

- 1. LEAD GENERATION**
- 2. SEARCH ENGINE RANKINGS**  
(or, optimization, SEO)

But, there's a catch, neither one of these tactics should be your main focus.

#### NOW THAT'S SOMETHING NEW!

Let us explain. Make no mistake, both SEO & Lead Gen are super important, but if you focus on SEO too much you tend to get keyword-filled content with no substance. Likewise by focusing on lead gen too heavily you get salesy content that doesn't engage with your audience.

#### SO WHAT DO YOU FOCUS ON?

# VALUE.

## YOUR OVERARCHING GOAL...

with any content you produce (but especially blog articles) should be to provide value to your audience, then engage with them. Through their continued engagement your content starts to trend upward on those search engines, thereby generating more leads through calls-to-action that make sense.



# 2nd

## BIG QUESTION

### WHAT CAN BE CONTENT?

#### HONESTLY, ANYTHING.

Now we know that's not super helpful but once you start thinking about what you experience through the lens of that question, the content possibilities are **endless**.



# Here is a SCENARIO...

you go to the grocery store for ingredients to make your favorite dessert & on your way you see an ad for a street fair next week, you notice the weather is beautiful, & you get an email that a lead is ready to list with you. How many pieces of content can we generate from this? At least four.

1. The recipe for your favorite dessert, maybe a video of you making it yourself.
2. Share with your followers that the street fair is next week with a local vendor list (that you can usually get from the website or Facebook page), maybe make an appearance yourself to network.
3. Share a list of family outing ideas for the beautiful weather we're having.
4. Announce that a new listing is about to hit the market with more details coming soon (full blog post with description & images to follow).

You can probably think of more, but that was only from a trip to the market. On top of that, when you see the world through the lens of possible content, it's incredible what you can do!



# 3rd

& finally...

## BIG QUESTION

WHERE DO  
YOU START?

You know you should do it,  
but the objections come hot  
& fast, "I don't have time!"  
"I don't write well!"  
"I don't see the value!"  
Just hold on, it's not as daunting  
a task as you might think,  
& it can absolutely have  
a strong ROI for the time put in.  
The two simple questions  
to ask yourself to get started  
are: What can be content?  
[and] What will my audience  
want to read?

**FORTUNATELY FOR YOU,  
WE HAVE SOME TIPS,  
TRICKS, & IDEAS TO  
GET YOU STARTED!**



# **CONTENT IDEAS** *for your* **TARGET AUDIENCE** (BUYERS, SELLERS, INVESTORS ETC.)

Let's start with creating articles that speak to your target audiences, such as addressing the concerns of newlyweds, first time homeowners, retirees, seniors, new parents looking for a home in a good school district, & so on.

## **GUIDES FOR BUYERS & SELLERS**

What are the FAQs that you could put into a helpful guide? There's a load of information buyers & sellers (especially first-timers) need to be educated on, & you can position yourself as that go-to educational source.

## **ADVICE FOR INVESTORS**

Work with investors regularly? Put together guides for new investors as well as network benefits for seasoned vets.

## **TO RENT OR TO BUY?**

This can be a huge dilemma for young couples especially. What can they afford? What fits their lifestyle? Is the market going to be friendly to them?

## **ARE FORECLOSURES A GOOD IDEA?**

This could tie back into new investors as well, but house flippers or folks just looking for a "great deal" might bite off more than they can chew. Help them navigate the murky waters of purchasing a foreclosed home.

## **THE PROS & CONS OF NEW CONSTRUCTION**

There can be a lot of unknowns & assumptions that can get a newbie in over their heads. Create articles that coach readers through what they can expect when building a new home.

## **A LIST OF LOCAL RELOCATION RESOURCES**

You (hopefully) are a well-connected professional who can provide lists & reviews of local vendors & businesses that can help them with things like inspections, mortgage lending, home prep, etc.

# **CONTENT IDEAS**

## *for your LOCAL MARKET*

This not only helps draw in readers who may be interested in moving to your area soon, but can also help position yourself as a hub of community updates for locals already in your area!

### **LOCAL COMMUNITY EVENTS**

Sign up for every local news alert, chamber newsletter, community announcement platform you can & let that flood of information fill you with content possibilities! Sharing schedules of upcoming events for families, volunteer opportunities, community-building events, & more will not only inform but also bring the feel-goods!

### **HOUSING TRENDS**

Are home sales up or down? Is now a good time to buy? How are mortgage rates affecting buying? There's a LOT that can be covered here. Any celebrities bought or sold here recently? Create lists of different property types & their availability in your area (Luxury, Value, & Cheap).

### **WHAT FIRST-TIMERS MIGHT NOT THINK ABOUT**

For many first time buyers having property taxes, homeowners insurance, & the other expenses that come along with buying in certain areas aren't even on the brain. Then there's the conversation about HOAs & if they want to be part of one.

### **FAMILY, SECURITY, & JOBS**

School districts & job opportunities can be huge factors to consider for families, so provide reports that rank the schools in your area, or economic opportunity. The availability of public transportation or commuting times can impact a buyer's decision if they are relocating. Finally, promoting areas with low crime so that families can feel safe & secure in their new homes.

# **CONTENT IDEAS**

## *for POINTS OF INTERESTS & ACTIVITIES*

Every city, town, area, market, or whatever, has stuff going on, places to enjoy, sites to see, & flavors to taste...So **TELL** them about all the great experiences your area has to offer!

### **RESTAURANTS IN YOUR AREA**

Where can you get the best bang for your buck? Who has the best burgers?  
What are some healthy eating options?

### **PARKS THE FAMILY CAN ENJOY**

Create a list of some of the best parks in your area and include some photos.

### **GOLF COURSES GALORE**

This could be **HUGE** depending on your market. Where are the best courses?  
What are the best Golf Course communities?

### **NIGHTLIFE & ENTERTAINMENT**

Where's the best place to grab a brew after work? Best happy hours in town?  
Where can those singles go to mingle?

### **COFFEE LOVERS UNITE!**

Sure you can list the 15 Starbucks in town, but where can your readers find the best or most unique cup of joe in the area?

### **LOCAL GETAWAYS & DAY TRIPS**

Where are those local, hidden gems where your audience can get away for the day & relax, or spend time with friends & family staycationing?

# BEST PRACTICES for CREATING BLOG CONTENT

To avoid any confusion, this section isn't going to cover the finer points of sentence structure, transitions, or writing styles. This is intended to help prepare your blog for the content that will keep folks coming back, & help you to get past any hesitation, fear, or self-doubt that is preventing you from just getting your content online.

## WRITE CONTENT FOR YOUR AUDIENCE

Write about content that you know your audience will be interested in learning more about, or having access to. That's why local content is so powerful.

## TELL A STORY

The brain loves stories. When you include stories in your writing it not only makes your content immediately relatable & applicable, but also the reader begins to experience it in their minds. Even just short, simple stories can be included in any article to up the interest factor.

## CREATE INTERESTING TITLES / HEADLINES

Don't rely on clickbait-y titles, folks tend to get tired of those after a while. Use a headline that will make folks stop to learn more, like, "10 Activities You Can Do With Your Family This Weekend In [insert town name]", or "Termite Season Is Coming - Are You Prepared?" or, "Take a Virtual Tour Of This Beautiful Home Before It Hits The Market Tomorrow."

## ADD SUBHEADINGS & SHORTER PARAGRAPHS TO BREAK UP THE PAGE

Don't make your blog post just a massive brick of text, folks will be sure to read that as sure as they read the Terms & Conditions of literally anything. Break up the text with bold headers, spaces, & images.

## BLOG IMAGES

Images make articles more interesting. We have rapidly decreasing attention spans when it comes to online content, so the more visually appealing you can make it the better. The best part is, there's no pesky image restrictions like with email inboxes!

## SOCIAL SHARING

Share. Your. Blog. Articles. Everywhere.

## ENCOURAGE ENGAGEMENT THROUGH CALLS-TO-ACTION

We mentioned links before but be sure to also include specific calls-to-action to encourage engagement by your readers, either with more content on your website, on your social channels, on your link-outs, & also in meatspace (in real life).

# A COUPLE OF BONUS ITEMS *to be* CAREFUL OF...

## 1. GRAMMAR

**GRAMMAR ISN'T THE BE-ALL & END-ALL, BUT IT IS IMPORTANT.**

Please take at least a few minutes to read through an article before you post it,  
& don't take it personally if someone with a superiority complex calls out mistakes.

## 2. CREATIVE INFRINGEMENT

**THIS IS MUCH MORE IMPORTANT BECAUSE IT GETS  
INTO THE REALM OF LEGAL ISSUES.**

### **A. COPYRIGHT:**

Do not plagiarise another blog article, it is lazy and they can sue you  
because your blog is on your website, which is a revenue generator via your listings.

### **B. IMAGES:**

Only use an image in a blog post if you own it, have permission to use it,  
or it is "public domain" (meaning no one owns it). If you need more images  
there are services where you can purchase them relatively cheaply.

# BLOGGING TIPS

This section gets more into the nuts & bolts of blogging, so I'll try not to get too into the weeds. What's nice about these tips though is that some you can just do once & you're set, others you get into the rhythm of doing consistently by virtue of following the best practices we already covered!

## PICK THE RIGHT KEYWORDS

It's important to note that while your content should not be just a word-scramble of keywords, it does need to contain keywords & you will need them for your tags & such when blogging. Use keywords that actually tie to your content.

## SEARCH ENGINE OPTIMIZATION

We have an entire guide on SEO that you can check out [HERE](#) so I wont go too deep. But yes, it is still important to follow those best practices, & yes, it is still possible to land on the front page of Google without paying.

## BACKLINKS, LINK INTERNALLY & EXTERNALLY

Including links in your content that not only go to other articles, forms, & content on your website, but also link out to other businesses, info sources,

## WRITE ACCURATE META DESCRIPTIONS

Meta descriptions are what blogs like Wordpress share with search engines as the description for what the article is about. That bit you see under the article title when you Google search? Meta description.

## GOOGLE ANALYTICS

You should have this on your entire website anyway, but for your blog this is how you not only track where traffic is coming from, but also gage what types of content are resonating with your audience, & where you can hone your focus.

## CATEGORIES / TAGS

This is just blogging 101, you need to categorize & tag your articles so that if someone is coming to your site looking for New Homebuyer content, they can easily locate it. That's also why it's important to only use keywords / tags that actually relate to your content. If all articles have the same keywords, it's as useful as having none at all.

# NEED A PLACE TO START?

If you don't have an active blog, we would recommend checking out Elevate ([tryelevate.com](http://tryelevate.com)) so that you can get help with creating a blog with regularly scheduled content that is provided for you, a perfect launching pad for the strategies we listed above. If you DO have a blog already but want to be more consistent and active with content, we have a solution for that as well.

**FIND OUT A LITTLE MORE  
BY VISITING...  
[TRYELEVATE.COM/GET-STARTED](http://TRYELEVATE.COM/GET-STARTED)**





# FREEBIES *for you*

## EVERYONE: FREE ACCESS TO OUR GROWING LIBRARY OF GUIDES

Want **MORE** proven tips, tricks, & strategies from elite marketers & real estate professionals? Check out our library of guides that cover topics ranging from online lead generation to print marketing.

[TRYELEVATE.COM/FREE\\_EDUCATIONAL\\_GUIDES](http://TRYELEVATE.COM/FREE_EDUCATIONAL_GUIDES)

## AGENTS: SCHEDULE YOUR FREE ONLINE MARKETING AUDIT

Schedule your one-on-one walk-through with an Elevate Success Coach. We'll look at all of your current social media marketing, email campaigns, CRM & more and offer tips, tricks & suggestions for improvement.

[TRYELEVATE.COM/SOCIALMEDIAREVIEW](http://TRYELEVATE.COM/SOCIALMEDIAREVIEW)

## BROKERS: REQUEST YOUR FREE GAP ANALYSIS

Request your **FREE** Gap Analysis with the Elevate Brokerage Development Team to see how you can provide comprehensive, competitive marketing tools & technology for your agents.

[BOSS.TRYELEVATE.COM](http://BOSS.TRYELEVATE.COM)

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