

The Insiders Guide to
Internet Marketing for
**Creative Real Estate
Investors**



by J O H N S C H R O E D E R

The
**Insiders Guide to
Internet Marketing for
Creative Real Estate
*Investors!***

[RealWebsite™](#)

Legal Stuff

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Our goal is to acquire leads that turn into profitable relationships with lenders, buyers and sellers.

So, let's start by defining our goals here... what are we trying to accomplish by using the internet as a marketing source? At the end of our efforts, what is it that we want to gain by implementing the techniques that we will discuss in later sections of this guide?

I'm a very goal oriented person, so I never begin ANYTHING without first identifying what it is that I'm looking to accomplish in the end of all my activities.

So, let's take a look at what your goals should be for consuming the information in this guide and applying some of the techniques to your arsenal of marketing strategies.

As Real Estate Investors our ultimate outcome is to create profits, and lots of them... right?

We make money by using several types of Real Estate purchase techniques to pick up properties for either less than their value or to create a sizable cash flow scenario. Either we make our money right up front (equity) or through some sort of sale down the road (appreciation).

I won't go into those here because I'm going to assume that you're already aware of how to buy and sell properties, and therefore I will continue to focus on the marketing aspects of your business.

So, if your goal as an investor (big picture) is to create profits, then what is your goal for your marketing? It's not directly to create profits, is it?

Not really, the goal for your marketing should be to collect leads that become relationships, which then become profitable by serving all those relationships.

With all that said, the ultimate goal when marketing your Real Estate Investing business is to collect leads from private lenders, buyers, and motivated sellers and then build profitable relationships with them.

Let's get started by taking a look at why the internet is the ideal place to collect leads and build relationships almost automatically...

How does marketing on the internet help us reach our goals?

Remember the goal here is collecting leads and building relationships. So, why is the internet the perfect place for marketing to achieve our goals? I could sum that up in one very simple word...

Automation!

We're going to discuss some simple ways to drive traffic to your websites using both free and paid advertising techniques. Most of the items are delivered in a manner where they can be applied to either your investing business or to any other business you want to add the internet to.

But, to really understand the business we need to look at the whole process of:

1. Generating free and paid traffic to your websites.
2. What type of advertising brings what type of visitor.
3. What should those ads should look like or say.
4. Where to send those visitors when they click on your ads.
5. What your site should look like when they get there.
6. How to collect their contact information so you can begin the relationship building.
7. How to prescreen your leads so you can focus on the true relationship opportunities.
8. How to stay in touch with them to keep the relationship bridge in place.
9. How to serve the relationship so it translates to real money.
10. AND THEN AUTOMATE THIS ENTIRE PROCESS AS MUCH AS POSSIBLE!

Consider this... you were cruising around on the internet and at some point or another I put one of my internet marketing techniques in front of you, and because my offer appealed to you, you downloaded this guide and now you're reading it.

That's proof right there that proper implementation of some simple but effective internet marketing strategies work very well to build relationships.

I do the same thing for my real estate investing business, my mortgage broker business, and several other businesses that I use both online and offline marketing techniques to build relationships and increase profits.

That's the reason the internet has become such an amazing place for people to do business. It's like having an army of sales people on your staff, except everything gets done the exact way you want it (which is great if you are a control freak like me), no one calls in sick, and they work 24/7 without a single complaint... and in some cases for FREE!

Ok, but you get all that... everyone talks about and knows that automation is all good, and you can see the value in using the internet to collect leads automatically... blah, blah, blah!

But you want to know the HOW... NOT just the theory!

You want to know, "What can I do to make it happen" ... right?

Keep reading, I'm going to give you a few "what to do's". They're not difficult and can actually be kind of fun. But it's pointless to go there without showing you the whole process from a high level so you can see where those "what to do" sections will play a role when you're putting them in place.

So, let's take a look at the architecture of an internet marketing campaign and how can be applied to your real estate investing business to generate leads for private lenders, buyers, and sellers...

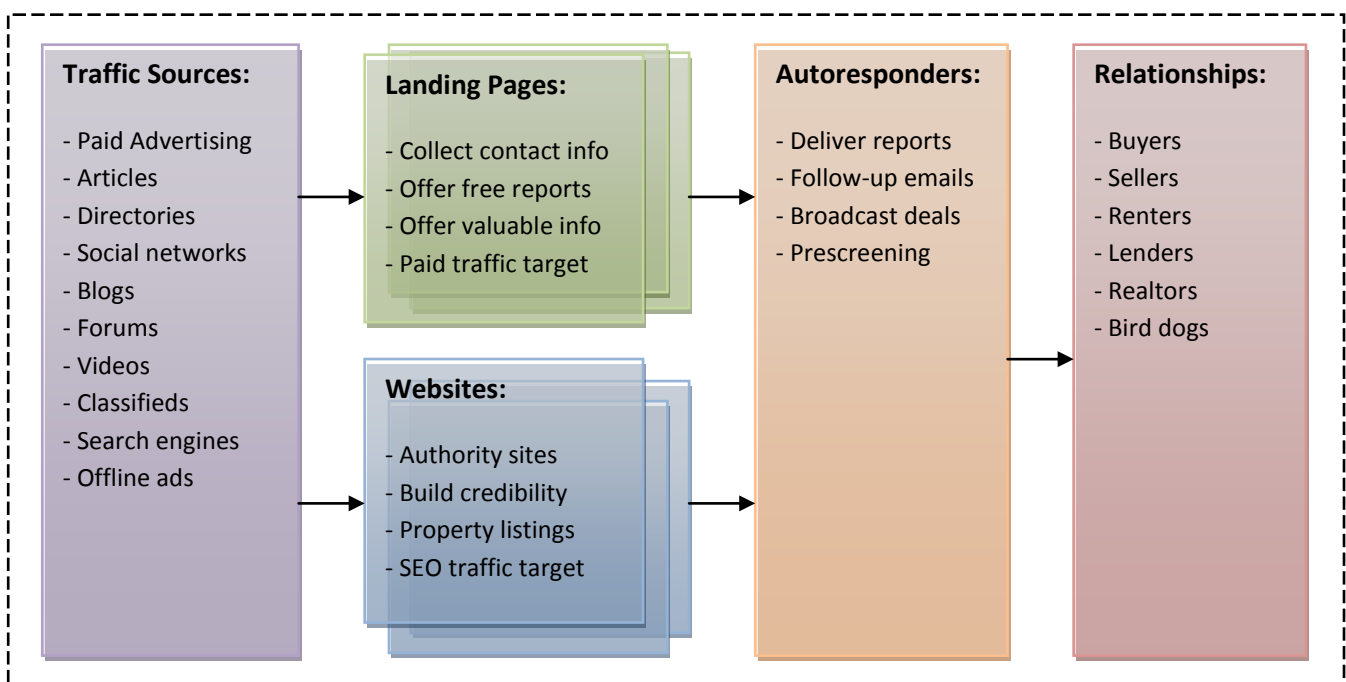
The architecture of a successful internet marketing campaign

Ok, here I would like to show you using a diagram how this process looks. The process is very similar for the acquisition of any type of lead (ex. lenders, buyers and sellers) which will include...

- **Traffic Sources:** Use free and paid advertising to attract targeted visitors to your landing pages and websites.
- **Landing Pages:** Send targeted traffic to your landing pages to collect contact information and begin the process of prescreening and building relationships.
- **Multiple Websites:** Create multiple websites for each aspect of your business to build credibility, optimize for the search engines, and to send visitors after they submit a form on one of your landing pages.
- **Email Autoresponders:** Automatically build a relationship by following up and staying in touch with your prospective buyers, sellers, private lenders, etc.

Where and what you advertise to attract visitors, what you'll offer them when they get to your site, and how you handle the follow-ups will vary between the different types of leads, but the overall model will be the same always.

Below is a simple diagram of the model so you can visualize how it all fits together...



As you can see in the diagram, there is a simple funnel that creates the process of attracting visitors, getting them to contact you, then building that relationship by educating them and staying in contact with them.

We'll get into the traffic sources in a later chapter, but before we go there let's look at the architecture of how landing pages, websites and autoresponders work together.

Let's start with landing pages...

Landing pages are without a doubt the most critical part of the internet marketing process

Other than the ability to actually get traffic to a website, the landing page is the absolute most critical component of your internet marketing process.

The landing page is going to be the place where you send targeted (usually paid) traffic to with the primary goal of collecting their contact information so you can begin your process of building the relationship.

The reason it's so critical is because you have very little time to capture the visitors attention, pique their interest, and excite them enough to get them to submit your form with their contact information.

People searching the web have what I call I.B.A.D.D. (Internet Browsing Attention Deficit Disorder). We just click happy. We type in something in the search engine, and then just click, click, click, click, click... until something catches our eye, and the whole time we are looking at that eye catcher our finger is hovering over the mouse button that is conveniently situated right over the back button in our browser.

Give us just ONE excuse to leave your page and 'CLICK'... we're gone!

And that is a problem especially when it's costing you money to get that visitor to your website. We'll talk about some paid advertising techniques in a later chapter, but the point I'm trying to make here is that you MUST capture your visitor's attention right away, and then draw them in so you can excite them about your offer and get them to take action.

That is the sole purpose of a landing page. Let me bullet that one out...

- Capture your visitors attention
- Create desire and excitement
- Get them to take action and submit your contact form

That's it!

The key is that the method you use to get them to the landing page must be relevant to the content on your landing page itself.

One targeted prospect type, one landing page!

For example, if we are creating landing pages for building our private lenders pool... than we may create a PPC advertisement (we cover PPC in another section) that is displayed for people looking for ways to invest their 401k or IRA.

So our PPC advertisement is going to have some language like...

401k Investing Opportunity

Safe Retirement Account Investing

Find Out Exactly How, Start Today!

[401k.YourWebsiteAddress.com](#)

Your landing page you send people to that click on this ad should be specific to the message in your Ad. So, your focus on that landing page will be to explain a bit about how you can provide them a safe investment via private mortgages for their 401k investment funds.

If it were to target Roth IRA people, then the ad could look like this...

Safe Roth IRA Investments

Safe Retirement Account Investing

Find Out Exactly How, Start Today!

[IRA.YourWebsiteAddress.com](#)

And the squeeze page would have similar language as the previous one, except it will be targeted to people with Roth IRA's instead of 401k's. This may sound like overkill and that you could join them together... and I will tell you from experience that having two separate landing pages for each prospect type will not only increase your conversions, but it will reduce your marketing costs.

In fact when we get to the paid marketing sections you will see how I create separate Ads for keywords as well. Very powerful stuff!

DO NOT try to create a catch all landing page for all your different ads, try to group your ads by type of targeted audience and send them to a very specific landing page. Just trust me for now, and when you start getting it all together I would recommend you pick up a Google Adwords "how-to" (www.perrymarshall.com) guide and it will explain everything you need to know about quality scores and how they affect your PPC marketing.

Yes, this means you could end up with 20 or more landing pages, but that's ok... you're going to benefit GREATLY in the conversion rates if you have your advertising message and your landing page focused exactly to your visitors needs.

Now, let's quickly explain what these landing pages should look like. This is often where I see internet marketing attempts go sadly wrong.

It's NOT ABOUT IMPRESSING YOUR FRIENDS! ;-)

Seriously... these squeeze pages are about lead conversions, not about a website design contest. To be honest, my best converting websites are ones that are so simple they don't have any graphics on them at all!!!

It's just a text headline, an audio of me introducing them to the page, a little bit of sales copy and a feedback form. Take a look at the image on the next page that has a cropped screenshot of a squeeze page that I used for attracting motivated sellers. Notice that it's a simple page with just a square border and my content in there...



The previous image doesn't show the rest of the content or the form fields, but what I'm trying to illustrate here is that it can be very simple, and as long as the message is direct and relates to the visitors needs, it will convert for you.

I want to talk about the reason I used audio on this page. That audio is what gives my squeeze page a personality... a voice. It makes it seem like there is a real person behind

the offer, and certainly increases the conversions (pictures of you can do the same thing if you are on a tight budget or a complete computer dummy).

You can use a simple service like Audio Acrobat (www.audioacrobat.com) to stream your audio, or you can get a copy of Impact Web Audio (www.impactwebaudio.com) and then just upload the files to your website yourself.

Ideally you would use a video... it's the ultimate way to create a connection to your visitor. It not only shows that you are a real person, but begins the relationship and trust building process before they contact you. They'll feel like they know you already when you get on the phone, and it could make the conversation go a little easier.

Video is not really as complicated as it seems either. You can get yourself one of those Flip cameras (www.theflip.com) from Best Buy and then shoot your own video. Then you just plug the camera into your computer and upload your video to YouTube (www.youtube.com), or Viddler (www.viddler.com) and then copy and paste the code snippet they give you and now you have video on your landing page.

VERY POWERFUL!!! In fact we will give you some more tricks with regard to video marketing in one of the later sections of this guide when we get to the actual traffic generating strategies.

If you want to see some examples of great landing pages, just do a quick Google search for the term "car insurance" and then checkout all the sponsored ads that are located at the top and along the right side of the page.

Click on a few of the ads and you will see that they are simple pages that have forms for you to fill out. But I don't want you to get concerned by the logos and graphics and fancy forms... they don't improve conversions. What I want you to notice is the simplicity of them.

You can search around for just about any term and find the same thing everywhere... because it works!

So you would want to create separate landing pages for each lead type (buyers, sellers, lenders, renters, etc..) that have messages there that will establish a promise that if they contact you, that you will deliver to them the solution to their problem. Very simple!

Take a look at the next section and I'll give you some quick tips that will increase your landing page conversions by at least 200%...

A few tips that will increase your landing page conversions by 200% or more!

It's all about conversions. Once you get cranking on your traffic generation processes you will quickly become obsessed with tracking your conversions and I'll show you how to do that in the next chapter using Google Analytics.

There are a few ways to get your landing pages converting like crazy, but first I want to set some expectations for you.

The average landing page conversion rate is about 14%, so 14 out of 100 visitors will submit your form. And you can expect to do that using a standard text landing page as long as your traffic generating method is relatively targeted and your visitors are looking for what you are offering.

20% conversions is considered good, and if you can get 20 people out of 100 to submit your form, you are doing well... and how you handle the follow-ups will determine if this is going to be a good spend of your time and money.

If you are getting anywhere over 30% conversions on your landing pages... then you are kicking butt! Good work, because that's where you want to be.

And if you are getting over 50% conversion the call me immediately cause I want to know exactly what you are doing. ;-)

There are a few tricks to get up over the 20% conversion rate mark, and what it really comes down to is giving your landing page a face to go along with the offer. And I mean literally... use a picture of yourself, or someone else if you aren't comfortable with having your face there.

By adding a picture of yourself and a signature, it gives your visitor the feeling that there is a real person behind the message and it helps them identify with you, and starts that trust and credibility building right from the start.

And if you really want to make an impact and drive those conversion up, then use audio or video to help deliver your message. By putting an audio clip on the landing page that introduces yourself and asks them to submit your form, you will increase your conversions by at least 200% alone.

And if you have a video of you right there on the page introducing yourself, then you will almost certainly triple your response rates.

Creating audio clips to put on your site is so simple, you can use a service like [Audio Acrobat](#) where you just call an 888 number and leave your message like a voice mail, and they will convert it to a streaming audio file that you can copy and paste to your website. It's very simple, and VERY powerful.

And creating video is not complicated at all either. I'll give you some tips on that in a later chapter when we get into the video marketing strategies, but I would highly recommend using video on your landing pages wherever possible, it's the instant credibility builder and ultimate conversion magnifier.

Ok, so we have talked about conversion tracking and how important it is... but how do you do it? Let's take a look...

Tracking visitors, and conversions using Google Analytics

Google has some great applications available for internet marketers, and I will show you several of them in this guide. The first one is going to be the [Google Analytics](#) tool that they offer as one of their free online services, and it's an invaluable tool for you as an internet marketer.

The Google Analytics tool is an in depth website traffic analysis tool that you can use to track your site visitors to include statistics like...

- Unique visitors
- Where those visitors are coming from (referring sites, search engines?)
- Visitors by geographic areas (states, countries, etc)
- How long they stayed on your website
- What pages they entered on, and left from
- What pages they visited while they were on your site

... And you can setup conversion tracking to be able to accurately keep track of the number of unique visitors that have submitted a form on one of your landing pages.

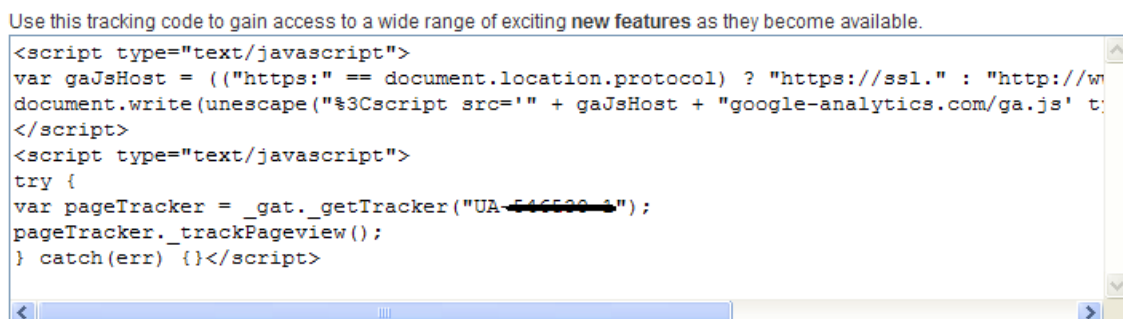
The key metrics were looking for is the total number of unique visitors to our landing pages, and then the total number of conversions (form submissions) our landing pages receive.

You simply divide the number of conversions by the number of visitors and you have your total conversion rate. Pretty simple stuff... right?

Setting this up is ridiculously easy too, you just go to the Google Analytics website and create a free account. Then you setup your website information and they give you a small javascript code snippet, take a look at the image below...

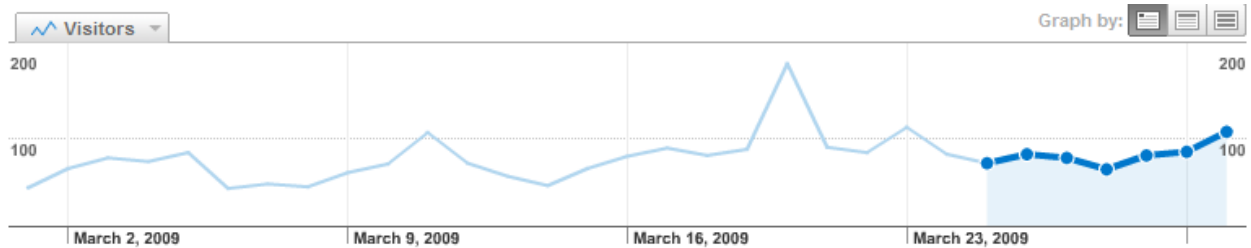
Use this tracking code to gain access to a wide range of exciting new features as they become available.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://w
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' t
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-546529-1");
pageTracker._trackPageview();
} catch(err) {}</script>
```

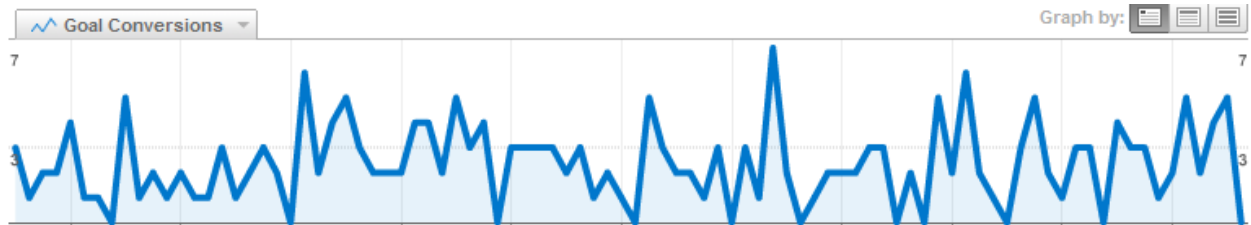


You just copy that code by selecting it all with your mouse and then right clicking and choose copy, and then you go and paste it into your website pages and you're done.

Now every time someone visits your sites you'll get all your traffic statistics in detailed graphs like shown below...



425 people visited this site



Visitors completed 213 goal conversions

Let's do the math...

213 conversions divide by 425 unique visitors is a 42.6% conversion... not bad!

Now, I'll show you the Google tool that you can use to REALLY crank up the conversion rates for your landing pages...

Split testing and increasing conversions with the Google Website Optimizer

The best way to quickly increase your conversion rates is to split test your landing pages. Split testing is a technique that you should always use in your marketing because it allows you to constantly improve your overall responses by making small adjustments to what is already working.

The [Google Website Optimizer](#) is another free tool that Google offers that not only gives you the ability to split test your landing pages, but also integrates with the Google Analytics tool to give you even more insight into how well your marketing campaigns are working.

Basically how this works is you would create two versions of your landing page with small changes, for example the text headline of your page, or if you are using audio you may want to split test two different audio versions.

You setup the website optimizer with a new experiment and then enter the URLs to the two landing pages. Then Google will give you some javascript code snippets just like the one in the Analytics section above, and you copy and paste the code onto your pages.

Then Google will handle the rotation of the pages and keep track of the conversions from each page for you. For example, visitor 1 will get page 1, and then visitor 2 will get page 2, and then visitor 3 will get page 1 again and so on so that your visitors are evenly split over both pages and over time you can determine which one is converting better.

The Google optimizer report will determine which page will have the best chance to beat your original and then you make that best converting page your control.

Now the trick is to restart the split test experiment and make another change and try to beat your control page. Keep doing this over and over again and you will be amazed at how some small changes can make a profound impact on your conversion rates.

It's good stuff, check it out. Go here to take the tour of the website optimizer...

<http://www.google.com/websiteoptimizer/tour.html>

Creating multiple websites for each lead type you're acquiring

Using the internet gives us the ability to laser target our marketing to the exact people we are trying to promote our products and services to. That is why it's ideal to create separate websites for each aspect of your business.

With the exception of the few, it's not likely that your buyers will also be lenders and your lenders will also be sellers, and so on...

So there's NO reason to send potential private lenders to a website that has information about you wanting to buy discounted properties or vice versa. What you want to do is have one website dedicated to the type of visitors you are trying to attract.

There is another HUGE benefit to keeping your websites separate. Once you figure out which keyword is bringing you the most leads for each of your websites (we cover this in the PPC section later), then you'll want to focus all your on-site and off-site search engine optimization efforts (we cover SEO strategies later also) to get your site ranking well for that one or more terms.

It's much easier to optimize a website for one or two specific keyword search terms than it is for a group of related terms. So keeping your websites separate allow you to optimize each site independently and increase your chances of high search engine rankings.

Not to mention if you link from one site to the other you can create keyword dense links (linking strategies are covered in the SEO section) between each of your sites and increases your visibility to the search engines even more. I'll cover all these keyword and linking related strategies in a later section of this guide.

So, the whole concept of separating out your websites is to keep them focused toward the type of prospect or visitor that you're trying to attract. It's all about keeping things relevant to what the visitor's are looking for. The more directly your site is perceived to meet your visitor's needs, the more likely you will get them to contact you to begin the relationship building process.

So what should this website look like? The simpler the better!!!

What I strongly suggest is you keep everything very simple and use the mini-site concept. Mini-sites are small, simple sites with very few links, pages, or buttons that are designed to convert visitors into leads.

QUICK NOTE: *I just want to clarify something here... you will want to use landing pages for any paid or direct traffic generating strategies, and most of your lead conversions will happen there... but if your main websites rank well in the search engines, you will also get visitors that show up there without first hitting a landing page, so setting up your main sites for optimal lead conversions is also important.*

What makes a mini-site so powerful is that they're not loaded with links, buttons and unnecessary pages on them to prevent giving a visitor too many choices or opportunity to get sidetracked and leave your site. (remember web browsers have attention deficit disorder)

Most of the site content will be right on the home page. You can add a contact us page, or an about us page, and maybe a resources or links page, but the home page is where all the main information should be located. This is where we will put our "sales copy" like content that's going to explain the benefits of establishing a relationship with you, and then provide them a method to contact you.

This home page of this particular site is going contain content that casts a bit of a broad net on the prospects out there, but still very relevant to the overall group of people that would be visiting the site.

What I mean by that is... In the case of a site for attracting private lenders, our prospects could be people that are already private lenders, or they have money in a 401k/IRA that they are looking to investor with, or they could be other Real Estate professionals that are looking to buy discounted notes, etc.

Our message on this page should speak to all of them. When we create our landing pages, each landing page will speak to each potential private lending prospect type, but our main site will speak to all of them.

In this next section I will give you a simple formula for creating the content that you will put on the home pages of your multiple websites...

Copywriting formula for creating sales copy for your multiple websites

Here is a simple format for structuring your sales copy on your multiple websites for each lead acquisition type...

✓ **Eye catching headline that grabs their attention and gets them to read the copy:**

- At the very top of the page you want to have a simple, but powerful headline that grabs their attention, and promises to solve a problem, or answer some need if they take the time to read the rest of your page.

Here are a few examples...

(Private Lenders)

**“Not Getting A Descent Return On Your Investments? Find Out How YOU TOO Can Earn A 12% – 14% Return On Your Money Safely...
Read Below To Get The Details...”**

(Retail Buyers)

**“Frustrated That You Can’t Get A Bank To Lend You Money To Buy A Home For Your Family? Is Bad Credit, Or Weak Finances Preventing YOU From The American Dream? NOT ANYMORE...
We Can Help You Buy A Home Without Bank Financing!”**

(Motivated Sellers)

**“You’ve Tried Realtors, Classifieds, Online FSBO Websites And Still You Cannot Sell Your House! It’s NOT Because There Are NO Buyers...
It’s Just That Conventional Methods WILL NOT WORK
In Today’s Market... Let Us Show You How!”**

QUICK NOTE: *Headlines like these are great for landing pages too.*

- ✓ **State the problem that they could be having in your opening paragraph:**
 - What is the need that brought them to your website?
 - Are they not getting a good return on their retirement account (private lenders)?
 - Are they not able to get financing to buy a home (retail buyers)?
 - Are they having trouble selling a house, headed for foreclosure (motivated sellers)?

- ✓ **Introduce to them what's possible:**
 - What is possible if they could just find the solution to that need?
 - What if they could get a very safe 12-14% return on your money by investing in low LTV private mortgages (private lenders)?
 - What if they could buy a home and not have to go to banks for the financing (retail buyers)?
 - What if they could rid themselves of that property that is causing so much stress in their lives (motivated sellers)?

- ✓ **Explain to them what you can do for them:**
 - Let them know that there is a solution that could make what's possible a reality.
 - How could help them put their capital into high yielding, low risk mortgages (private lenders).
 - How you can get them private financing so they can purchase a home (retail buyers).
 - How you can find a buyer for their property, or negotiate with banks to stop the foreclosure process and rid them of their stress (motivated sellers).

- ✓ **Answer objections:**
 - Is it really safe?
 - Is it legal?
 - Can I do this with my 401k?
 - Who am I trusting with my money?
 - How can I be sure I get financed?
 - What happens if my borrower doesn't pay?
 - What are the risks, even if small?

✓ **Show them proof:**

- Show them examples of some deals you have done.
- Written testimonials from previous served relationships.
- Examples of deals other investors you know have done.
- Statistics that support your services are common and in demand.

✓ **Ask them to take action:**

- Submit the contact form for a free consultation.
- Submit form to receive a downloadable report.
- Submit the form to have someone call back.
- Or just pick up the phone and call a live person or operator.

You can apply the above structuring technique to just about any type of offer. Just go down the list and fill in the blanks and when you're done you'll have a decent sales copy for your site home page.

And if you're getting the right traffic, and presenting the right solution to their problem... you should have a high success rate collecting leads with this type of format on your site home page.

Ok, so now we're getting the forms submitted, and our conversion rates are skyrocketing... now what do we do? Let's talk about email autoresponders...

Automatic follow-ups, prescreening and relationship building with email auto-responders

An email autoresponder is a software program that basically automates the sending of emails to your list of subscribers.

If you're reading this guide, I can almost guarantee you have gotten an email autoresponder from me. Maybe it was to deliver the download instructions for this guide, or perhaps I sent you some other great marketing tips via email. Either way, I automated all that activity by using an email autoresponder software.

The process is pretty simple... when you place a form on any of your landing pages or websites to collect contact information from your visitors, you simply link an email autoresponder to that form so when it gets submitted, their email address gets added to the list and then the autoresponder begins to schedule and send emails on your pre-determined schedule.

It's a very valuable tool in the prescreening and relationship building of your marketing process. Here's how that works.

Let's say you're attracting private lenders to one of your landing pages using a Google PPC campaign or some banner ads, and your landing page has some content there that is offering a free report, or more information on how they can earn a 10-14% safe return by investing in mortgages with you.

You could have them submit the form, and then using the autoresponder deliver them the free report, or a link to a video, or even a link to your main website with more information about how your investment strategy works.

At some point in that process you will ask them to contact you if they are interested. Some will call right away, but most won't. It's not because they don't want to earn 10-14% on their money safely... they're just a little skeptical still. And that's ok.

But now your email autoresponder sends a new email every 7-14 days with more great information about your investment strategy, and perhaps some testimonials or example deals you have done. This is the proof that will begin to build the trust and overcome that skepticism.

Now after several emails when this person calls you, not only have they already put aside most of their skepticism, but they have already been educated on what you are doing so that when you talk you will have a MUCH more productive conversation.

That's the prescreening process. It will help raise the cream to the top so you are working with the people that truly want to work with you, and are educated enough on your process that you can start talking real business when they call.

But the key is this is all done automatically so that you are not involved on a day to day basis until you get the call from the very warm prospect.

How many emails should you send? And how often should you send them?

Well, that varies... but don't be afraid to send emails. The people who are interested will want to get them, and those that aren't will be able to unsubscribe and get removed from your list.

And that brings me to the topic of how to legally send email without getting reported as a spammer. And this is a serious issue, because sending emails with commercial intent without approval and proper formatting can literally get you thrown in jail.

I'm not trying to scare you because it's really not that hard to do it right, in fact you would have to almost go out of your way to do it wrong, but I want you to know the difference so you can use email marketing properly and profitably.

The CAN SPAM act and how to avoid being labeled as a SPAMER!

The FTC instituted the [CAN SPAM](#) act in 2003 to protect people from the overwhelming amounts of email fraud and other illicit emails that have plagued our inboxes for the last decade.

As a marketer you are required to format your messages in compliance with the CAN SPAM regulations so that you are representing yourself as who you say you are, and so your recipients can clearly identify your message or offer, and have the ability to contact you and/or unsubscribe from receiving further communications.

So it's pretty simple, just make sure any email that you send to recipients that submit your forms have the following components...

- Make sure the email you are using as the sender is a valid email and will return to you if the recipient replies
- Make sure you have a subject line that does not mislead your recipient as to the contents of the email.
- Be sure to give your recipients the ability to unsubscribe by either clicking on a link to be removed from your list, or by replying with the word "REMOVE" in the subject line.
- And be sure to put your physical address in the email body somewhere, usually at the very bottom near the unsubscribe information.

That's all there is to it. And the good thing is that almost all autoresponder software or hosting solutions that are worth using will have these features built in so you don't have to worry about them.

I personally recommend Aweber as an autoresponder service, however there are many other good companies out there as well, here is a quick list...

- www.aweber.com
- www.getresponse.com
- www.icontact.com
- www.autocontactor.com

So now that you have a basic understanding of the architecture of how a successful internet marketing strategy is designed.

We talked about the landing pages and how they are important for the lead conversion process, and then we showed you how to setup your Google Analytics and Website Optimizer software to work on increasing the conversion rates on those landing page.

Then we went through the purpose of having multiple websites, how to structure them and gave you the copywriting formula for creating the content on your main site home pages.

And then we covered the autoresponders and how they're used to prescreen your visitors and build relationships automatically by using follow-up emails to build trust and educate your subscribers on the value you provide so when they contact you they are ready to establish that profitable relationship you are after.

Excellent! Now we just need to get some traffic to your websites... right?

Let's do it...

Free Traffic vs. Paid Traffic

On the internet we call the volume of visitors that come to your website “traffic”. Most people generally refer to that traffic as being either “paid”, or “free”.

It’s important to know the difference between “paid” traffic and “free” traffic so you can determine where you are willing to spend your resources. I say spend your resources because both will come at a cost initially.

Even though people use the term... “free traffic”, I hardly call the time and energy you need to spend on getting that traffic “free”. While it may not have a direct monetary expense to bring those visitors to your site going forward, it will certainly require a fair amount of your time to establish the visibility that will bring that traffic.

I don’t know about you... but my time is *real* money.

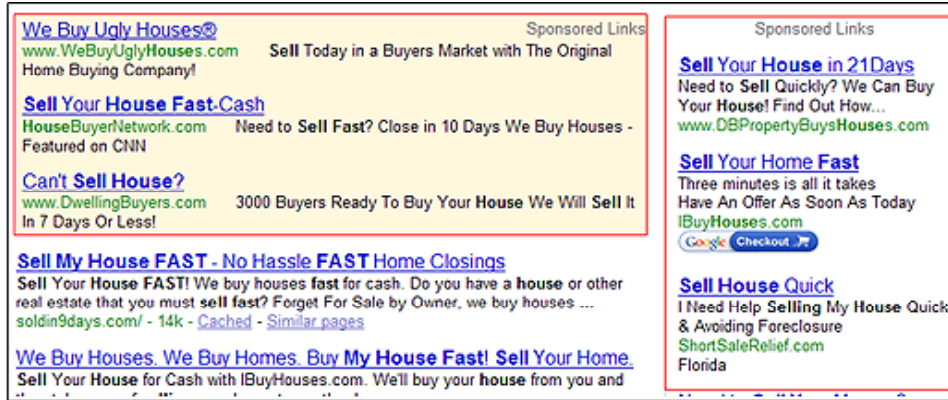
So let’s look at this properly. What is considered free traffic? This is usually the visitors that will find your site on the organic search engine rankings, on forum postings, social networking sites, or maybe you put a video on any of the various video streaming sites like YouTube.com. Basically, it didn’t cost you a real dollar to get that visitor to your site. Again, that does NOT take into consideration your time.

Now, paid traffic would be something that is without question costing you to get those visitors to your website. By far the most common forms of paid advertising on the internet would be paid search engine listings, content network ads, banner ads, newsletter or e-zine sponsoring, and now days paid blog posting has become a good way to drive bursts of traffic.

These are a small group of the MANY sources of traffic, but in my experience these pretty much will drive 80% of your paid traffic so I will focus on these in the next few sections of this guide.

But let’s take a quick look at Google search results so you can identify the difference between paid and free search engine placements.

When you use Google, MSN, Yahoo, Ask or any other descent search engine to search for a term, you will get a list of results like the image below of my Google search for the term “sell my house fast”...



Notice that on the very top and along the right side in the red boxes that I put there, these are the sponsored search results... meaning those advertisers are paying to be listed there.

In the case of Google, MSN and Yahoo, they are bidding on the cost per click they are willing to pay for anyone that clicks on their Ad. Based on the price you bid, the relevancy of the Ad, the rate of clicks you receive, and some other Google ninja like algorithms you will be listed in those areas when someone searches using one of the terms you are bidding on.

If you wanted to be listed at the very top of the page in the #1 spot, you could be paying anywhere from \$0.50 a click to \$5 per click (or more). Then if you wanted to be listed in the #5 spot along the side, you could be paying maybe \$0.20 - \$2.00 a click depending on the competition.

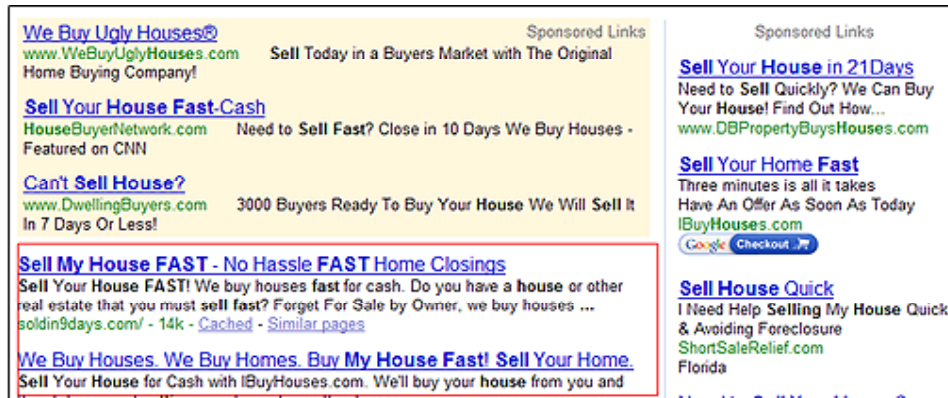
But don't worry... I'm going to show you how to pay less, and lower your cost per conversion in the next section when I show you how to setup a Google PPC campaign.

But what's absolutely awesome about this type of advertising is... you could setup your campaign and have your ad show up on that search results page in less than 20 minutes!

How cool is that?

Just create your ad, set your bid... and Google will be showing your ad to people who search for your terms in a matter of minutes.

Now, let's consider the sites that are ranked on the first page organically... meaning they are in the main section below and to the left of the sponsored listings...



To get your site ranked on the first page of Google organically for any keywords that are going to get you some traffic is a bit challenging, and it takes some time. There is no way around it... it just takes time.

It's definitely worth working towards, but you need to understand that search engine optimization and getting ranked on the first page for a search term is an ongoing process that needs to be done over a period of time.

Now, I know you will hear from some of the "Gurus" that you can get ranked on the first page of the search engines in just a few days or weeks. Sure you can... but not for any terms that people are actually searching for.

Here's an example... If you wanted to get on the first page of the Google search results for the keyword "Tampa Wholesale Properties For Sale" (replace Tampa with your city), then you probably could do that very quickly.

That's because it's likely that there is not a lot of really stiff competition out there that is competing on the SEO (search engine optimization) front for that keyword.

And the reason for that is... NO ONE IS SEARCHING FOR THAT TERM!!!

So why on earth would you spend your time (time = money) on optimizing your site for a keyword that doesn't get any searches? You won't! That's because you have this guide to show you the right way to do it.

One of the things you should realize early on is that many of the techniques you're going to read about on some of the Guru websites, blogs and forums are great for the WOW factor... and huge on selling products, but often lack in the actually works to make you money department.

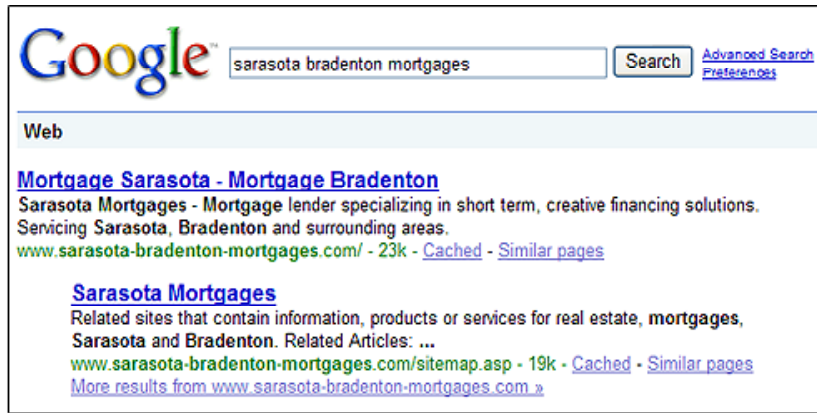
If you're going to start the process of search engine optimization to rank on the first few pages for any specific keywords, why not find out if it's getting searched first? Or even better... let's find out if it's getting the kind of traffic that converts to relationships... right?

And that's why I recommend that you always start with paid search engine listings first! You can find out in just a day or two for very little money if a keyword is going to be worth spending a ton of your money (I mean time) on getting your site ranked for that specific keyword.

Do you want to know how I know this? At the time of this writing, my mortgage broker website (www.sarasota-bradenton-mortgages) is ranked #1 or #2 on Google, MSN and Yahoo for the following keywords:

“bradenton mortgages”
“sarasota bradenton mortgages”
“mortgage Bradenton”
“private mortgage Bradenton”
“sarasota private mortgage”
“bradenton private mortgage”
“bradenton private mortgage”

And a bunch of others! Here is a screenshot to prove it...



You want to see how much traffic that gets me every month? Take a look at my Google Analytics report for the last 30 days of traffic sources...

Sources	Visits
google (organic)	16
(direct) (organic)	4
yahoo (organic)	4
everything credit card.com (organic)	0
aol (organic)	1

Big deal! We get 21 visitors in a calendar month to my site using any of those MANY keyword combinations... not too impressive, huh?

It's not because no one is searching for mortgages in Sarasota or Bradenton Florida... quite the contrary. It's just that no one is typing in those specific keywords to find a private mortgage... and if I tried to optimize my website for the root keywords...

"hard money lender"

"private money"

"private mortgage"

...Then I would be competing with millions of websites across the internet that would take me months if not years... if ever... to get ranked on the 1st page of Google for any one of those terms. And even then 99.9% of those people I would not be able to work with because we only lend on local real estate.

So rather than just arbitrarily start optimizing your websites for keywords you THINK are going to bring you lots of quality free traffic, why not start with a paid search listing campaign to see if those keywords will not only get any traffic at all, but if they will even bring you leads that are meaningful?

That makes a bit more sense... right?

Now don't get me wrong, there are certainly free traffic strategies that do work, and I'll get into a few of those when we start breaking down the three strategies we're going to create. But I just want you to have realistic expectations when it comes to search engine rankings and search engine optimization.

I want you to understand that you are not going to be successful if you think that getting ranked on the first page of Google is all you need to bring in a steady stream of leads. It can, but it's definitely NOT where you want to start.

So let's show you where to start and how to start it...

Using Google Adwords to drive traffic to your websites quickly

When it comes to PPC (Pay Per Click) advertising, Google is the official 800 lb Gorilla and by far is the best way to buy targeted traffic on the internet.

While it is very effective, it can also be a little intimidating and many have spent a ton of money with little results... but that's not going to happen to you, because you have me to show you what to do, and what NOT to do.

So in the previous section I showed you the image with the search results and explained that the sponsored results at the top and along the right side of the page are the paid PPC ads.

Those advertisers are bidding to place their ads there, and each time someone clicks on one of those ads it will cost that advertiser anywhere from a few cents to a few dollars depending on the level of competition for the search term.

So, when you create a PPC campaign you will have several things involved;

- You'll have a list of keywords that you want to show your ads for.
- You'll have ads that will appear in the search results.
- You'll have a maximum cost per click that you are willing to pay for each click.
- And you'll have your maximum daily budget that you are willing to spend.

Let's first take a look at the keyword selection process. Then we will get into creating ads, setting budgets and the overall campaign management.

Keyword research for your PPC campaigns

Keyword research is a topic that I could probably create an entire guide on, and perhaps I will do that in the near future.

But for now, let's just get the basics down and let me show you two simple tools that you can use to find keywords, and then how to spy on your competition to see what keywords they are bidding on.

The first tool we are going to use is the Google Keyword tool that they provide for you when you are setting up your campaigns. You can access that tool from within your PPC account, or you can use the external tool from the following link...

<https://adwords.google.com/select/KeywordToolExternal>

What you get is a page with a textbox where you can enter in a few keywords that you think one of your potential prospects would be typing into the search engines to find a solution to a problem that you ultimately can solve.

Here's a screenshot of that page...

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

Use synonyms

Type the characters you see in the picture below. [?](#)

Letters are not case-sensitive

[Filter my results](#)

So, let's continue with our private lending example that we used in the landing pages section of this guide. Think of the types of keyword phrases that potential private lenders may be searching for, and enter one of those phrases in the text box, and then click the button to "Get Keyword Ideas".

I'm going to type in the base keyword "401k", because I happen to know that people with retirement accounts are good candidates for private lenders.

Here is a small portion of the list of results that I get...

Keywords	Advertiser Competition [?]	Approx Search Volume: February [?]	Approx Avg Search Volume [?]
Keywords related to term(s) entered - sorted by relevance [?]			
401k		1,500,000	1,500,000
401k rollover		49,500	49,500
401k rules		27,100	18,100
401k plan		60,500	49,500
401k plans		22,200	22,200
401k distribution		14,800	9,900
roth 401k		40,500	33,100
401k withdrawals		9,900	6,600
401k withdrawal		74,000	40,500
401k contribution		60,500	60,500
401k account		12,100	9,900
simple 401k		3,600	2,900
401k options		4,400	3,600
401k investments		6,600	5,400
individual 401k		5,400	5,400
401k retirement		22,200	18,100
401k distributions		4,400	2,900
401k loan		22,200	18,100
401k investment		9,900	8,100
safe harbor 401k		6,600	5,400
401k calculator		22,200	22,200
401k savings		5,400	5,400
solo 401k		8,100	8,100
401k tax		49,500	27,100

What you see here is a list of keywords that people have searched on that are related to the term I entered, along with the approximate search volume for the previous month, and then an overall average search volume based on an average of many months.

As you can see there are a lot of people out there searching for information about creating investment accounts, as well as how to handle their money they have in their accounts, and even a few thousand searches per month from people looking for ways to invest the money they have in their 401k accounts.

Seems like a pretty good place to start advertising that you can provide a 10-14% annual rate of return safely... right?

What you could do is take any one of those terms and then run it through the search again and it will give you a whole other list of related terms, and keep doing this to create a really long list of keywords that people are typing in the search engines who would likely respond to your ad if you could get it in front of them.

But there something to point out in this data you will get. This is search volume for all searches done in the U.S. and Canada. So that may not exactly be relevant data to you unless you are looking to attract potential private lenders from all over the country.

In most cases we are going to be looking to build relationships with people who are local to us... maybe not limited to our city or county, but probably starting out we will limit it to the people in our state. Later we can expand out once we get our processes dialed in.

So when you look at all these approx search volume number, keep in mind that this is nationwide and your actual search volume will be much less when we get into creating our campaigns and setup the geographical targeting.

There are a few other ways to look at this keyword results data. You can change the settings in the drop box to show additional columns of data. For example, one of the other columns that is good to look at is the average CPC (cost per click) for each keyword term...

Internet Marketing Strategies for Creative Real Estate Investors

Keywords	Estimated Avg. CPC [?]	Advertiser Competition [?]	Approx Search Volume: February [?]	Approx Avg Search Volume [?]	Broad [?]
Keywords related to term(s) entered - sorted by relevance [?]					
401k	\$5.45		1,500,000	1,500,000	Add [?]
401k rollover	\$14.75		49,500	49,500	Add [?]
401k rules	\$1.53		27,100	18,100	Add [?]
401k plan	\$3.81		60,500	49,500	Add [?]
401k plans	\$5.98		22,200	22,200	Add [?]
401k distribution	\$1.12		14,800	9,900	Add [?]
roth 401k	\$4.46		40,500	33,100	Add [?]
401k withdrawals	\$1.28		9,900	6,600	Add [?]
401k withdrawal	\$1.62		74,000	40,500	Add [?]
401k contribution	\$1.98		60,500	60,500	Add [?]

As you can see there I highlighted the average CPC column that is showing us the average cost per click that marketers are paying for clicks on those keywords.

And you can also see that some of them are pretty out of control, “401k rollover” is bidding at \$14.75 a click... yikes!

Don’t worry, we won’t be paying anything close to that. These numbers are not really accurate to what you are going to pay. But they are a good way to measure if these keywords are commercial in nature and have the potential to bring you profitable leads.

When you see bid prices in there that are over \$1.00, then you know other marketers are willing to pay to get those clicks because at some point they are converting into profits for them.

They would never pay that money if those leads were not monetize-able. That’s a good sign. That means that not only are these keywords generating activity that leads to conversions, but it’s also generating leads from people who are willing to spend money to get the answers to their questions.

Now, we are not necessarily looking to charge them for our information... but it’s good to know that this audience is hungry enough to find solutions that they are willing to spend money to do that.

The same goes for any other type of campaign. If you are looking to attract buyers, then you probably want to dig down for keywords related to “house for sale”, or “buy foreclosures”.

And if you are attracting sellers then you would go with “sell house fast”, or “stop foreclosure”... you get the idea. Try to find the keywords that get the most searches that relate closest to the type of lead you are looking for, and will also be relevant to the message you will have on your landing pages.

Remember we talked about that relevancy in the landing pages section. Well, we are going to be directing the clicks from these PPC ads to landing pages, so keep them related.

The other free keyword tool that I want to show you is available from WordTracker. WordTracker offers a subscription to get more in depth keyword research tools, but for the most part you can get a lot of what you need from their free tool here...

<http://freekeywords.wordtracker.com/>

Same process as before, just enter a very broad base keyword and then the results will return the top 100 related keywords. And from there you can keep drilling down until you get a nice long list of potential keywords...



Keyword:
401k

Adult Filter:
Remove offensive ▼ Hit Me

[What do I do next with these keywords?](#)

401k

12,448 searches (top 100 only)	
Searches	Keyword
1008	401k
618	401k advice
441	401k withdrawal rules

Ok, great... so we have a whole bunch of keywords... now what?

That's where the fun begins. In the next section I'll show you how to setup your Google PPC campaigns so they are geographically targeted to your investment areas, and how to set all the campaign settings for the best results... and then how to create and manage your ads so you get the highest clicks, conversions and lowest cost per click.

Setting up your PPC campaigns for attracting targeted visitors to your landing page websites

Let's get into building your campaign now. I'm going to assume that you're buying and selling houses in one or more defined geographical areas... right?

Most of us are sticking to our local county, or if we live in a large county then were in a relative area of that county.

However, there's a lot of opportunity all over the country, and so maybe you are virtual investing and now you are spread into a few counties in different states.

In either case you'll be targeting your marketing to one or more specific geographical areas, and we can do that with our PPC as well.

The beautiful thing about Google Adwords is that you can setup your campaigns to only display your ads to people who are physically located in the geographical areas that you choose.

So even though you are bidding on keyword phrases like "401k investing", or "sell house fast", or "houses for sale" that are being searched by people all over the US and Canada... you can set your ads to only show when someone physically in one of your geographical areas is using one of those search terms.

This is the key to using PPC as an investor. Without geographical targeting this type of marketing would not work for us because we would spend a fortune on leads that were out of our desired locations and would be effectively useless.

So, when you are in the process of setting up your campaign, you want to setup the geographical targeting. Let's do it now...

First thing you want to do if you don't have a Google PPC account is go and get started right here... <https://adwords.google.com>

Once you have your account setup you will be able to login and you'll have a control panel that looks something like this...



Campaign Management | **Reports** | **Analytics** | **My Account**

[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#)
[Audio Ad Library](#)

Campaign Summary

Last 7 days (Mar 25, 2009 to Mar 31, 2009)

Last 7 days
 Mar 25, 2009 - Mar 31, 2009

Online Campaigns + [New online campaign](#) ▼

[Customize columns](#)

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget
--------------------------	-------------------------------	--------------------------------	--------------------------------

You want to click on the link to start a new campaign and choose the option to start with keyword placements

Online Campaigns + [New online campaign](#) ▼

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget
--------------------------	-------------------------------	--------------------------------	--------------------------------

Start with keywords
Start with placements
Help me choose

And then we get started creating our campaign.

Enter a name that will describe your campaign, and then enter a name for your ad group. The campaign name should match the lead type you are targeting, and the ad group should relate to the types of keywords that you will be using.

I'm going to stick with my private lending example, so I have named my campaign "Private Lenders" and my ad group "401k"...

Create this campaign's first ad group

Name your campaign: [Example](#)
A campaign is the top level of account organization for all your ads. [?](#)

Name your new ad group: [Example](#)
Ad groups are subsets of campaigns. They match your ads with selected k it won't be seen by customers. [?](#)

And now we do the targeting... THIS IS VERY IMPORTANT!!!

In the "Target Customers by Location" section you want to edit this so that you are only showing your ads in the geographical area that you are focusing on.

In my case because I'm targeting private lenders, so I would select the Tampa Florida area which includes Sarasota county as well as a large section of the South West Florida region.

But if I was going to be building a buyers list or attracting motivated sellers, then I would probably stick to my county and just the surrounding contiguous counties.

Here is how my campaign settings look...

Target customers by location

Where are your customers located?

Currently targeting: **Tampa-St. Petersburg (Sarasota) FL, US** [Change targeting](#)

[How will my location choices affect my ad performance?](#)

[Continue »](#)

Now we click continue and create our ads that will appear in the Google search results. There is a little trick to this, and another place where you want to implement some split testing.

The trick to creating ads for Google PPC is that you want to try and get your keywords in your ad as much as possible. This will help you with what Google calls their quality score. The quality score is based on how closely your ad matches the keywords you're bidding on, as well as how relevant the landing page is to those keywords are that you're sending traffic to.




Google is in the business of providing valuable search results to the people that use their search engine, so they are all about making sure you are providing relevant information to their visitors... and they control that through their quality score. That quality score also dictates how much you will pay for each click.

By putting your keywords in your ad you'll improve your quality score greatly. And I'll explain how to optimize the landing page in the next section.

So let's take a look at the example ads that I created during the landing pages section of this guide and show you how that would look when setting up the ads in your campaign...

Example:

[401k Invest Opportunity](#)
Safe Retirement Account Investing
Find Out Exactly How, Start Today!
[401k.YourWebsiteAddress.com](#)

Headline:	<input type="text" value="401k Invest Opportunity"/>	Ma
Description line 1:	<input type="text" value="Safe Retirement Account Investing"/>	
Description line 2:	<input type="text" value="Find Out Exactly How, Start Today!"/>	
Display URL: 	http:// <input type="text" value="401k.YourWebsiteAddress.com"/>	
Destination URL: 	http://  <input type="text" value="www.YourWebsiteAddress.com"/>	
<input type="button" value="« Back"/> <input type="button" value="Reset Ad"/> <input type="button" value="Continue »"/>		

Notice I used the keyword in the title of my ad, this will definitely increase your quality score. And putting the keyword in your title is good practice for another reason other than quality score.

When you see your ad in the search results your keywords in the ad will be bold font, and that will stand out to the person searching and increase your click rate.

But if you notice in that image, I also used my keyword in the display URL... that's a slick trick that greatly helps with your keyword quality score. All you do is just put your keyword in the beginning of your domain name for the display URL.

So if your keyword was "sell house fast", you might do this...

SellHouse.YourWebsiteAddress.com

One other thing to note... all the words in my text have the first letter capitalized, as well as the words in my display URL. This won't help with quality score, but it WILL help with your click rates. Searchers tend to click on the ads with cap words more, and the caps in the domain name certainly increase clickthroughs.

Now, what you want to do here just like I mentioned in the landing pages section is to split test two ads. Create one additional ad and make just one change. For example maybe just change the first line, or just the second line.

Then when you run this campaign we will rotate these ads evenly and you will be able to determine which ad gets more clicks and leads to more conversions.

So create another variation of this ad and then continue on to the next page where we will enter in our keywords.

On this page is where we'll enter in all the keywords that we found during our keyword discovery process in the previous section. But we want to only enter keywords that are relevant to the ad... remember we are working toward a good quality score.

So here in my case I would only enter in all my 401k related keywords. And I would create separate ad campaigns for each group of keywords. But not only that, I would create separate landing pages for each ad group.

So if I were going to be targeting the keywords related to “IRA investing”, then I would have an ad group just for those keywords, and then send them to a landing page that was optimized for those keywords (I’ll explain that optimization in one of the next sections).

So you just repeat this process for each group of related keywords. If they are all keyword groups that are targeting Private Lenders, then you can put all those ad groups in your private lenders campaign.

So you would have a setup that looked something like this...

Campaigns:	Ad Groups:
Private Lenders	401k investing ira investing stock market investing
Buyers List	Buying foreclosures houses for sale investment properties
Sellers Leads	sell house fast home selling tips sell my house

Ok back to the campaign setup... in the next step of the campaign setup you will set your daily budgets and your initial CPC bid amounts.

For a daily budget, you will have to determine that, but usually I will start with \$200, but don’t worry we won’t spend that in one day. We do that so Google will show our ad more often because they base the number of times your ad gets served on the amount of clicks they think you will get.

On the initial bid amount, I usually click on the “View Traffic Estimator” and then bid about half of what they suggest you should bid. Then I adjust them later once the campaign is running and I can see where things are going.

Once you enter your bid information you can click “continue”, and then save your campaign. But we aren’t done yet. Once your campaign is saved go back to your Google Adwords dashboard and then edit your new campaign settings.

You will want to make a few changes to the campaign settings that will affect the way Google serves your ads. In the settings area you want to set the following...

Set the delivery method to accelerated to show the ads as quickly as possible..

Delivery method: [?](#)

- Standard: Show ads evenly over time
- Accelerated: Show ads as quickly as possible

Select both the Google search and the search partners, but uncheck the content network...

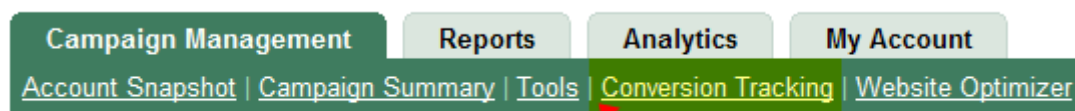
Show my ads on:	
Search:	<input checked="" type="checkbox"/> Google search ? <input checked="" type="checkbox"/> Search partners ? <small>Requires Google search</small>
Content:	<input type="checkbox"/> The content network ?

And you want to rotate the ads so they are being split tested evenly...

Ad serving: [?](#)

- Optimize: Show better-performing ads more often (Recommended)
- Rotate: Show ads more evenly

And that’s it... you now have your PPC campaign setup and ready to go. Now going forward you want to keep track of the performance of your ads and remove any keywords that are not converting well. You can setup the conversion tracking tool in your Adwords account to track the conversions of each keyword and then dump the ones that do not work...



You also want to keep adjusting your keyword bids based on the performance. The key is to try and get your ads to appear at about the #3 spot. Usually the #1 spot is overpaying unless they have a really great and high quality campaign that they have been running for a long time.

The #3 spot will cost less, and usually result in higher conversions. So if you look at your keyword performance in your campaign ad groups you will see the average position that they are appearing. Lower your bid amounts if they are too high, and increase if they are appearing too low. That's pretty much the game there.

If you want to get a really in depth knowledge of how to use Google Adwords, I would HIGHLY recommend you check out Perry Marshals Google Adwords guide here..

<http://www.perrymarshall.com/google/>

QUICK NOTE: You definitely want to check out Perry's site because he usually gives away some really GREAT information for FREE.

Now in the next section I will give you a quick example of how to optimize your landing pages for your PPC campaigns...

Optimize your landing pages for your PPC campaigns

Getting back to the quality score of your PPC ads... I mentioned that you will want your landing pages to be optimized for your keywords. This is really pretty simple and we cover more of this in the SEO section of the guide.

Basically you want your keywords to appear in the text on your landing page. But not just anywhere... you want to try and use your keywords as close to the top of the page, and as close to the bottom of the page as possible.

I usually will use the keywords in my landing page headline, and then at the bottom of the page I will put a hyperlink that links back to my landing page that has my keywords in the link text like this...

[401k investing](#)

I'll explain more about the importance of keywords in your hyperlink anchor text in the SEO section, but this trick works well. And then the other thing you want to do is edit your page meta tags so your keywords are in the page title and the description.. but again, this I will cover in detail in the SEO section.

So basically what you want to do so you can get the highest possible quality score for your Google PPC campaigns is to make sure your ad text, and your landing page text all are highly relevant and contain the keywords you are bidding on.

If you do that for each ad group and ad campaign... you will absolutely get the highest click rates at the lowest cost per click and most likely get the highest conversions.

But don't forget to split test!

Now, the next section won't be as long, but I'll give you some tips on some other paid marketing strategies that you should consider once you get your PPC campaigns converting.

Additional paid advertising methods to drive targeted traffic to your landing page websites

While Google Adwords is the Mac Daddy when it comes to paid advertising, there are several other ways you can spend a small amount of money and get lots of traffic.

For example, you could even go and run your PPC campaigns that are working successfully on the Yahoo Search network and the MSN aCenter networks. They are paid search placement services that work just like Google Adwords.

The key there is that you always want to start with Google PPC. That's the best place to start testing your landing pages and keywords, and all your ads and dial in on what is working. Then from there you can find other ways to get more traffic to the landing pages that are working for you.

And another one of those other ways to get traffic is to sponsor a newsletter or e-zine. Basically what that's all about is you become an advertiser in an email delivered newsletter or e-zine.

There are a lot of websites out there that have HUGE amounts of traffic and subscribers and they put out weekly, bi-monthly, or monthly newsletters... and you can pay to have a small ad inserted into that newsletter.

How you find these newsletters is by searching around for content sites that would have subscribers that could be interested in your offer. You could use the following link to find a list of e-zine directory sites and then look for an e-zine that you might be able to get your ad in front of a targeted audience...

<http://www.google.com/search?hl=en&rls=ig&q=ezone+directory&btnG=Search>

This would work very well for building a private lenders list because you could locate a newsletter that is primarily delivered to stock market investors, or investors in general... and then see if they have the ability to segment their list and allow you to sponsor the newsletter for all recipients in your state.

Another great paid advertising method is to use a Pay Per Post blog posting service. This would allow you to get a blog posting that explains what you can offer potential buyers, sellers or private lenders.... And then have them link to your landing page.

This works great because of the instant credibility when you get referred by another website. Here is a link to a pay per blog posting service where you can locate potential bloggers that would have visitors to their blog that you would want to get your marketing message in front of...

<http://payperpost.com/>

I'm going to stop with the paid advertising for now because in reality 90% of your paid advertising traffic will come from PPC campaigns. And I think you should focus there. Once you get proficient at that and your campaigns are working great, then you can begin looking for other paid advertising methods.

Now what I want to get into is the SEO (search engine optimization) and other traffic strategies that you can use to get some targeted traffic to your websites for FREE!

Getting FREE traffic to your websites

FREE is a little misleading because what you'll have to do to get the free traffic will take some of your time, and that in my opinion is not actually free.

But, if you have time available and can put it into the marketing of your sites, then it will certainly be worth it and won't cost you any real money. And ideally you will get continuous traffic that will not cost you any more time or money.

So, there are a couple ways to look at this free traffic. But the most important separation will be the difference between free search engine traffic, and free traffic from other sites.

The reason these are categorized differently is because what you need to do to get the two different types of traffic are fundamentally different in this way...

If you are working on getting free traffic from the search engines, then your efforts are going to be focused on making your sites search engine friendly so they rank your site well in the search results.

And if you're trying to get more traffic from other websites then your efforts are going to be focused on creating content that is interesting, attention grabbing and potentially virally distributed... all of which is directed at the humans that are browsing these websites and not so much concerned about search engine spiders.

QUICK NOTE: Viral distribution of content is when it gets passed around or referred to by lots of people without any assistance from you. For example, have you ever gotten an email from someone that had a link to a YouTube video that had been previously forwarded several times? The email was spread on its own (like a virus) and kept bringing people back to that video. That's a perfect example of viral marketing.

Let's start with SEO (Search Engine Optimization) because this fits in nicely right after the PPC information because the keyword research you would have done for the PPC campaigns will apply to the SEO of your websites...

Search Engine Optimization (SEO)

This is a GIANT topic that could easily be an entire guide on its own, but I can simplify it for you into a few strategies that have worked well for me many times, and I have several websites that not only rank well... but are #1 on Google, MSN and YAHOO for very competitive keywords.

The first place you want to start before you even think about SEO for your websites is determining which keywords you want to optimize for.

As I illustrated in the FREE Traffic vs. Paid Traffic section of this guide, it's important to know if the keywords you're optimizing for are worth the effort. Not all keyword phrases are the same.

I bet you could probably rank #1 for the keyword phrase "your city we buy houses" (replace your city with the city you invest in) in just a few days.

But I will also bet that you would get less than 10 visitors per month to your website. It's not really going to work out in your favor.

So, you are going to want to find out which keywords get and traffic first before you go through the process of optimizing your websites.

To do that, follow the steps in the previous sections and use Google PPC to figure out which keywords will work for you.

During your keyword research I would start with the city you invest in like this...

The screenshot shows the Google AdWords Keyword Planner interface. On the left, under the heading "How would you like to generate keyword ideas?", there are two radio button options: "Descriptive words or phrases (e.g. green tea)" which is selected, and "Website content (e.g. www.example.com/product?id=74893)". On the right, there is a text input field labeled "Enter one keyword or phrase per line:" containing the word "sarasota". Below the input field, there is a checked checkbox for "Use synonyms". At the bottom of the right panel, there is a blue link "Filter my results" and a button labeled "Get keyword ideas".

In my case I entered the city “sarasota” in there and then I searched and found a bunch of search terms that people searched for with the city name in there. And a few interesting results came up...

sarasota homes for sale	1 - 3	\$3.49		165,000
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And then when I search for that term I get some more great results...

sarasota fl homes for sale	1 - 3	\$3.89		165,000
sarasota homes for sale	1 - 3	\$3.51		165,000
sarasota florida homes for sale	1 - 3	\$3.27		4,400
homes for sale in sarasota	1 - 3	\$3.56		2,400
sarasota home for sale	1 - 3	\$2.92		1,600
homes for sale in sarasota florida	1 - 3	\$3.89		880
homes for sale in sarasota fl	1 - 3	\$3.69		720

Then I would throw all these terms into a PPC campaign and point them to one of my buyers list building landing pages. And then after a week or so you will begin to see which keywords not only are getting searched on, but are also leading to landing page form submission conversions.

Now you know which keywords exactly to SEO for.

If you find that you are getting a good volume of traffic and clicks for the term “sarasota homes for sale”, then this is now the keyword that you want to optimize your website for. Depending on the size of your city, you could have searched for different parts of your town that get higher traffic than others... you will have to run this test to find out what that term will be.

Then we can get into the SEO process, and that is broken up into two categories; on-site search engine optimization, and off-site search engine optimization.

On-Site SEO: This is where you make changes to your website and the content physically on your site to be better optimized for a specific keyword or group of keywords.

Off-Site SEO: This is where you optimize content and links that are on other websites to be better optimized for a specific keyword or group of keywords

Let's first take a look at On-Site SEO...

On-Site Search Engine Optimization (SEO)

The search engines have little robots that we call spiders that go out and crawl the web using insanely complicated algorithms to determine what each website content is about so they can categorize them and then deliver in their search results.

Those spiders that crawl the web have to look at the content on your pages (as well as the off-site content that I will explain in the next section) to try and make some educated decision as to what it is that your website is primarily all about.

They take all the content on your web pages and they group the words and phrases and then use some mega complicated math models to determine the primary category to place your website into.

One of the ways they do that is by looking at the content and counting the number of times a keyword phrase is used on the page, and they figure out a percentage that becomes what SEO experts call keyword density.

Keyword density is basically the percentage of your page content that contains your keywords. So if you have 500 words on your page, and your keyword phrase is used 10 times on the page (for simplicity let's say your keyword is only one word), then you would have a 2% keyword density.

Not rocket science there, but it's a metric that gets used. And so you want to try and create keyword dense pages if you're trying to rank well in the search engines. But you DON'T want to overdo it because the search engines also know that we know this and will try to have a content page with 50% density just to get ranked well.

That is called keyword stuffing... don't do it.

Just try to weave your keyword into your page content as often as you can without making your page sound ridiculous when its read by a human being.

I try to use a simple guideline and try to use my keyword at least 3 times in every 500 words of content. That shouldn't be too difficult to do.

But to increase the value of these content keywords, you should use bold font or underline them because the spiders can detect HTML that would make a word stand out and will give it more weight in their crazy calculations.

So, when formatting your content, use your keywords as often as possible and then bold or underline them wherever you can.

The next thing you want to do is use your keyword phrase as close to the top of the page and as close to the bottom of the page as possible. Ideally you want to make them the first words and last words of text on the page. This is a BIG winner.

If you can put your keywords in the headline or text title of the page, and then in a link at the bottom of the page... you're in good shape.

Here is a screenshot of what I mean...



Doing that is really going to help. The other thing you can do is put your keyword in the ALT text for any images you put on your page. The alt text is what would appear in place of an image in case your visitor has their browser set to not download images.

While that doesn't happen anymore, it's still available and the search engines will read that. In fact, that's partly how they get the images for the image search results...



All you have to do is edit the image when you put it on your content page and throw your keywords in the ALT text. Just add the words "image 1" or "image 2" to each one so that you are not at risk of looking like you are keyword stuffing.

Here is how that looks on your webpage if you are using internet explorer and you hover over the image...



Ok, so that covers the basics for keyword density and placement in the content of your page. Now we just need to put your keywords in your page metatags.

Meta tags are HTML tags that are used by web browsers to display the page title which gets displayed in the browser window, and it's also used by the search engines when they display your site in the results.

The page title and description are what you usually see when you search for something and see all the sites in the results...

This is the page title

Sarasota Real Estate & Sarasota Homes For Sale — Trulia.com

Find Homes For Sale in Sarasota. Search Sarasota, Florida real estate, recently sold properties, foreclosures, new homes, school information and much more ...
www.trulia.com/FL/Sarasota/ - 357k - [Cached](#) - [Similar pages](#)

This is the page description

Sarasota Real Estate & Sarasota Homes For Sale — Trulia.com

Find Homes For Sale in Sarasota. Search Sarasota, Florida real estate, recently sold properties, foreclosures, new homes, school information and much more ...
www.trulia.com/FL/Sarasota/ - 357k - [Cached](#) - [Similar pages](#)

And this information is what you put into the meta tags of your website pages. Most website design software has meta tag editing tools, and if you are using RealWebsite you just enter this information into the content page settings.

There's also a meta tag for entering your keywords, and all you have to do is enter your keywords that you are optimizing for and separate them with commas. Just don't repeat keywords, keep it simple and limited to about 5 keyword phrases.

Here is what the meta tags in HTML view would look like for our example...

```
<title>Sarasota Homes For Sale | Houses For Sale Sarasota</title>  
<meta name="Keywords" content="sarasota homes for sale, sarasota homes, sarasota houses, house for :  
<meta name="description" content="Deep Discounted Sarasota Houses For Sale, All Price Ranges, Get In
```

It's hard to fit in on the page, but you see basically the idea. Again, most web creator software will do the HTML formatting for you, you just enter it in.

That's pretty much it for formatting your web pages. Now we can get into the linking strategy that comes into play and is a HUGE part of your off-site SEO, but also provides value within your site.

Keywords in domain names

Your domain name is the root part of your website URL, it's the section that usually is right after the www in a website address, for example the highlighted portion of the following website address is the site domain name...

<http://www.sarasota-homes-for-sale.com>

You register that domain name with registrars like Godaddy.com and then you own that domain so no one else can use it.

Using keywords in your domain names can make a HUGE difference in your search engine rankings. So whenever possibly try to register the domain that contains your exact keyword phrase that you are trying to optimize for.

If you have to, change the keyword order, or get domains with hyphens in them. For example...

sarasota-homes-for-sale.com

homes-for-sale-sarasota.com

You're not worried too much about what people are going to think, this is for the spiders to see and will help them further determine what your site is all about.

To make it easier for people to find your site you can register a fancy domain name and have it setup to redirect to your main domain name. But you want to use this keyword rich domain name in all your hyperlinks and marketing.

I'm going to explain how to use keywords in your links in the next section...

Keywords in your hyperlink anchor text

This is a very important topic for SEO, both on-site and off-site. And I need to cover it here so you know what it is when we start doing our Off-Site SEO strategies in the next sections.

You already know what a hyperlink is... it's usually the blue underlined text on web pages that when you click on them they bring you to another page... right?

Well the anchor text of a hyperlink is the text that you see on the page, and the link target is the url that you are brought to when you click on it.

So, if I created a hyper link with the anchor text of "click here right now" it would look like this...

[click here right now](#)

Ok, but let's take a look at this from a search engines stand point. When a search engine spider is crawling around your pages and comes across one of your hyperlinks, it's going to follow that link to see what's on the page that the link points to.

That's how the spiders get around the net... they just keep following links and then reporting back what they find.

So if the spider gets to a hyperlink it's going to read the anchor text and get the first information about what that target page might be about. And so this is the perfect opportunity get a keyword in front of them.

Now if they come across a link and read the anchor text and it says "sarasota homes for sale", and then they follow the link to a page that is optimized for that keyword... this is going to make a BIG positive difference in how well your site ranks for those keywords.

So your link would look like this..

[Sarasota Homes For Sale](#)

This is how you want to create this link everywhere you put it both ON your website pages and OFF your website pages. We will talk about inbound linking strategies in just a minute.

But for internal pages on your website you want to use this keyword optimized link to direct people to your home page. So, instead of using the common link text “Home” to get back to the home page, you want to use your keywords in the anchor text.

Now let’s take a look at how this plays a major role in your Off-Site SEO...

Off-Site Search Engine Optimization (SEO)

The off-site SEO is actually more important than the on-site SEO, but together they work like magic. While the On-Site SEO is important for spiders to determine what your site is all about... the Off-Site SEO is going to give you the popularity votes that you need to get to the top of the search engines.

What I mean by popularity vote is... let's say "Joe Investor" comes up to you and tells you that they are the top real estate investor in your town, and they are doing the most and the biggest deals around.

You might say to yourself... really? Because without seeing proof or talking to someone credible to back that up, I tend to think everyone is full of it.

So, now if you're talking to a local attorney who has been in town for years and knows everyone, and is someone you respect and trust (NOT!) and they tell you that Joe Investor really is a killer and that he has done some of his closings to prove it... well, then you might tend to believe it a little more.

And If you start to hear that from others in the real estate field in your area like your title agent, a few Realtors and maybe even a few building contractors... well then it's pretty obvious he must be telling the truth, or close to it.

That's how Off-Site SEO works for your website. It's going to give the search engines the proof they need to decide that your site is actually what you have optimized it to say it is.

And you do this by getting as many real estate related sites as you can to link to you and have either your keyword in the anchor text (like we talked about in the previous section) , or the content on the page they are linking from should have your keywords in it.

Makes a lot of sense... doesn't it? How else could the search engines know if your site is worth ranking at the top? They leave that up to other websites on the internet to give you the popularity votes you need to get there.

Inbound links from relevant and high ranking sites with your keywords in the anchor text is the key to top search engine rankings... but there is a right way and a wrong way to do it...

Inbound linking strategies for Off-Site SEO

When it comes to inbound links there are really two types, there are one way inbound links, and there are reciprocal links.

A one way link is when a website links to you and you do not link back. This is usually done when other sites find yours and want to inform their website visitors about you... these are the best types of links.

Reciprocal links are usually when you and another website owner agree to link to each other and do what is called a link exchange.

At one time it was enough to get thousands of inbound links from any type of site on the internet, and so a huge link exchanging trend started were website owners would just being to exchange links with any site that would exchange with them.

And there are still a lot of mislead people out there because I get over 20 link exchange requests every day for my websites. And their websites are often so unrelated (pet products, gardening tips, wedding planning, etc.) that it leads me to believe they have not get gotten the memo from Google.

Linking to websites that are completely unrelated to your website do you absolutely no good at all!

In fact, if you have a lot of these forced link exchanges Google will assume you're doing what is called "link farming", and they'll literally boot you completely off their search engine all together.

That's what you do NOT want to do.

What you DO want to do is exchange links with other websites that are closely related to your sites, and they are NOT link farming.

Here is a quick list of sites that could be considered related to our real estate investing sites...

- Other real estate investor websites
- Real estate agents and brokers
- Mortgage lenders and brokers
- Real estate attorneys and title agents
- Real estate insurance agents

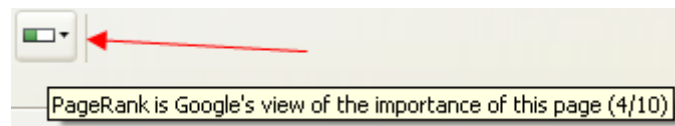
- Building contractors or home remodelers
- Finance related websites
- Property appraisers, inspectors, and surveyor websites

You get the idea... just keep it closely related to your site content and you'll be fine. Geography does not really matter, although I would probably stick to English language formatted websites.

Now, when it comes to choosing the sites within these categories to link exchange with, it's pretty easy to do.

If you have not already done so, you should download the Google Toolbar and install it on your computer. This will give you a new web browser toolbar that has one VERY important tool on there... the Google Page Rank tool.

Once you install the toolbar you will see a little image on the toolbar that will change each time you visit a new web page, and it will display a little graph that represents how Google ranks that page, you can see it in the following image...



That little image tells you that Google thinks the page that I was looking at has a rank of 4 out of 10. That's really good.

To get a PR4 you have a decent and well indexed website. Most sites are ranked at a 2 or 3, and very few if ever will get over 5 unless you are Ebay, or Amazon type websites.

So, what you really want to do is try and stick to link exchanging with websites that have a PR2 or higher. This will ensure that you are linking with websites that Google feels is a reasonably good website.

There are tons of software programs out there that will allow you to automatically build link exchanges and promise to get your thousands of links in a few days... well, I have probably tried all of them and that's just not true.

You can however save a lot of time by using a few link exchange directories because typically the websites that are listed there are other website owners that understand the value of link exchanges, and if you manually manage your link pages you can join them for free and start requesting links.

The one I like to use for this is www.linkmetro.com. You can create a free account there and begin requesting link exchanges right away... and you will likely get a dozen or so from there pretty quickly, but then it tends to drop off and gets a bit harder to get people to respond.

Stick to manually building a few links a week and you will be outranking your competition in no time at all. Google and the other engines like to see slow methodic link growth, and if they see a bunch of links all popup at once, they will flag you again and think you are forcing yourself on them.

To create a link page on your website, all you have to do is create a page and start putting the links of your link partners on there, and it could look simply like this...

[Real Estate Investor Websites](#)

Website hosting and management for creative real estate investors. Create up to 10 websites for buying, selling, renting or whatever for one LOW monthly subscription.

[Real Estate Investor Software](#)

Prospect management and direct mail automation software for creative real estate investors. Keep track of follow-ups and automate the scheduling of multi-step direct mail campaigns from one easy to use software program

Sorry couldn't resist the opportunity to plug my products there, but you see what I'm getting at. Just put a link, and a description. That's it

And don't forget that when you give your link to your exchange partner to put your keywords in the link text. This is what will help improve your link popularity for your keywords and give Google and other search engines the proof they're looking for.

Do this for each website you are trying to optimize, and then you can link to each of your websites from the other as well and add a few more inbound links from your own sites.

And that's going to bring me to my next off-site SEO and traffic strategy... using Blogs in your SEO strategy.

Using Blogs in your Off-Site SEO and traffic getting strategies

You'll begin to see that all of these strategies we talk about for Off-Site SEO include the inbound links, and using the keywords in your anchor text. That's the core element to all this. The goal is to get as many relevant sites to link to you and have your keywords in the link text.

Another way to do that is using Blogs, and there are two ways to do this...

1. Create your own blogs and then link to your websites from your posts.
2. Comment on other peoples blogs and get a link back to your websites.

Let's take a look at the first one; using your own blogs and linking back to your websites.

You already know what a blog is right? It's just a simple website that contains a collection of posts that you submit and it categorizes those posts in date orders. The term is derived from web logging, which became weblogging, and then just blogging.

Blogs are GREAT for search engine optimization because search engines tend to index them faster than they do websites. This goes into the whole Web 2.0 concept that we will cover in the next section.

They search them faster because typically the content changes all the time. Some bloggers are updating their blogs a few times a week, and others a few times per day.

So the search engines have to keep checking these sites to see if there is any new content that they should be aware of. Therefore blogs are a great "spider food" as I like to call it.

You can create free blogs all over the internet, but I always recommend you create them with Blogger.com or WordPress.com.

Blogger is probably a slight bit better for simple SEO blogs like I'm going to tell you to create because Blogger is actually owned by Google... and well, they are going to give their own products a little more attention.

WordPress is probably going to be better for your more serious authority blog if you were going to create one for yourself and invite people directly. WordPress is the big dog in the blogging world and there are literally thousands of plug-ins and themes and other apps that you can find for WordPress and really make a nifty blog there if you wanted to.

For our purposes here, we're going to use Blogger blogs and create our "spider food" blogs. And here is how that will work...

You want to create two or three blogs and populate them with current event topics that are going on in the news and around the internet and then link back to your websites from there.

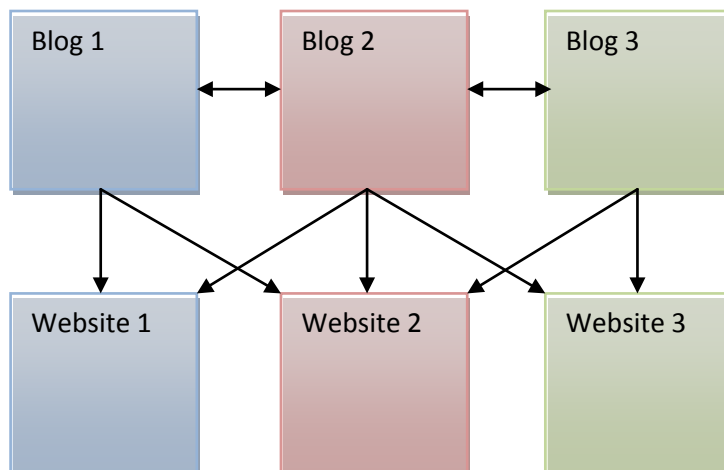
I would create one blog for each website you create, so if you have a website for attracting private lenders, then I would create a private lending blog, and do the same for your buyer's list website and your motivated seller's website.

Then once or twice a week you just create a blog post on each blog that contains current event type information related to your website.

So, on the motivated seller's blog you could post about recent foreclosure rates or record high MLS inventory numbers. You want the info to be recent events to increase your chance of getting a top 5 search engine ranking because the info is so current and there will be few sites that will have the same information.

Then to really maximize the potential of each post you make on each blog... you could go and create a summarized post about it on your other blogs and link back to the original post.

You're essentially creating a web of links between your blogs to maximize the potential for a search spider to find your post and rank it in the search engines. So here is a diagram of how that could look...



As you can see it becomes a big web of blog posts and links between your blogs. This is a concept that a very well known internet marketer named John Reese calls “owning more of the internet”.

The more content you have out there, the more likely it will become crawled and indexed by the search engines. And while this strategy not only creates a bunch of inbound links to your websites, it also creates lots of opportunity many of your blog posts to end up getting ranked well for a variety of other search terms.

If you had 500 posts and each page got one or two visitors per month and then each blog had a link from there to your website you would be doing very well.

Just don't forget to link to other blogs and websites from your blog posts. The search engines like to see that you are linking out to other great resources... they like to know that you are contributing to the world wide web of links that we have come to know as the internet.

Pretty cool right... that is actually an advanced strategy, but it works so well I just had to give it to you.

The other way you can use blogs as part of your Off-Site SEO as well as to get traffic from blog readers is to comment on other blog posts.

Just as I mentioned that you may end up with a blog post that gets ranked well in the search engines, there are many others that are trying to do the same thing. And so you will be able to find their blog posts by using the [Google Blog Search](#) and then typing in some relevant current event keyword phrases...



In my image above you can see I searched for the keyword phrase “mortgage crisis” and at the time of this writing, that’s pretty much at the top of the list when it comes to real estate related current events.

So in my search results I would just go and checkout the top 20 blogs that come up and see if they are related to what my sites are all about. And then I would scroll down the blog comments section and see if I could leave a comment without joining, and also I want to be able to enter my website address along with my comment.

Here is an image of a comment box that is ideal for what we are looking to do...

Leave a Reply

The screenshot shows a comment form with three input fields and a text area. The first field is labeled 'Name (required)' and contains the text 'sarasota houses for sale'. A red arrow points from the text 'keywords in name field' to this field. The second field is labeled 'Mail (will not be published) (required)' and contains the email address 'john@homebuyerssarasc'. The third field is labeled 'Website' and contains the URL 'http://www.homebuyerssa'. A red arrow points from the text 'website address' to this field. Below the fields is a text area containing the following text: 'It's an interesting arguement and leads us all to wonder who's fault it really is. But in the mean time home prices are dropping like rocks and now finally buyers can afford to own homes again without having to accept rediculous mortgage terms. You can literally buy homes at pennies on the dollar in my area, when just 3 years ago the median home price was selling for 8 times the average family combined annual income. Its terrible for current homeowners, but a blessing to want to be homeowners.'

Notice that I put my keywords in the name field, and then my website address in the website field. Now when the post is submitted and the comment turns my name into a hyperlink, my link now has my keywords in the anchor text...

1 Comments For This Post

The screenshot shows a comment box with a yellow highlight on the name 'sarasota houses for sale'. A red arrow points from the text 'keyword optimized link' to this name. The comment text reads: 'sarasota houses for sale Says: Your comment is awaiting moderation. April 2nd, 2009 at 7:05 pm It's an interesting arguement and leads us all to wonder who's fault it really is. But in the mean time home prices are dropping like rocks and now finally buyers can afford to own homes again without having to accept rediculous mortgage terms. You can literally buy homes at pennies on the dollar in my area, when just 3 years ago the median home price was selling for 8 times the average family combined annual income. Its terrible for current homeowners, but a blessing to want to be homeowners.'

Also notice that the comment I put in there is related to my website content, as well as the blog post (the blog post was about the mortgage crisis), and so the blog owner will not likely delete my comment, and anyone that reads it may be interested enough to click on my title link and visit my site.

VERY powerful way to integrate two traffic strategies into one.

Using forums in your Off-Site SEO and traffic getting strategies

Forums are a great way to create SEO friendly inbound links, but also for getting traffic to your sites from laser targeted prospects.

A forum is basically a website where people of similar interest go to ask and answer questions and communicate with one another. This is actually the starting point of what we now consider Web 2.0.

The concept of Web 2.0 is that with all the new social networking sites (Facebook, MySpace, etc), blogs and forums, site visitors have the ability to contribute and dynamically create the content.

What was previously just a collection of static pages that visitors could read has now become a dynamic and ever growing integration of people's thoughts and contributions.

And that all started with simple forums and newsgroups. There are still lots of very active and highly targeted forums that we can use to get involved in and ultimately siphon off some of their traffic.

The way we do that is by contributing to the forum posts and then linking back to our websites using our forum signatures.

When you create a user account on almost all forums, you can setup a signature that basically gives a description of what you are about, and most offer you the ability to add a hyperlink. Here is where we are going to enter your keyword optimized link as well as some mini-ad copy that will attract other forum users.

Here is an example of a forum post that has a keyword optimized signature...



The screenshot shows a forum post interface. At the top, it says "Posted: 21:11 on 04-02-2009". The main text of the post reads: "You could go over to www.eLance.com and post a project to have them created for you. Then you could have them developed to meet your specific needs and integrate your marketing funnel into the ebook." A red arrow points from the text "Keywords in my link" to the signature link. The signature is: "RealWebsite™ [Real Estate Investor Websites](#) - Websites for Creative Real Estate Investors". Below the signature, there are several icons and links: "Profile of JohnCREI", "JohnCREI's Products", "Edit/Delete Post", "Quote this Post", and "Report this post".

If your forum post helps out the person that started the thread, or anyone else that happens to read the post then you will without a doubt get people clicking through to your website from that signature link.

And because your keywords are in the link text you will also get a quality inbound link coming from a high PR ranking website that is loaded with relevant content.

This is a very powerful method, and finding forums is really easy.

You can do a Google search for “forum search” and you will get a large number of forum directories that you can look through to find forums that might get you some good quality inbound links.

And if you look around in your local area for real estate related websites you might find there are local websites with forums that you can contribute to and have a better chance of getting some targeted traffic.

Using social networks to build buyers lists and find private lenders

Social networking seems to be the BUZZ these days and for good reason. Almost every person that uses the internet is a member of one or more social networking sites, whether it's limited to Facebook and MySpace, or others that are more concentrated on groups of like interested people.

This provides us with another opportunity to go and siphon off traffic from these sites and get our messages in front of literally thousands if not millions of people that may be interested in what we are doing.

One of the great features that most of these social networking sites have is the ability to locate people and groups of people that live and work near you in your city, county and state.

This is very valuable because you can join and create groups that contain people of similar interest or in our case are real estate investors or real estate related professionals.

So you can quickly go and search for people in your geographical area using keywords like "real estate investor" or "mortgage broker" or any of the terms that may return a list of people that will be good to get connected with so you can build your buyers list or source private money.

Let's take a look how that works on [Facebook.com](https://www.facebook.com)...

Using Facebook to sell properties, build buyers lists and locate private lenders

Facebook.com is a very popular social networking site, and the way it works is you create an account and then search for people you know, or groups you are interested in and then add and join them into your profile.

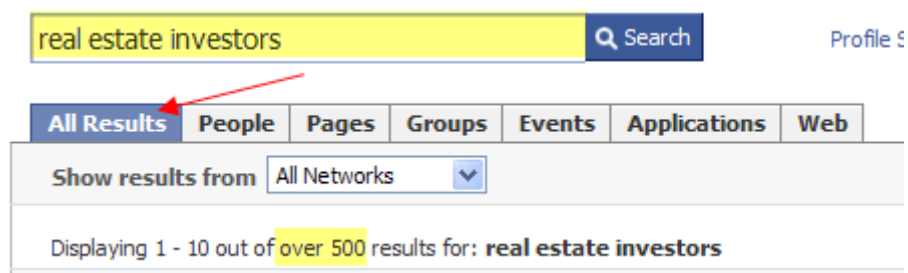
Then what happens is your profile gets linked with all their profiles and when you “write on your wall” or the walls of others, all of your linked friends and groups will see what you wrote.

The key here is that you can search for other real estate professionals and real estate investing groups and then when you have a property to sell, or if you’re looking for a private loan you will be able to write a comment and all your Facebook friends will see that message and ideally contact you if they have interest or can help.

After you create your account, here is how you can quickly find others Facebook members that will help you sell properties, build you buyers list and locate private lenders...

First, you want to use the search feature to find people, and by default the search results will be of all people and groups that are located near you. They determine this by the city and state you use when you create your profile... so if you are investing in multiple cities or states you may want to create a separate profile for each area you invest in.

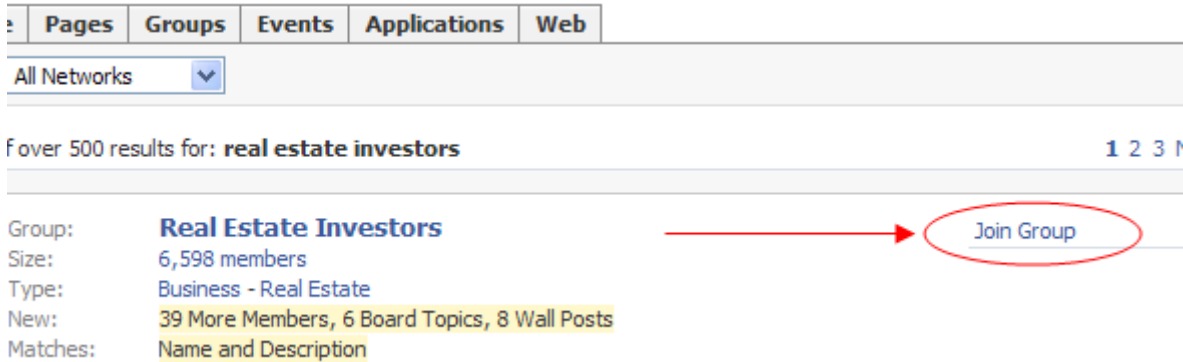
Here is a screen shot of my search, I used real estate investors because I will start there to build my buyers list...



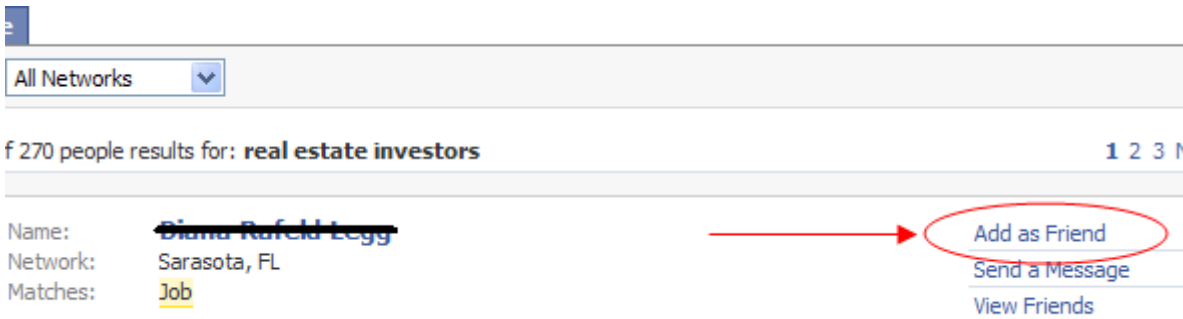
This search returned over 500 results for people, groups and events related to real estate investors in my area.

Now, we just start going through and joining groups and adding people to our profile so we can begin to build a huge network of real estate investors that we can start communicating with, and ultimately introducing our deals to so we can get them sold and/or funded.

All you do is go through and click on the “request to join” link on any groups that you want to join...



And click on the “add a friend” link for any individual people that you want to connect with...



You can repeat this process using as many different search keywords as you can think of, for example...

- Real estate agents
- Mortgage lenders
- Real estate attorney

And then just add the people that you feel might be good to be in virtual contact with. Then when you have a deal you’re working on, you can go here and write a comment with a link to one of your websites where you have either a landing page where you are

squeezing them into your list, or a website page with the details of the deal and a contact form so they can get more info.

What you will find is over time others will do the same thing and your facebook relationships will grow automatically and in no time at all you could have over a thousand linked friends. And then when you post a deal you will have a good chance that you will get it sold pretty quickly right from there.

And if you are redirecting those people to your website where you are collecting more information from them like what types of deals they are looking for, and how much they can pay... now you have a shopping list to go look for properties with.

So don't forget the second step in the process... build the relationships on facebook, but look to get them to your landing pages so you can collect information from them so you can serve those relationships better.

And also, don't forget to link back to your websites from facebook with your keywords in the anchor text so you can get high PR ranking one-way inbound links to your site as well.

Using Twitter to sell properties, build buyers lists and locate private lenders

[Twitter.com](https://twitter.com) is another phenomenon that has come out of this Web 2.0 revolution, and it's not so much a social networking site as it is a mini-blogging site.

Most likely everyone you want to get connected with already is on Twitter. Whether you want to get better connected with your Real Estate Investment Association, Social Network, Buyers, etc., Twitter is the place to do it. And it is even easier to get connected with new people at Twitter than on Facebook.

If you feel you've a lot to learn about online networking, Twitter is the easiest and fastest place to get started with building your network fast. Twitter is also great for those, who don't feel comfortable sharing their bios and a lot of information right away.

The Power of Viral Tweeting via Re-Tweet. Twitter allows you to "re-tweet" the posts of others to share with your network. This ability can create the potential for a cool, interesting, or informative post to spread virally. Re-tweet news spreads like wildfire.

When a mover and shaker on twitter (an "influencer") posts something interesting, you'll see it re-broadcasted many times over. Twitter gives you the ability to post something that can spread like wild fire and help build your name or reputation. You've got to participate to gain access, though!

While Twitter will probably never be your sole marketing tool, it sure deserves a place in your marketing arsenal. This is a great way for other Investors and real estate professionals to find you and keep up with what you are doing. Because other tweeters are going to be searching posts and getting those re-tweets from people you know, you will quickly begin to build a large following and will have a large group of people getting your tweets.

Now let's look at how simply this could be applied to your business... when you get a new property under contract, you tweet it. If you have 100+ Investors following you, you're bound to get some action on the property.

There are also tools that let you automatically post your latest blog post to Twitter, but these aren't the only way to do it. Meeting new people brings visitors, as does posting interesting content.

Text message tweets to your entire list from your phone. Let's say you are headed out to pick up a contract. Twit the entire process via cell phone text message. It might look something like this:

- Your TownWholesaler:** headed over to look at a 2-story in Your Town in need of rehab
- Your Town Wholesaler:** recent solds in the neighborhood support my comps, going for a contract
- Your Town Wholesaler:** GOT IT! Flipping it fast for only \$55k, worth \$110k, \$10k in rehab call quick 555-555-5555
- Your Town Wholesaler:** found a buyer... meeting with them in 30 mins, backup offers welcome 555-555-5555
- Your Town Wholesaler:** sold within 5 hours to rehab investor, go to www.yourwebsite.com to see other deals.

See how strong that is? Do you think that next time you have a property under contract anyone that's following your twitter posts is going to hesitate to call you if they're buying properties? No.

You can use your cell phone to keep your Twitter followers up to speed, and those of you with iPhones and other sophisticated smartphones can use third party software to keep up completely with everything happening in your Twitter world.

Also note, you can install the [Facebook Twitter Plug-in](#) to your Facebook profile and now your tweets are available for your Facebook followers as well.

Using Craigslist to sell properties, build buyers lists, and attract motivated sellers

No guide to free marketing strategies would be complete without a mention of Craigslist.org. Unless you've been living under a rock for the last few years, then you probably already know what Craigslist is. This is the granddaddy of all the freebie sites. I know countless Investors (including myself) that can trace many thousands of dollars to their ads on Craigslist.

It's the online classifieds that's singlehandedly taking town newspapers all over the country because people are no longer advertising or looking in the print classifieds... instead, they turn to Craigslist or other FREE classified sites (kijiji.com is another one).

I know a landlord that prefers the tenants he attracts from Craigslist to those he acquires from the paper. Why, for a few reasons. One, they were able to afford a computer AND internet at some point. Two, they are smart enough to search Craigslist and three, by posting pictures he is able to screen out so many people before he ever gets on the phone with them.

Obviously people are listing houses to buy, sell, and rent all the time on Craigslist.

And you can tap right into that by posting ads and linking to your website... right?

For example, if you want to build a buyers list... post one of the properties you have under contract and link to your site for more information. Then direct that traffic to your 'Buyer's Application' form and collect their information.

Same goes for buying houses... just post an ad that lets people know that you're looking to buy a house and link to your site where they submit info about the house they are selling.

The only problem that you'll run into with Craigslist is that you have to constantly re-post your ads each couple of days, and this can be a bit time consuming.

So you have two options:

- 1) Re-post the ads every couple days yourself...
- 2) Pay someone to do it for you... Here's a company that is willing to do it for you:

<http://stallmann.name/packages.html>

Then you just direct those people that view your ad to one of your landing pages that you can create using [RealWebsite™](#) to collect the leads automatically. Once they hit your landing page you can use the techniques I mentioned in the landing pages section to encourage them to submit your feedback form.

RealWebsite™ integrates flawlessly with auto-responders like [Aweber](#) so you can follow-up by email automatically, week after week, until the two of you agree on a bit of business.

That's all part of the 'Set it and forget it' approach to using the internet as a marketing source for your Real Estate Investing business.

Using property listing sites to sell properties and build buyers lists

Once you have mastered Craigslist it is time to scale this practice to an art form. The next time you get a property under contract... In addition to Craigslist, how about we give you over 100 additional websites to advertise your property on?

The sites below offer you the ability to list your property. Some of them paid, most of them free. The combined visibility is well into the millions of viewers and growing.

I often hear new Investors complain "I don't have a buyers list". **What?**

We're giving you direct access over 100 separate buyers' lists. Every site has a following. You just have to figure out which one has the best following. That's where the fun part comes in. You or your virtual assistant (VA) gets to post your first deal to every one of them.

I'd wager your assignment fee that you could not post to every one of these sites and not assign the property within the first 30 days...

www.ebay.com	www.mlshub.com	www.homeportfoliojunction.com
www.livedeal.com	www.postyourpad.com	www.forsaleownerhomes.com
www.allstatesfsbo.com	www.homeclassifieds.com	www.allthelistings.com
www.shopdreamhouse.com	www.backpage.com	www.nwrealestate.biz
www.ownerswillcarry.com	www.privateforsale.com	www.actualhomes.com
www.homes85.com	www.findgreatrealty.com	www.forsalebyowners.com
www.byowners365.net	www.sellhomeshere.com	www.tourmeonline.com
www.forsalebyowner.com	www.fsbsites.com	www.base.google.com
www.intlistings.com	www.homesekerz.com	www.olx.com
www.Fsbosellbuy.com	www.owner.com	www.Forsalebyownercenter.com
www.realestate.aol.com	www.repus.net	www.realestate.msn.com
www.domesticsale.com	www.thehomelist.com	www.oodle.com
www.homes-for-sale-by-owner.info	www.realestatemate.com	www.propbot.com
www.craigslist.org	www.fraserhomes.parkwest.com	www.realtymadeeasy.com
www.edgeio.com	www.fsbodopoe.com	www.fsboi.net
www.fastrealestate.net	www.fsbo-bc.com	www.talkingproperties.com
www.zillow.com	www.sellitbyowner.com	www.fsbogorilla.com
www.househunt.com	www.usfreeads.com	www.totalrealestatesolutions.com
www.homesbylender.com	www.salesbyownerrealty.com	www.listbyowneronmls.com
www.trulia.com	www.salebyowner.com	www.forsale.byowner.com
www.homesalez.com	www.fsboamerica.org	www.fsbolocal.com
www.hometoursonline.net	www.propertiesites.com	www.usapropertyadvertiser.com
www.kijiji.com	www.realestate.yahoo.com	www.fromhomeowner.com
www.isoldmyhouse.com	www.owners.com	www.fsbozone.com
www.homesbyowner.com	www.homesforsalebyowner.com	www.mlshub.com
www.helpussell.com	www.fsbo.com	www.postyourpad.com

Internet Marketing Strategies for Creative Real Estate Investors

www.privatesalerealty.com
www.reachbuyers.com
www.realestateshows.com
www.fsboadvertisingsservice.com
www.ushx.com
www.theyellowsign.com
www.byowner.com
www.homesellnetwork.com
www.fsbo.foreclosure.com
www.militarybyowner.com
www.buyowner.com
www.fsboards.com
www.home-for-sale.com
www.usatoday.com
www.listingofhomes.com
www.fsbo.net
www.neorealestate.com
www.mhbo.com
www.biggerpockets.com
www.sellyourhomeyourself.com
www.weblistings.com
www.properazzi.com
www.fsbon.com
www.houses4sale-online.com

www.wantedtosell.com
www.virtualfsbo.com
www.homesbyowner.com
www.helpussell.com
www.privatesalerealty.com
www.reachbuyers.com
www.realestateshows.com
www.fsboadvertisingsservice.com
www.ushx.com
www.theyellowsign.com
www.byowner.com
www.homesellnetwork.com
www.fsbo.foreclosure.com
www.militarybyowner.com
www.buyowner.com
www.fsboards.com
www.home-for-sale.com
www.usatoday.com
www.homesforsalebyowner.com
www.fsbo.com
www.wantedtosell.com
www.virtualfsbo.com
www.propsmart.com
www.walmart.oodle.com

www.homeclassifieds.com
www.backpage.com
www.privateforsale.com
www.findgreatrealty.com
www.sellhomeshere.com
www.fsbosites.com
www.homesseekerz.com
www.owner.com
www.repus.net
www.thehomelist.com
www.realestatemate.com
www.fraserhomes.parkwest.com
www.fsboepoe.com
www.fsbo-bc.com
www.sellitbyowner.com
www.usfreeads.com
www.salesbyownerrealty.com
www.salebyowner.com
www.fsboamerica.org
www.propertiesites.com
www.realestate.yahoo.com
www.owners.com

Now, it's unrealistic to think that you are going to be able to post to all those sites for every property you get under contract, unless you decided to hire a virtual assistant do it for you?

Otherwise you have an alternative that won't get your listings on all those sites, but it will at least quickly get it out on a few very high traffic ones that can get you some activity pretty quickly...

Postlets.com is a website where you can create a property listing flyer and then take that HTML code and use it on all of the websites listed above, or just use their syndication that can instantly push your property listing out to the following websites automatically for you...

- [Backpage](#)
- [DotHomes](#)
- [HotPads](#)
- [Oodle](#)
- [ByOwnerMLS](#)
- [Enormo](#)

- [Local.com](#)
- [Trulia](#)
- [FrontDoor](#)
- [Google Base](#)
- [Lycos](#)

This is a great way to get some quick exposure to properties you have for sale, but an EXCELLENT way to get people to visit your website and sign up to be added to your buyers list.

Using Video to sell properties, build buyers lists, and attract private lenders

Video without a doubt is going to be the best way for you to present one of your properties to your buyers list as well as to visitors to all the websites that you have posted your property for sale on using the techniques in the previous section.

Not only is video going to make your listings stand out from the rest who are simply using pictures, but it's also going to allow your potential buyers get a chance to see what you have available and ultimately get them excited who may otherwise have just passed over your ad like all the others.

With video you can give them a virtual tour of your properties and show them what need repairs if any, and any potential that the property could have so they don't have to physically come out and look.

This is great for rehab investors who can usually make an offer on a property without even getting inside as long as they can get it at the right price and have some basic idea as to what repairs are needed. I personally have bought several properties based simply on the fact that even if I had to gut it and re-build it completely I could still turn a profit.

But giving them good video will help them sharpen their pencil and determine if the deal is good, and this will ultimately lead to more interested investors or retail buyers.

Here is a link to a YouTube search that will show you a bunch of videos others have made to give you some ideas... [YouTube Search](#)

Shooting video has gotten so easy too... you can go and get yourself one of those [Flip Cameras](#) from Best Buy for about \$150 and be ready to go with everything you need right there.

In fact these Flip cameras have little USB connectors build right into them so you can just plug them into your computer, and the software they give you allows you to upload the video right to YouTube. It really doesn't get much easier than that.

Then from YouTube you can copy the little HTML code they give you and then paste it on one of your property for sale landing pages and your set to go.

Then link to your landing page from your Facebook and Twitter posts, as well as all your Craigslist and Postlets ads and you will be collecting leads from interested buyers like magic.

But YouTube is not the only video sharing website out there, there are literally hundreds of them, and you can post your video to all of them and increase your visibility, here is a list of some of those sites...

- Yahoo Video <http://video.yahoo.com>
- Youtube <http://www.youtube.com>
- Daily Motion <http://www.dailymotion.com>
- Metacafe <http://www.metacafe.com>
- Imeem <http://www.imeem.com>
- Vimeo <http://www.vimeo.com>
- Ebaums World <http://www.ebaumsworld.com>
- Bright Cove <http://brightcove.tv>
- Blip TV <http://blip.tv>
- Break <http://www.break.com>
- Crackle <http://www.crackle.com>
- Viddler <http://www.viddler.com>
- Street Fire <http://www.streetfire.net>
- 5min <http://www.5min.com>
- Grind TV <http://www.grindtv.com>
- How Cast <http://www.howcast.com>
- i2TV <http://www.tellytopia.com>
- WebCastr <http://www.webcastr.com>
- Sclipo <http://sclipo.com>
- Graspr <http://www.graspr.com>
- Veoh <http://www.veoh.com>
- Rewer <http://www.rewer.com>
- TubeMogul <http://www.tubemogul.com>

And here is something I think you will love... you can distribute your video to all those sites simultaneously for free using [TubeMogul.com](http://www.tubemogul.com).

TubeMogul is the first online video analytics and distribution company serving Investors who need independent information about video performance on the Internet and automated upload to the Web's top video sharing sites.



TubeMogul's analytic technology gathers video-viewing data from multiple sites into a “who”, “what”, “when” and “where” of video viewing. Then they track and compare what's working and what's not.

Much like Google Adwords you can then measure the impact of marketing campaigns, gather competitive intelligence, and share your results with colleagues or friends.

For sites that are hosting their own videos, TubeMogul offers tracking that goes beyond traditional tracking of video "views." TubeMogul InPlay can be set up in any Flash video player within minutes to track real time rich viewership metrics such as audience engagement, attention span and site performance.

We're using this site right now to test the number of conversions to our landing pages. As bandwidth on the internet expands, more and more consumers are looking to video to find their information. As TV became more popular it never fully replaced the book, but it did create a multi-billion dollar marketplace.

My advice to you is push and struggle with the video learning curve until you get at least comfortable with it. Resisting it may leave you left behind just as much as you were when the Internet first came out. Getting on board with it just might make you a ton of money.

Putting it all together to create a profitable marketing machine

There are many other techniques that I didn't cover, and to be honest there are new internet marketing strategies and opportunities being developed every day, but the ones I have mentioned in the previous section of this book are the staples and will certainly make a HUGE profitable impact on your investing business alone.

As I mentioned earlier in this guide, 90% of your leads will come from just one or two of your marketing methods, that's just the way it goes. Some are more successful than others, but combined they create a very powerful marketing automation machine that will just crank out deals for you over and over again.

So where do you start? How do you begin putting this all together?

Here is a checklist that I would use to get things done one by one so you aren't overwhelmed by the process...

1. Sign up for a website hosting service, you will want to be able to create multiple sites, create landing pages and integrate with autoresponders. Checkout [RealWebsite™](#) to handle this part for you.
2. Sign up for an autoresponder service, I would recommend aweber.com or getresponse.com for this.
3. Decide which lead list you are going to build first... sellers, buyers, or private lenders?
4. Then create the main website and your first landing page to direct traffic from these types of prospects to.
5. Start with a PPC campaign to begin driving traffic to your websites and determining the keywords you will optimize for, and also make sure your landing page is converting leads.
6. Then start your SEO process by optimizing your websites, and begin using your keywords in the links you use in your On-Site and Off-Site SEO.

7. Now it's time to create your Facebook and Twitter accounts and begin to contribute and build relationships and link back to your website whenever possible using your keywords in the link text.
8. Now begin building your Blog network and link back to your sites with keywords in your text links. Post once a week at a minimum using current event type articles to feed the search engine spiders.
9. Begin posting in the forums, commenting on other blogs, and setup ads on craigslist and as many other classified ad sites as you can.
10. Repeat this process for as many sites as you are trying to collect leads from and then when you get a property under contract or ready to sell... create a video, post it on one of your landing pages with a feedback form, and use the last few strategies I covered in this guide to get them sold.

Final Words...

I hope you found great value in this guide. I have no doubt that if you follow along and read this over a few times, and then DO IT, you will have a powerhouse lead generation system in place that will ultimately allow you to build a consistent and highly profitable income from your Real Estate investing business.

Another very important thing... PLEASE DON'T GIVE UP TOO EASILY!

When you find yourself faced with a technical challenge, or anything you're struggling with. It's easy to say it's too difficult and just quit. But every time you overcome one of these small challenges, it becomes one less challenge you have to face in the future.

To your greatest success!

John Schroeder
RealInvestor Software, LLC
Developer of [RealProspect™](#) and [RealWebsite™](#)

Using RealWebsite™ to create, host and manage your websites...

When it comes to building websites, there are lots of options. Just doing a search on Google you will find 133,000,000 results. Then there are all of the custom designers that are not in the Real Estate business... but willing to give it a shot.

You can even create your websites yourself if you are comfortable with using HTML editors like Dreamweaver and FrontPage and image editors like Paintshop Pro and Photoshop.

I'm going to be honest... creating a website can be one of the most frustrating undertakings you will ever go through. If you can afford the one-on-one development costs, and don't mind the stress, then I think you should go for it.

Just keep in mind that you'll be paying several hundred dollars or even thousands (per website) for anything decent, you'll pay for every change you want to make, and you'll still have to pay for hosting.

However if you don't want to go that route, then I have an alternative that I think you'll find exceptional value in. It's a website builder, management, and hosting solution specifically designed for Creative Real Estate Investors like you called [RealWebsite™](#).

It includes over 50 design templates for buying, selling, renting, private lending, lease optioning, foreclosures, etc... and you can create and manage up to 10 websites for only \$27 per month (all 10 in one subscription)... that's it!

With RealWebsite™ you have the ability to...

- ✓ Create 10 websites with one subscription account.
- ✓ Select from over 50+ professionally designed website templates.
- ✓ Create an unlimited number of content pages.
- ✓ Completely manage your site content yourself using a Microsoft Word like editor.
- ✓ Create and manage all your feedback forms.
- ✓ Display properties you have for sale on your property listings page.

- ✓ Integrate landing page submission forms with auto-responders like Aweber, GetResponse, & iContact.
- ✓ Have form submission details emailed to you as well as saved to an online database.
- ✓ You also get FREE technical support.
- ✓ Detailed VIDEOS to help you set everything up.
- ✓ And BEST OF ALL there are **NO SETUP FEES!**

When you begin your subscription, you will be given a complete website that can be used right away for your Real Estate investing business, as well as an example landing page site so you can use that as a template for creating landing pages for all your advertising campaigns.

And the best part of it all is... you can [take it all for a test drive](#) for FREE!!!

Within just a few minutes of setting up your trial subscription, you can have one of your sites up and ready to go to test some of the strategies I provided for you in this guide. In fact, I encourage you to take just one free or low-cost tactic, combine it with one of your landing pages on RealWebsite™... and you'll start getting quality leads within the next 24 hours.

Then repeat the process for each of your websites and before you know it you'll have an internet money machine putting deals right into your hands every day consistently!

Give it a shot, get Started Right Now.... <http://www.realinvestorwebsite.com>



Resources

[RealWebsite™ Websites for Creative Real Estate Investors](#)

Create up to 10 websites with hosting included for only \$27 per month. Start your 14 day trial and have your fully functioning website up in less than 5 minutes.

[RealProspect™ Prospect Management & Direct Mail Automation Software](#)

Keep track of important follow-ups and automate the scheduling and mailing of multi-step direct mail marketing campaigns.

Autoresponder Software Providers....

- ✓ [Aweber.com](#)
- ✓ [GetResponse.com](#)
- ✓ [iContact.com](#)

Google Tools & Applications...

- ✓ [Adwords PPC Marketing](#)
- ✓ [Keyword Research Tool](#)
- ✓ [Website Statistics Analytics](#)
- ✓ [Website Conversion Optimizer](#)

[WordTracker Keyword Research Tool](#)

Additional tool for finding keywords for setting up PPC campaigns and optimizing website pages.

[Perry Marshall's Guide to Google Adwords](#)

Perry is the king of Adwords and his guide is well worth the little amount of money he is charging for it. If you are using PPC, you should get this guide... and you SHOULD be using PPC.

[AudioAcrobat.com Video and Audio Streaming Service](#)

If you can spare a few extra bucks per month, this service will take all the tech out of streaming audio and video on your websites.

[ScreenCast.com Video Streaming](#)

You can setup a free account with ScreenCast.com and use them to stream any videos that you are not posting to YouTube.com or other video sharing websites.

[TubeMogul.com Video Uploading Service](#)

With TubeMogul.com you can upload your video multiple high traffic video sharing websites with one click.

[The Flip Camera](#)

Great video camera for recording your videos of properties and for your landing pages. You can buy this at Best Buy or online at Amazon.com

[Camtasia Screen Recording Software](#)

When it comes to recording powerpoint presentations or screen recordings of your computer, Camtasia is by far the easiest to use and best product avail for the price.

[Craigslist.org Online Classifieds](#)

The largest online classified site that's literally taking down newspapers all around the country. Great place to post deals and look for motivated sellers.

[Postlets.com Property Listing Distribution Service](#)

Use Postlets to create flyers for your properties and then quickly distribute your listings to high traffic real estate listing websites like Trulia.com and Zillow.com

Social Networking & Web 2.0 Sites...

- ✓ [Facebook.com](#)
- ✓ [Twitter.com](#)
- ✓ [LinkedIn.com](#)
- ✓ [BiggerPockets.com](#)
- ✓ [Real-Estate-Investing.com](#)
- ✓ [MagicBullets.com](#)

FREE Blogging Software & Hosting...

- ✓ [Blogger.com](#)
- ✓ [WordPress.com](#)