



The 3 Best Kept Secrets to Writing Content that Converts

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Quick: Write This Down

If you walk away from this session today with only one piece of information, it should be this.

To write better content that converts, keep these 3 things in mind:

- Optimization
- Engaging
- Hyperlocal





But **First**, Let's Introduce Ourselves

We're Content Coordinators!

Our day-to-day workload includes:

- Optimizing Content for Google's Search Engine (SEO)
- Writing blogs, long-form copy, and homepage copy
- Crafting email marketing campaigns
- Grammar, editing, and research



Secret #1: SEO

Search Engine Optimization helps a user find your website using Google.

To write with SEO in mind, make sure your content:

- Answers people's questions
- Provides useful and **original** information
- Is engaging and authentic
- Is free of jargon
- RankBrain



Secret #1: SEO (Cont.)

The bread and butter of your SEO is:

- Title Tag
- Meta Description
- URL

Remember, it's a marathon—not a race. Update your content frequently throughout the year for the best results. A little work at a time goes a long way.

[Sheridan Wyoming MLS Real Estate Search and Sheridan Area ...](http://www.century21bhj.com/sheridan.php)

www.century21bhj.com/sheridan.php +1

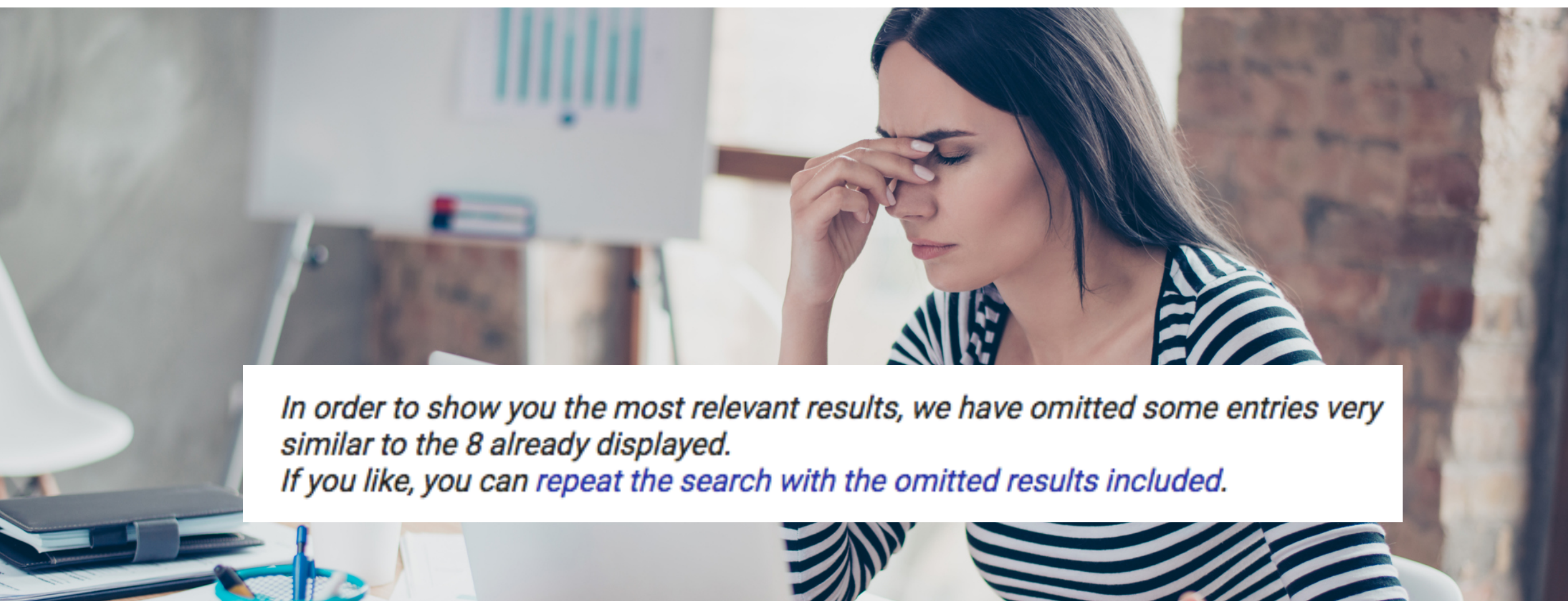
Helping Sheridan Home Buyers And Relocators Learn About The Area Of Sheridan Wyoming, Big Horn Mountain and Story.

Don't Let **This** Happen to You

Your content **must** be original.

You cannot copy/paste it from Wikipedia, a municipality website, or another agent's site.

When you copy/paste, Google dings you and won't show your website to anybody.

A woman with long dark hair, wearing a black and white striped shirt, is sitting at a desk. She has her hand pressed against her forehead, looking down with a stressed or frustrated expression. In the background, there is a desk with a laptop, a pen holder with pens, and some papers. A whiteboard with a bar chart is visible in the background.

*In order to show you the most relevant results, we have omitted some entries very similar to the 8 already displayed.
If you like, you can **repeat the search with the omitted results included.***



Secret #2: Well-Written Content

Put yourself in your client's shoes. If you're looking for information about a neighborhood, what do you want to see?

Content that is:

- Full of typos
- Incorrect grammar
- Inaccurate Information?

Probably not.



Secret #2:

Well-Written Copy (Cont.)



Trust us, the Search Engines know when your copy isn't well-written, and so do your clients. User experience is **key**.

A surefire way to boost your site's SEO and reel in leads (without overdoing the keywords)?

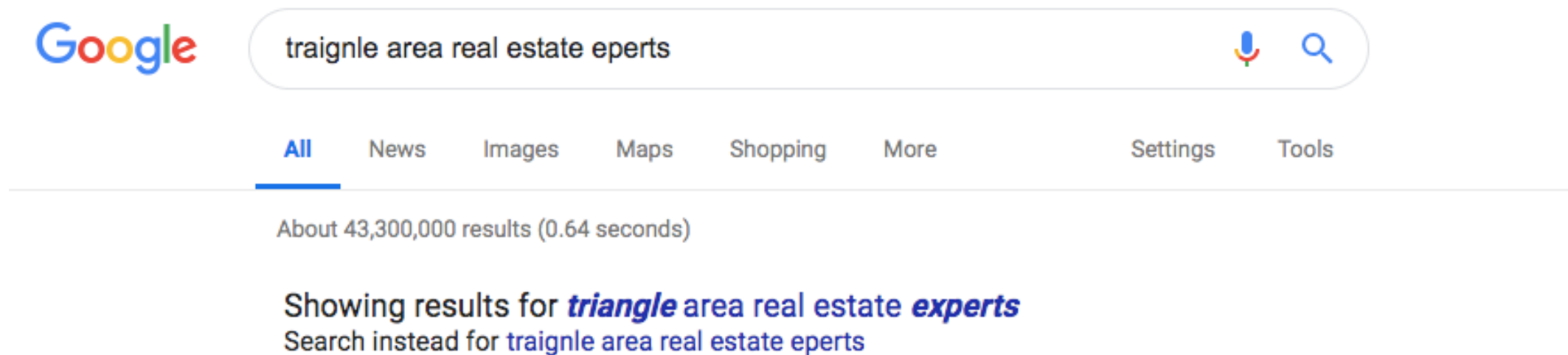
Dwell Time.

Secret #2:

Well-Written Copy (Cont.)

Optimize your content for both user experience and SEO. Through your copy, **you must:**

- Rank for keywords organically
(and ones that are spelled incorrectly)
- Format appropriately (and for mobile users)
- Convert new leads



Secret #2: Well-Written Copy (Cont.)

Instill **E-A-T**

- **E**: Expertise (in-depth)
- **A**: Authority (helpful)
- **T**: Trustworthiness (evidence)



A Few Examples

Searching for a Smaller Home? Here are the Top Tips for Downsizing

🕒 March 1, 2019 (Updated: Feb 28, 2019) 👤 Dakno Marketing 🏠 [Blog Home](#)

Downsizing can be a great choice for homeowners looking to make a financial or lifestyle change. After all, a smaller amount of space means less money on utility bills and less stress from clutter.

Are you a recent empty-nester? Moving for financial reasons? Or maybe you've watched a few episodes of *Tidying Up with Marie Kondo* and feel inspired? No matter your motivation, you're not alone—downsizing has become an increasingly popular trend for homeowners everywhere.

If you're making the move to a smaller place, here are the top tips for a Marie Kondo-style downsizing experience.

Know What You Have



Walk through your house room by room, and make a detailed list of your belongings. A helpful tip for keeping track? If you aren't in a rush to downsize, take note of each item and how often you use it over the course of a few weeks or a month. That way, you learn exactly what you'd miss most and what you could go without.

Some downsizers use a color-coded sticker system, some jot notes in a notebook, and some just sort things into piles. Find the method that works best for you, and go from there.

A Few Examples



Buying a Home in Fort Worth TX

So, you're thinking of buying a home in Fort Worth, TX? Trust us, we totally understand—Fort Worth rocks! We've got it all in this awesome little city—an exciting downtown filled with attractions, a vibrant cultural district, plenty of local arts and music, some pretty terrific events, and breathtakingly beautiful parks. And if you like the city, you'll adore all the neighborhoods filled with beautiful homes and unique charm. We love it here, and we're just sure you won't be able to resist falling in love, either. And if you're thinking of buying a home in Fort Worth, then let us be your tour guides—through the city and through the real estate process.

[**SEARCH HOMES**](#)[**MEET OUR
AGENTS**](#)[**TIPS &
RESOURCES**](#)[**FIRST TIME
BUYERS**](#)[**GET STARTED
NOW**](#)

Why Spellcheck Matters

Don't let **this** happen to you:



Secret #3: Make Your Content Hyperlocal

Users want a **local** expert.
Your content should demonstrate:

- You know this area like a local (because you are one!)
- Your knowledge is valuable to buyers and sellers
- Unlike Zillow, you have a realistic understanding of this unique market.





How to Flex Your Hyperlocal Knowledge

- Blogs and articles on local events and things to do
- Landing pages with unique saved searches
- A guide on buying a type of real estate specific to your area

Attractions & Events

Blogs and articles about **Local** Events

Arts, Veggies, & Music: The Can't-Miss Events in Broomfield this Spring

🕒 April 4, 2019 👤 James Peters 🏠 [Blog Home](#)

Warm weather, blue skies, fresh air—now that spring is here, the [Broomfield area](#) is buzzing with things to do!

Aside from the usual hiking, biking, and exploring the Great Outdoors, there are also a [number of exciting events](#) coming up on the schedule. Take a look at what's happening in the next few weeks, and mark a couple of these highlights on your calendar.

Boulder Arts Week



Where: Various venues, Boulder

When: March 29th-April 6th

What: Did you know Boulder is home to the third largest concentration of artists in the nation? This weekend is your last chance to check out the art walks, performances, exhibits, live music, readings, workshops, and more at the [Boulder Arts Week](#).

Longmont Farmer's Market



5 Reasons to Drop What You're Doing and Move to Nashville

🕒 February 18, 2019 👤 Jonathan Hagan 🏠 [Blog Home](#)

You may know it as "Music City USA," but Nashville actually has so much to offer besides great music. Many residents think of Nashville as Middle Tennessee's beating heart. It's a cultural destination with something for everyone, in one of the state's best and most exciting locations.

If you're craving the big-city lifestyle, but still want the Southern charm, laid-back hospitality, and friendly neighbors of Tennessee, [Nashville](#) is the perfect place for you.

In fact, here are five of Nashville's biggest draws.

It's Music City USA



Not only does Nashville have a vibrant live-music scene, it's home to a huge music production industry! Throughout the year, take your pick of a smorgasbord of fun musical events and showcases.

Some local highlights include the CMA Music Festival, the CMT Awards, Bonnaroo Music & Arts Festival, Make Music Nashville, the Americana Music Festival, and [so many more we don't have time to list here](#). Suffice it to say: if you're a music lover, Nashville is the place for you.

The Food is Unbelievable

This is Tennessee, after all! Whatever your favorite food, from old-fashioned Soul food to innovative ramen restaurants, there's a ton of variety in the Nashville dining scene.

We know of a handful of restaurants that are absolutely essential to your dining experience in Nashville. They include [Prince's Hot Chicken Shack](#) (don't be afraid of the long lines! It's absolutely worth it!), [Mas Tacos Por Favor](#) (bring cash), and the [Treehouse Restaurant](#) (a one-of-a-kind adventure).

A Few Hyperlocal Examples

Discover Your Dream Lifestyle

If you're looking for real estate in the Sarasota, FL area, you may be interested in a home on the waterfront, a luxury condo downtown, or a new construction. No matter what type of property you want to buy, you can find it with [the Kotaska Team](#). Use our search features below to get started, and [give us a call](#) to help you find the right home for you!

SEARCH REAL ESTATE IN SARASOTA FL BY FEATURE



Real Estate in Sarasota, FL and Beyond

Within [Sarasota and Manatee County](#), the city of Sarasota is the focus. But there are other real estate options in its surrounding communities, from Anna Maria Island to Venice, Florida. Each city and town has its own attractions, local culture, and housing options. We invite you to explore every community in our area, or you can begin your home search by area here.

[ANNA MARIA IS](#)[BRADENTON](#)[CASEY KEY](#)[ELLENTON](#)[ENGLEWOOD](#)[LAKEWOOD RA](#)[LONGBOAT KEY](#)[NOKOMIS](#)[NORTH PORT](#)[OSPREY](#)[PALMER RANCH](#)[PARRISH](#)[SARASOTA](#)[SIESTA KEY](#)[VENICE](#)

A Few Hyperlocal Examples

Unique Search Options



Want to Write Content that Converts?

Here's What You'll Need:

- SEO knowledge
 - Good grammar and tone-shift skills
- Research capabilities: the Fair Housing Act
 - Basic HTML knowledge

Ask the Expert

Get answers to all of your home-owning questions—and give your home some much-needed TLC in the process! Whether it's brushing up your painting skills or learning proper power washing methods, my Ask the Expert series covers it all.



Painting Like a Pro

From putting a fresh coat on the inside to touching up your exterior, here's everything you need to know about painting your home.

[Browse Tips](#)

Roof Repair Tips

Have a leaky or damaged roof that needs some attention? Replace your shingles, repair your problem areas, and learn what it takes to reroof your home.

[Browse Tips](#)



Lawn Care 101

Make your lawn the talk of the neighborhood! From tips on mowing properly to finally getting rid of those pesky weeds, here's my guide to lawn care.

[Browse Tips](#)



More Real Estate Tools

Local Area Guides

Prepare for Your Move

Buyer FAQs

Relocation Guide



EXPLORE THE AREA



MOVING TIPS



GET ANSWERS



REQUEST YOURS

Broomfield, Colorado Helpful Relocation Tips

With the right resources and the right professional on your side, you'll have a stress-free and successful Broomfield area real estate experience. Check out a few of these tips for moving along your moving process.



Plan Your Move Ahead of Time

Before you relocate, make yourself a clear plan of action. From buying the right resources to getting rid of unnecessary clutter, here's how you can get a step ahead of the game:

- **Gather your packing materials** – grab spare boxes from local stores, tape, packing peanuts, etc.
- **Start small** – go through the rooms you use least, and pack things up room-by-room
- **Downsize beforehand** – get rid of some of your extra items by hosting a yard sale or selling them online
- **Review moving documents** – be sure to do this if you're using professional movers

The Formula for Success



We started with three things to remember, now let's wrap it up with another three. No matter what, your copy should be:

Comprehensive

Authoritative

Evergreen

Any Questions?

Thank you for attending

REBootCamp NORTH CAROLINA

presented by  **dakno**
real estate marketing