

Social Media Summit



Charles Turner

The Turner Team Inc. at Atlantic & Pacific Real Estate (US), LLC

Today's course Handouts can be found at:
www.learninglibrary.com/handouts



PortlandRealEstateBlog.com

- 1,008 posts since 1/1/2005
- Was #1 on Google for “Portland Real Estate” for years but not now
 - Major players (Zillow, Trulia, etc.) are very SEO friendly and make it hard to compete, but not impossible
- Wordpress platform

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Let's Start at the End

- Who is your target
- Everything you do should work towards that goal
- If you want to finish a marathon, start with something manageable: 5k



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Three Main Goals

- 1) Make money
 - 2) Educate the reader
 - 3) Save time
- Easier to provide link than rewrite the answer to -
“What is a short sale?”

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Does your blog make money?

- Some have said, “I want you to list our house. I don’t need to interview you as I have been reading your blog.”
 - That’s easy money!

TURNER TEAM, INC.
PORTLAND REAL ESTATE BLOG

Atlantic & Pacific Real Estate (US) LLC

Home Photo Blog Search Properties Listed For Sale Map Search

Recommend this on Google

SEP 25 2012 **Case Shiller Continues Climb**
By Charles Turner

The July 2012 Case Shiller Index was released this morning and Portland continues to climb. At 140, the Index has climbed back up to November 2010 levels from its January through March 2012 low of 129. That's an eight percent increase but we have to look at 2011 for potential warning signs: in 2011, the Index peaked in September and then lost ground for six consecutive months. It appears that most of the other market indicators are stronger than they were this time last year so maybe we can optimistic that the a strengthening market can outweigh normal seasonal declines.

Case Shiller Portland July 2012

Month	Index Value
Jan 2012	129
Feb 2012	128
Mar 2012	127
Apr 2012	128
May 2012	129
Jun 2012	130
Jul 2012	140

Real Estate Blog Search

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Real Estate Property Search
Property Quick Search

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Content

Any question is a blog topic.

Most Recent Posts

[Case Shiller Continues Climb](#)
[RMLS Market Action August 2012-
Good News](#)
[Portland Rent Versus Buy](#)
[NW Portland Gets New Master
Planned Community](#)
[Portland Case Shiller for June 2012
Increases](#)
[Last Weekend of 2012 Portland
Street of Dreams](#)
[July 2012 RMLS Market Action
Street of Dreams meets London
Shard](#)

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Be Honest

- Blanket statements: Now is a great time to buy... not true for everyone
 - Tell me why it is a good time to buy
- Don't cherry pick to make the market look good
 - “The market is awesome, up 30% last month” (Yeah, but down 30% since its peak) Acknowledge the inconvenient truth

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Write Your Own Content or Read What Others Write for you CAREFULLY

- If you hire it out, you are still responsible
- If you don't have something to say, don't say it
- I write all my own content-no guest posts or ghost writers
 - Forces me to understand the market
- What do you think? Don't regurgitate what others have written- more importantly, don't plagiarize it.

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Be Relevant

- I believe you have to keep it real estate related-I don't go to a real estate blog to find out farmer market schedule
- I wanted to write about the Portland Trail Blazers, so I looked up the property taxes the players pay and wrote about that

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A Picture is Worth a 1,000 Words, a Video... Even More

- Spend the time to make a graph or chart that explains what the text says
 - Use tags so SEO can give you credit

Portland Metro Residential Highlights		New Listings	Pending Sales	Closed Sales	Average Sale Price	Median Sale Price	Total Market Time
2012	July	3,162	2,372	1,973	287,000	245,000	100
	June	3,208	2,435	2,244	284,100	242,000	114
	Year-to-date	21,095	14,851	12,933	269,300	229,500	120
2011	July	2,942	1,928	1,709	275,100	227,200	132
	Year-to-date	22,245	12,550	11,209	262,800	220,000	149
Change	July	7.5%	23.0%	15.4%	4.3%	7.8%	-24.3%
	Prev Mo 2012	-1.4%	-2.6%	-12.1%	1.0%	1.2%	-12.3%
	Year-to-date	-5.2%	18.3%	15.4%	2.5%	4.3%	-19.3%

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You Are What You Say

- Monitor the web for how your content is being used
 - Google key phrases “in quotes”
 - Use Google Alerts to notify you when key phrases are used, including your name
- Don’t give advice outside of your expertise- no tax, legal advice-- “Seek professional tax advice.”
- Adhere to your broker’s policies.

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Comments

- “Nobody comments...” Don’t worry. We’ve never had a client post a comment before they became a client
- I moderate comments to keep spam away but approve anything on topic whether I like it or not
- Respond to comments respectfully

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3 Responses to *Street of Dreams meets London Shard*



Immobilier de prestige says:

August 22, 2012 at 2:22 am

Love the London Shard!



Susan says:

August 22, 2012 at 12:50 pm

Today we attempted to visit the Street of Dreams. I say attempted because we left after viewing only two homes. The terrain of the street is very difficult with the steepness and angles. This is not a walking neighborhood and very physically challenging. We met many on the 'shuttle' bus that had the same problem and were disappointed they had to cut their tour short as well. We feel a refund should have been in order.



Charles Turner says:

August 22, 2012 at 12:56 pm

That's interesting and valid feedback. The Street is pretty steep and I hadn't really considered that previously. At least one of the houses had an elevator (not available for show use) but it's probably not really useful to the people that really need it if the rest of the street is that unfriendly. Did you ask for a refund and get denied?

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Property Search?

I fought it for years and have relented. Good for SEO.



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Google Analytics

What can you do to reach your target?

On our site iPad usage has better results than average, but other devices is lower – this tells me that our blog is not small screen friendly.



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Facebook and Your Blog

- With some tweaks, Facebook could probably replace a blog but it can't today (and tying that much effort to one entity is risky).
- We use business page (Facebook.com/portlandrealestateblog) to promote each post

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facebook



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Portland Real Estate Blog

461 likes · 3 talking about this · 0 were here

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Write something...

Portland Real Estate Blog
September 28

Our new team photo!



Recent Posts by Others on Portland Real Estate Blog See All

- Jenny Turner**
Our new listing at 3320 NE 38th Ave - Open today ...
4 1 - September 30 at 8:02am
- KSP Realty Group**
Hey! Have you had many clients deal with radon mitig...
4 - September 18 at 3:33pm
- Jenny Turner**
Interesting article about the new foreclosure media...
August 30 at 7:08pm
- Jenny Turner**
Here is the coupon for Street of Dreams going on n...
1 - August 13 at 11:38am
- Shannon Tjostolvson**
Hi Portland Realestate, I was wondering if short sales ...
1 - April 20 at 9:56pm

More Posts

Recommendations See All

Write a recommendation...

- Devra O'Gara**
Thank you so much to Jenny and Charles for helping

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Red Light, Green Light

Is what you are doing working and finding the right target?

- A blog is not static- change is good
- Content must be current
 - New laws create out-to-date info, but also new topic for posting
- Technology improves – you need to decide whether to incorporate them
- Can't do everything, so do what you do well

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Questions?

Slides available at:

www.PortlandRealEstateBlog.com/SociaMediaSummit

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