

General Moraga Chamber of Commerce Meeting
Friday, March 27, 2009 7:30 AM
Fireside Room Hacienda

Speaker John Harper

John Harper - Real Estate Agent / Internet Guru / Instructor-Trainer

- Over 15 years experience in Internet marketing
- Web design and online market research
- Maximum exposure for our clients' listings
- Team recruitment John@HarperMees.com

John Harper spoke to the Chamber about the importance of developing and using a blog in todays times. Here are some of his important points:

E-Marketing Using a Blog

Why a Blog? A blog can be used to draw traffic to your website. Your blog will contain far more key words and combinations of key words that the search engines will pick up and then point the searcher to your website.

How Often do I Blog? Write a blog **every single solitary day!** It usually takes six months before the search engines have moved you to near the top of their list.

What Should I Write About? Write about the things you do each day. The subjects might range from a movie you saw, a restaurant you ate at, a trip to the grocery store, a book you read, a T.V. program you saw, a vacation you took and, of course, things that may happen in the course of your running your business. The subjects are endless.

Write a Headline: Each blog **must** have a headline. Using the examples noted above, your headline might be the name of the movie or restaurant, a product your purchased at the grocery store, the title of the book you read, the lead actor or actress in the T.V. show, places you visited, the name of your business or the name of someone or some other business you interfaced with during your business day.

Now What Happens? As you know, individuals are always doing searches for one thing or another. They may be interested in how others rate a restaurant they were considering. They may want information on a book, a movie or a T.V. show. They may want information on their favorite celebrity. Maybe they are searching for information for a future vacation trip.

Results: As I indicated, it takes a while to move up in the search engines. It may take six months of diligent blog writing. Each hit on your blog will help your website to move up even if the first few thousand hits put you on the list at 1,213,846. Granted, not everyone will take advantage of what your offer is. On the other hand, it really doesn't matter because one or two out of each 1000 or 5000 or maybe 10,000 hits will buy your product or use your service. And your only effort was the 15 or 30 minutes a day you spent posting a new blog.

What Else was Accomplished Here? First, it put a personal face on your business. Second, it boosts your search engine "juice" giving your site more credibility in the eyes of the search engines that rank your

search returns. Third, it establishes you as the authority on what you write about. Fourth, if you have a comments feature the blog will give you the opportunity to interact with your audience.

Show me: A real estate brokerage firm uses this technique to increase traffic to their site. One of the firm's principals wrote a blog about his visit to SCORE. He showed his hosts the blog and claimed that if we search his headline "East Bay Score" then the very next day, we would find his blog at the top of the list. I did. There it was. Try it. Search "East Bay Score." This listing says "San Ramon Danville Real Estate."