

July 2011

**REALTOR® Website & Complete
Online Marketing System**



NEW FEATURE! Real Estate Blogging

Your InCom Real Estate website has a brand new blogging capability. A blog is a great way to establish your local expertise, and adding fresh content to your website on a regular basis is a HUGE boost to your Search Engine Optimization efforts. Registered visitors can comment on your blog -- excellent for engaging and communicating with your client base.

To get started, check out the "My Blog" menu option under your admin control panel (note: you must be logged in to access your admin control panel). When you're ready to take your blog public, add it to your menu using the "Predefined Links" option in your "Menu Manager." For detailed instructions, check out the Web Help Manual in the "Help Facility" of your website or register for one of our training sessions.



New Online Training Sessions - RSVP Today!

To RSVP, send an email indicating which session you are interested in attending to learning@incomrealestate.com. Be sure to include your name and website URL in your RSVP.

Website 101 - Tuesday, July 19 at 1:00pm EST

This seminar will cover all of the basics with detailed step-by-step instructions and a live demonstration. We'll touch on all of the major editing options you have available to you as well as web marketing best practices and valuable promotion tips.

Advanced Website Techniques - Tuesday, July 26 at 1:00pm EST

A more in-depth look at your website's social media, SEO, and blogging capabilities. Learn how to streamline and integrate your online marketing initiatives and identify website tactics you can use to create a dominant web presence. We will be covering more advanced editing options, so we recommend attending Website 101 first if you are not familiar with the basics.

Looking for more tips and tricks?

We post marketing tips, technology tricks, social media strategies, and real estate articles to our social media profiles. Connect with us to stay on top of real estate marketing trends.

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