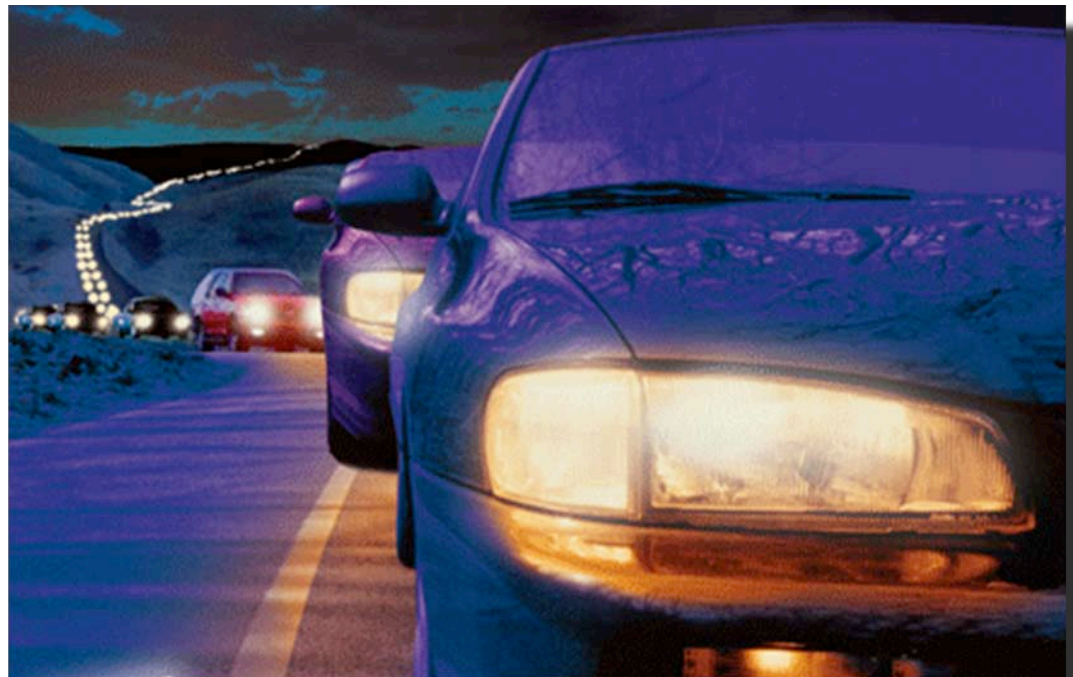




SEO Strategies: What Works For Real Estate



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Search Engine Optimization vs. Paid Placement (Pay-per-Click)

Google search results for "Sacramento real estate". The top results are sponsored links from various real estate websites, including "Sacramento Real Estate" and "Homes for Sale Sacramento". The search bar shows "Sacramento real estate" and the results are labeled "Results 1 - 10 of about 31,500,000 for Sacramento (real estate) (0.12 seconds)".



Search Engine Optimization Website Positioning

The same Google search results as above, but with a callout box pointing to the top result, "Sacramento Real Estate", with the text "First 'natural' ranking". This indicates that the top result is a natural search result rather than a paid placement.



What SEO Can Do For You

A screenshot of a search engine results page for "COMPUTER CAMP". The page shows high rankings on Google, Yahoo!, and MSN. The top result is "COMPUTER CAMP" with a "1st Page Rankings" badge. The page also features a photo of Barbara Reeves, a real estate agent, and the text "BARBARA REEVES www.BarbaraReevesRealtor.com".



Watch Your Profits Go Up Even in This Down Market

(And Get the SECRET Edge That Your Competition Prays You Don't Discover!)

Let's face it. The market today is ruthless. Most agents are burning out and giving up, because they are not doing simple daily/weekly activities to thrive! Almost any positive action you take in your business will net you good returns. The agents who are raking in profits and doubling or tripling their incomes are taking action in three key areas:



Technology: Winning the Technology Game

- Learn the most affordable and effective tools you need
- Learn what's new and what's necessary and what is a waste of time.
- Learn 5 painless, essential steps to running effective up-to-date business

Social Networking: 7 Secrets to Master Social Networking

- 7-step system to get you plugged in to the social networking scene
- Learn the 5 biggest mistakes that agents make that are hurting their business
- By the end of this program, you're guaranteed to be on all the important social media places

Internet Marketing: Building Your Online Business

- Learn how to use FREE tools to create videos and add your own voice
- Learn the top 7 tips that will get a home sold and attract new buyers and sellers!
- Find out how to create and maintain a blog without spending a ton of time or money

12 Months Membership in a Powerful Coaching Program

📄 Silver Level \$49 / a month (normally \$69)

- Receive a downloadable coaching program every month. Practical and solution-oriented, you can work through the exercises and watch the video when you have time. Access our library of members-only coaching programs on demand
- Download checklists to monitor your progress
- Enjoy conversations with Amy and leading experts once a month
- Receive our flagship monthly Tech Tips Newsletter®

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- Live Webinar each month. Practical and solution-oriented, you can work through the exercises and watch the video when you have time. Access our library of members-only coaching programs on demand
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- Receive our flagship monthly Tech Tips Newsletter®
- Limited monthly Email Coaching with Amy and Gold-ONLY Call-In Hours

📄 Platinum Level \$149 / a month (normally \$99)

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Platinum Ultimate SEO Plan **\$5,995.00** 

★ Includes Bronze/Silver/Gold SEO Plans
★ 1-Hr "Online Strategic Marketing" Consult.
★ Platinum Copyright Service (4 pages of researched content w keyword phrases)

★ Includes Full Consultation Package
★ Online Press Promotion

\$4,595.00 *Savings \$4,719.00* Monthly Servicing Fee \$225/mo.

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★ Provided Articles & Promotions
★ Social Bookmarking Site Submission
★ Directory Site Submissions

★ Personalized Site Mapping
★ Competitive Research Analysis
★ Link Building
★ 1-Yr VisiStat Analytics

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Silver Pro SEO Plan **\$2,195.00** 

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★ URL/Domain Name Optimization

★ Search Engine Director File Creation
★ Redirects/"Pointer" File Creation
★ Broken Link & Page Analysis

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Bronze Introduction SEO Plan **\$1,295.00** 

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★ Data Gathering
★ Keyword Research
★ Proposed Keyword Report

★ Meta Tag Optimizations
★ Graphics Optimizations
★ Google/Yahoo! Site Map Submission
★ New Progress Reports

\$995.00 *Savings \$955.00* Monthly Servicing Fee \$75/mo.

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\$265.90 Includes Starter Package
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\$397.00 2-Hr "Social Mktng" Consult.
 \$197.00 1-Hr "Best Website Features" Consult.

Savings \$271.00

Total

Starter Package **\$95.00** 

A La Carte Pricing

\$29.95 The Top 10 SEO Myths Exposed CD
 \$29.95 The Top 8 Website Features CD
 \$59.00 Driving Prospects Workbook

\$49.00 Driving Prospects Video
 \$49.00 The Need For Feeds Video
 \$49.00 7 Steps To "Social Marketing" Video

Savings \$171.00

Total

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