



10 Surefire Ways to Improve Your Real Estate Blogging

At one point or another, you've likely heard that "content is king." Though the phrase has become a bit trite over the past few years (and why not "queen" instead of "king"?), it's still very much true for professionals and brands in just about every field.

Ideation, creation, promotion, and analysis are four major keys to your overall content marketing success. The best (and really easiest) avenue to crafting a winning content strategy, though, thankfully doesn't require you to be a marketing wiz. That avenue is blogging — more specifically, writing relevant, locally focused blog posts that drive lots of traffic to your real estate website (and the right kinds — hint: people who may actually hire you someday).

In the age of the diminishing attention span, blogging (when done well) is what positions you as the go-to local market expert and will help you land bona fide home buyer and seller leads. Blogging also helps your website dominate search engine rankings, when curated with the right long-tail keywords, and improves your chances of lead conversion, as long as you add lead capture forms to your content.

When real estate professionals come to us for blogging advice, we usually tell them to start with a single question: Who is your target audience? We don't just mean the specific demographic to which your marketing is geared. Rather, we mean learning the specific wants and needs of prospective buyer and seller clients and getting to know them on a personal level.

Whether you have been blogging for years or are just getting started, the tips below can help you deliver consistent value to your existing and potential customers in your community.

1 Develop a consistent blogging rhythm to fine-tune your writing.

Publish your local blog content on a firm (or at least relatively firm) schedule — say, two to three times weekly, and perhaps on the same days and times each week (e.g. Mondays, Wednesdays, and Fridays at noon).

If your audience knows they can expect a new blog post from you when they wake up each of these days, they can check on your real estate website at those times to see what new content you've created and, just as importantly, you can [use Google Analytics to gauge which posts perform better](#) than others on each day and then you can adjust your scheduling if needed.

Should you publish posts irregularly — two posts on a Friday one week, then nothing published for a month, for example — the chances of developing a loyal readership (not to mention new leads) diminishes greatly. Add on the fact that a standard publication schedule can [allow you to better manage your email marketing](#) (like a weekly newsletter sent to leads and customers on Saturdays, for instance), and it's evident a clear-cut calendar for your blog content is an optimal choice.

2 Remember you're not writing to win a Pulitzer or anything.

You don't need to be an experienced journalist or ardent blogger to write great local content. All you need is some time ([20 minutes per article sounds about right](#)), a unique perspective, and the ability to translate that perspective into catchy, educational blog posts.

Start each article you intend to publish to your site by writing like you're speaking to one of your favorite customers or even a friend interested in learning about your business at a local café. Outline a specific topic you know your audience would find intriguing, then flesh out some bullet points for how you want to structure the post on the subject in question.

Once this is finalized, start elaborating on each of these points until you get into a good flow writing. It's like building a house (well, a very fine one, to make this analogy work): Brick by brick — or, in your case, paragraph by paragraph — you'll gradually make progress with your individual posts and overall blogging plans.

The real key to formulating click-worthy, interesting content for your blog is to ensure everything reads well and is conversational. Stuffy language is a turnoff, and so are misspelled words and poor grammar. So, use spellcheck, install free editing software like Grammarly, print draft blog posts out to hand-edit them, or hire an editor to proofread or even put the finishing touches on your articles.

3 With an editorial calendar, writer's block should be non-existent.

Picture this: You sit down to write your local real estate blog ... and you have no idea what you should write about. We're sure this has happened to you once or twice (or 50 times — just like it's happened to us and plenty of other full-time content creators). Or worse, you have too many ideas swirling around in your head and need to choose just one to turn into your next gem of a post.

Both of these problems can be remedied with the same solution: an editorial calendar. Here's the best way you can craft one and maximize your use of it for your overall marketing strategy for the long haul:

- [Create a comprehensive editorial calendar for your blogging efforts](#) — and stick to it (even if you have plenty of other business-related tasks to handle, it's vital to stick to your writing and publication schedule).
- Add ideas to your editorial calendar as inspiration strikes. Don't be afraid to add topics from other blogs — your point-of-view is ultimately unique and will appeal to your audience. Just be sure to re-read the inspirational content to ensure your post is wholly original after finishing it.
- Block a few hours a week and write at least two weeks' worth of content in a single day. This, paired with your editorial calendar, will free up your time and make the most of your blogging efforts.
- Finally, as you sit down to publish content on a set, consistent schedule, you can spend time doing final edits instead of staring at the dreaded blinking cursor over and over again.

Still stuck with your blog post generation? Here are some expert article ideas that can help you crush your writer's block and ensure you have plenty of fresh, valuable content for the next couple of months:

20 Local Blog Topics to Add to Your Editorial Calendar

1. **Craft monthly local event roundups** — From college job fairs to bake sales at the local Y, note what's happening throughout your community each month.
2. **Write up some restaurants spotlights** — Interview the head chef or owner of local fine-dining establishments and take photos and videos of their delectable cuisine options.
3. **Review local businesses** — Publish positive reviews only, of course. Head to local retail shops and write about their best products and services offered.
4. **Do one-on-one interviews** — This could be talks with peers or discussions with area influencers. The topics can vary, too: from life as an agent to a culture critic's top picks for local theater.
5. **Develop a neighborhood highlight series** — Home buyers looking to move to a new town are always searching for info on those markets, so be their best resource.

- 6. Make a local blog post roundup** — Each market has its own subset of influential bloggers who share tips and insights for locals, so keep tabs on their content as well.
- 7. Offer info on local schools** — Parents want to know the best educational institutions to send their kids well before buying a residence, so outline each school in your market.
- 8. Provide details on local parks** — Moms and dads interested in moving their families also want to ensure their children have plenty of places *to be* children, so offer info on premier parks nearby.
- 9. Share what you love about your market** — Whether you're passionate about a local film festival or specific eatery, write up a glowing piece about what makes you love your town.
- 10. Conduct Q&As with unique locals** — Highlight the most intriguing and inspiring people in your city — anyone who stands out and is someone who people want to know more about.
- 11. Showcase the best nearby companies** — Job seekers who contemplate buying or renting in your market will most certainly need info on the best employers in your community.
- 12. Write about your favorite food spot** — If you already Instagram every meal, why not transform those social shares into articles? Plus, it'll give you an excuse to go to that taco truck you love so much.
- 13. Make a list of the area's best happy hours** — Once buyers relocate, many will want to know where they can enjoy a few libations with new friends after work and on the weekends, so fill them in.
- 14. List the top boutique shops nearby** — Instead of covering the best chain restaurants and retail options in your area, highlight the best mom-and-pop stores and small businesses.
- 15. Note the best local yoga studios/gyms** — Those who prioritize their health and well-being need to be kept in the loop regarding where the best fitness establishments are located around town.
- 16. Create a neighborhood walking tour** — Some people just don't know where to start in terms of getting to know an area, so film your walks and bike rides around town to show them your market.
- 17. Speak with buyer and seller clients** — Your customers are arguably the best means of producing new blog posts. Find out what they love about their new homes or working with you.
- 18. Interview local officials** — Believe it or not, some people want to learn about their town's mayor and other officials, so request time to chat with esteemed local government workers.
- 19. List the best concert venues and show schedules** — Music-lovers always want to figure out where the best and most popular venues are located and when new shows are coming up.
- 20. Talk about annual festivals in town** — Each community has its own flavor of festivals year-round, so create a page on your site dedicated to these special events.

4 Write with your core buyer persona(s) in mind all the time.

Knowing who your buyer and seller leads are and speaking to what they care about will help your real estate blog content land with readers. Ask yourself: Who are they? Where do they like to eat? What keeps them up at night? As you're writing, imagine you're sitting across from your buyer persona having coffee — what would you say?

Even if you already have concrete buyer personas laid out based on your clients from previous months or years, it should be revisited once every 4-6 months to [ensure you're still writing content with the right people in mind](#). For instance, if you notice you're transitioning from working with first-time home sellers looking to offload their low-priced properties to experienced sellers in the high-end market, your marketing should reflect this change in focus.

5 Save the sales pitch for other pages on your real estate website.

The point in creating a local real estate blog is to position yourself as the expert on all things related to your town and offer plenty of detailed, educational content. Including sales pitches within your blog posts will only hurt your credibility and break the trust you've worked so hard to earn with your informative content.

Having said that, you can still [incorporate calls to action to learn more about your services](#), so long as the CTA in question relates somewhat to the topic of a given post. So, let's say you write a piece on preparing finances to secure a mortgage. If you have a page on your site highlighting the best home vendors in your market, including mortgage lenders, you could add some copy at the end of your article telling readers to check that page out. (Side note: The more people you refer to vendor associates, the more likely *they* are to send new business your way as well, so that's a nice added bonus.)

6 Incorporate your audience into your blog posts when applicable.

When you can, mentioning your readers will help you connect with blog readers on a more personal level. If you think you need to ask for permission first, you'll want to do so. After all, you don't put anyone in an awkward position. As long as they're okay with being highlighted on your blog, be sure to send them a personal email to let them know. These people are usually excited to share with their social networks as well.

If you want to get new thoughts, opinions, and insights from previous clients, existing leads, and/or other locals, simply reach out to them to explain why you're contacting them and what you hope your content will achieve (e.g. inform buyers about X or sellers about Y). If they're hesitant to accept your request, you could incentivize them by offering to promote their business or give them a free buying or selling consultation sometime.

7 Use interesting visuals in posts, like local market photos and videos.

Including visual content in your blog increases brand awareness and engagement — and enriches the overall design of your real estate website. Get a good camera, or get handy with your smartphone, and take your own pictures as often as you can instead of using stock photos. Using alluring photographs will make your blog content more memorable because it [helps your readers process and understand information quickly](#).

As we've noted on our Real Estate Marketing Academy, you don't need to be a professional photographer or videographer to get excellent images and shoot amazing footage to feature on your blog. Sure, you definitely want to work with these pros when you need photos or videos highlighting your listings or for other larger-scale projects, but as it pertains to your blog, you can handle this content creation.

When shooting your own photos and videos simply isn't an option, you can always [turn to stock photo sites, of which there are many](#) that offer high-resolution, high-quality, publicly available images and recordings.

8 Guest post on other publications and blogs to increase exposure.

Consider both having guests create content for your blog and posting your content on other blogs. Having guests post on your blog is a win for everyone. You spend less time creating content, your readers get a new point-of-view, and your guest will be excited to share the post with their audience — effectively expanding your audience reach. When having guests write for your site, just make sure your goals are similarly aligned and that your audience will care about what they have to say.

Sometimes, posting your best content on another blog is the best way to bring more people to your real estate blog. Identify reputable publications and blogs in your market you think would be willing to accept such content from you, and start to build a relationship with them. Though you may not be able to publish anything on their sites right away, you may be able to do so down the line and perhaps even have regular articles posted on them over the long run.

9 Create emotional headlines that grab your audience's attention.

Your blog headline is like a book cover: People are going to judge your articles by their titles to determine if they're worth clicking (sad, but all too true in today's BuzzFeed-centric world).

[Creating good headlines is a bit of an art](#), and with practice, you'll get good at it. The easiest way to start writing better headlines is noticing the ones that grab your attention — borrowing from other industries is a great place to start. When you notice a headline that pulls you in and makes you click, write it down, and keep a running list of these attention-grabbing headlines.

Visit your headline list whenever you find yourself stuck and looking for new ideas as well. Teasing out what's in your blog, without giving away the whole story in your headline, will pique the curiosity of your local readers.

10 Share your content in as many places online that seem feasible.

You've just spent all this time creating great local content — now share it!

Craft an email to your newsletter subscribers, write personal emails to any businesses or people you mention, and then head to social media to share messages with links to your local content and include tags of people who would find your posts helpful.

Include tags to help the people in your community find your blog content as well. Spend some time researching what tags your local news sources are using for your community and be sure to use these.

And make images in your content too that you can pin on Pinterest, include social sharing buttons on each post page (technically, these should be on each page of your site — but we digress), and offer an image every time you share a link (more images equals more clicks).

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