

Realtors - How To Start A Traffic Explosion In Your Spare Time

By Stan Smith

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http://www.RealtorInternetTips.com/article.Realtor_Spare.htm <http://www.RealtorInternetTips.com>

I know that you are busy. The average realtor works 14 hours a day showing homes, doing paperwork, listing presentations, and advertising. When you are stretched for time - something usually drops and that "something" is usually your website. I know that you want to get that website to pump out a steady stream of leads - but you don't have the time to get started.

I was in the same boat too until I learned how to use my spare time to promote my website. First, I need to describe what spare time is. Spare time is the time you spend waiting for a file to download. Spare time is the time that you are waiting for an application to open. Spare time is the time you take a breather from paperwork to do a little web surfing. If you take the time to look - your day has a lot of these little pockets of time that you can use to promote your website.

Here's what I suggest doing in those little moments in your day:

Write an Article.

Open the notepad application that comes installed on most computers. Whenever you have a spare moment, start typing out article ideas. They don't have to be well thought out. Just ideas of topics that you think your clients would like to know more about (if you're stumped - browse through the articles at www.RealtorInternetTips.com/article.htm).

Once you've got a good list, start adding bullet points under each idea. Again you don't have to complete this all in one sitting just do as much as you can before you have to focus on something else. Throughout your week - gradually add more details to your articles ideas until you have one fairly written out. Now when you get yourself a block of time - finish your article. Make sure you add a "bio box" to the end of your articles - so prospects will know how to link to your website for more information. An example of a good "bio box" can be found at the end of this article

Post Your Article On Your Website

This is a very-effective traffic building technique that is easily done in your spare time. When you have a finished article - open your webpage editor and add your article to your site. If you don't have an "Articles" page on your website - create one now! If you don't have an article to post, go to www.hud.gov and copy and paste their material on your site (they are a government organization - so you don't have to worry about copyright concerns). I suggest posting one article a week to your website.

In no time at all, you will have an articles section that should be filled with information. In my eBook Master Realtor Internet Secrets Revealed I discuss how to turn your articles into hot-leads with a few simple techniques. You can check it out at www.RealtorInternetTips.com .

Submit Your Article For Free Advertising

Writing articles is a great way to create a steady stream of hot-leads to your website. Homebuyers and sellers are hungry for information and will reward the realtor that answers their questions. The good thing about the Internet is that there are literally hundreds of Real Estate web sites that would love to post your article on their website. These websites are easy to find; just type in "Home Buying Help" in any search engine and you will get hundreds of websites that are hungry for new information.

Make a list of these websites, their article guidelines, and the contact email of who you need to send your article to. You can find this information in the "about us" section of most websites. When you have your list, post it by your computer monitor and make a goal to send your article to one new website a week. If you are really ambitious, send one a day!

The great thing about having your article posted on someone else's website is that search engines love when someone has a link to your website. It shows that your site has information that is helpful and relevant. Search engines reward these type of sites with high-search rankings. High search rankings translates into hot-leads for your Real estate website.

So next time you catch yourself taking a mental cat-nap - go ahead and do some spare time marketing and watch your website traffic explode.

Stan Smith is the author of Master Realtor Internet Secrets Revealed! Get more lead-boosting Internet tips by enrolling in his Web Realtors Mini-Course by sending a blank email to realtortips@getresponse.com –or get this popular book at www.RealtorInternetTips.com

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