

Real Estate Blog Topics

by Ricardo Bueno

If you want to create a powerful, lead generating real estate blog, then you need to create targeted content that pulls readers in.

That means creating content that answers your prospects' everyday buying or selling questions and concerns.

Content that addresses their fears about the homeownership process or the emotions of selling.

Content that speaks about the joys of living in a specific market area, for those out-of-town home buyers.

The more content you create that speaks to your target customer, the more they'll start to know, like and trust you. That's how you establish yourself as the local market authority.

But what's the right content mix?

How do you create content that engages, informs, and converts!

Here's how ...

Cornerstone Content

When you're launching a new real estate website you need to take the time to create some solid cornerstone (a.k.a. evergreen) content.

This is the type of content that doesn't change over time. You can use it over and over again. It's consists of things like:

- Neighborhood profile pages,
- How To articles for buyers and sellers,

Let's take a look at some examples ...

Community Landing Pages

94% of homebuyers start their home search online.

They're not only searching homes for sale, they're also looking for information about the local community: things to do, best neighborhoods to live in, best schools in the area, etc.

Basically, they're looking to gather as much information about the local neighborhood in order to determine whether it's the place they want to

live in. So creating content-rich neighborhood landing pages is an effective way to earn their attention and keep them on your site looking for more.

Examples:

- [Community Name] Homes for Sale
- [Community Name] Real Estate Market
- [Bellevue Homes & Real Estate](#)
- Don't Make these 9 [Home Buying/Home Selling] Mistakes
- 7 Steps To Selling Your [Area Name] Home for Top Dollar
- [X] Things Every Home Buyer Should Know Before Purchasing
- The Ultimate Guide To Understanding the [Home Buying/Home Selling] Process
- [X] Expert Tips To Prepping Your [Area Name] Home for Sale

Connection Content

Not everyone who visits your website is a hot lead.

Not everyone is going to be in the market to buy or sell something right now but you still want to earn their trust and attention over the long-term so that when they are ready to buy or sell, they think of you.

That's where your "connection content" comes in.

Connection content is the stuff that connects you to your readers and the community.

Arron Sweeney is a Realtor Associate with King Realty Group in Berkeley, CA. We designed and launched YourBerkeley.com for him back in April of 2014. Since then, Arron's been busy writing, publishing, recruiting writers and promoting his content.

Here's what he writes about to get local members of the community interested:

- [Local Road Cycling Routes – Right Here in Berkeley](#)
- [Easy Mountain Bike Trails Right Here in Berkeley](#)

- Things to Do In Berkeley This Weekend – September 5 – 7

Then, he also throws in a dash of real estate writing and commentary:

- Tips for Getting A Non-Cash Offer Accepted
- He writes about his “coming soon” listings: Coming Soon: 1516 7th Street, Berkeley, CA 94710
- Updating Your Front Entry Adds Tremendous Value To Berkeley Homes

If you want to draw prospects into your orbit you need to write and talk about the community ...

- What makes living here unique?
- Why is this such a great place to live?
- What are some fun things to do?
- Where are the best places to eat?

Understanding how to put an offer together is great. Understanding the local market is great. But being able to talk about the community in a way that makes people feel like this is a place to call home is also a great way to generate interest.

Examples:

- [X] Reasons You Should Move To [Your Area]
- 5 Not-To-Miss Events In [Your Area Name] This April
- 5 Outdoor Adventures To Have In [Your Area Name] This Summer
- [The “Surfer’s Guide” To Enjoying San Juan del Sur \(Even If You’re Not a Surfer\)](#)
- [X] Things To Do In [Your Area Name] (And Counting
- [X] Best Coffee Spots In [Your Area Name]
- [X] Best Brunch Restaurants In [Your Area Name]
- 10 Reasons We Absolutely Love Living In [Your Area Name]
- 11 Reasons To Take A Family Vacation To [Your Area Name]

Conversion Content

Last but not least, you need to create some solid conversion content.

Conversion content is all of the real estate statistics, neighborhood landing page copy, etc. that brings people to your website, captures their attention, and converts them into a subscriber.

Good writing bridges the gap between someone who doesn't know you and turning a stranger into a customer. Good writing builds trust.

While you're writing and connecting with people about the local community you also want to write and educate people on the local real estate market and ask for the sale.

This includes things like:

- Home buyer reports,
- Home seller reports,
- Local market reports and statistics,
- CMA Reports (via home valuation pages),

Let's take a look at some examples:

Home Buyer Reports – TheVillagesFloridaBook.com

In this example Ryan Erisman has written a 150+ page PDF guide on everything you need to know about buying a home and moving to the Villages, a retirement community in Florida.

You'll learn all about:

- The cost of living in the Villages,
- How your CDD Assessments are calculated,
- How to save on your homeowner's insurance in the Villages,
- The history of the Villages,
- The best places to dine, shop, and go out in the Villages,

... and so much more.

Ryan captures new subscribers by offering a Free Preview of his in depth guide in exchange for an email address.



Here's what you should do next ...

Apply this strategy to your own marketing.

Is there a specific community that you work in and specialize in?

What they want:

- Information about the community
- Local market statistics
- Things to do, etc.

What you want:

- Their email. You want them to download your free “[Insert Area] Living Guide.”

Can you create an ebook the way Ryan did out of the content that you’ve been producing about your local community?

CMA Reports and Home Valuation Landing Pages

There’s an old adage in real estate that you have to “List to Last.”

Listings are a great opportunity to build your brand in your local market, reach new buyers, and ultimately, take charge of your business.

That begs the question, what are you doing to generate new listing leads?

Home valuation landing pages are a great way to capture potential sellers.

Once you have your free home valuation landing page, the next step is to drive traffic to that page! You can do this any number of ways ...

- Just Sold flyers that link to your free home valuation page on your website,
- Run a pay-per-click campaign to drive traffic to this page on your website (though a PPC campaign here is often expensive),
- Run a Facebook ad through your Facebook Business Page to drive traffic to this page on your website (this is becoming more and more common in the real estate industry),

Run a test ad ...

Try running a Facebook Ad for a “Free [Insert Area] Home Valuation.” Give yourself a twenty dollar budget and run the ad from 5:00pm to 11:00am the next morning.

How many click-throughs did you generate?

How long (on average) did people stay on that page of your website?

How many visitors converted into a lead? In other words, how many people entered their info?

Examples:

- The Ultimate Guide To Living In [Your Area Name]
- First Time Home Buyer Basics: Where Do I Start?
- [Your Area] Home Values
- [Your Area Name] Real Estate Market Report: April 2016
- [Your Area Name] Mortgage Rates Report: April 2016
- The Ultimate Guide To Selling Your [Area Name] Home for Top Dollar
- Expert Home Staging Tips To Make A Small House Look Bigger
- [Your Area Name] Relocation Guide

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About the Author

Hi, I'm Ricardo Bueno!

I'm an 8-year veteran of the real estate industry and currently work as the National Trainer for W&R Studios - creators of Cloud CMA and Cloud Streams.



My passion is helping real estate agents and brokers develop and implement lead generating marketing strategies. Having consulted with real estate companies large and small (ex: Carrington Real Estate Services, Inc. with over 2,000 agents), I am well versed in the pain points and struggles of agents and brokers and I am skilled at devising creative solutions and innovative marketing plans to generate leads, drive business, and grow sales.