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CHAMPIA NEWSLETTER



WWW.CHAMPIA.COM

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"This morning, the sun endures past dawn. I realize that it is August: the summer's last stand."



Google Ads & SEO!
How can it all work for you?
See the next page for details!



Introducing... DonnaMae Weiderman!

Hello, my name DonnaMae Weiderman the new Realtor Relations Manager at Champia. I have 17 years of experience as a REALTOR/Broker and come to the Atlanta area from Northern Minnesota. I am passionate about all things Real Estate related, and of course, coming from the land of over 10,000 lakes, I am never far from the water. I will be boating, fishing, or just relaxing with my feet in the water during my free time. Anywhere near a lake is my home away from home.



I am excited to meet and get to know each of you. From my experience, home inspections are the best way to provide clients with the information to make one of the most important purchases in a lifetime.

Feel free to reach out to me anytime with your Home Inspection needs. My number is 470-525-4940.

~ DonnaMae

Did You Know?



The 5 Year Platinum Roof Protection Plan is FREE on all of CHAMPIA's complete home inspections. This warranty covers the repair of roof leaks that occur within 5 years of the inspection date.

Champia is committed to providing high-quality inspections for every home, condo or townhouse. We have the experience and knowledge to check homes for structural and mechanical defects along with other issues that may be the result of poor craftsmanship or neglect.

Agent Training & Agent Marketing



Grow your
business
with
Google Ads

It's Simple

Google AdWords works for real estate agents because it's simple. You create the text and images for your ad, and you pay when someone clicks. This gives you a chance to test out different ads, evaluate effectiveness, and pay for what works. You have the flexibility to continuously redefine your keywords and audience.



Not sure how to set up your Google Ads?
Go to YouTube and search for "Google Ads for Real Estate Agents - Step By Step". You will be up and running in no time!

Facebook or Google ADS?

Advertising on Adwords is not the same as on Facebook. On Facebook, you advertise primarily based on interests and demographic information. On Google, however, you can target based on intent.

Intent

Think about the buyer and seller keywords. What does someone search when they're curious about what's going on in the neighborhood? What do they search when they're serious about buying or selling a house fast?

Based on this you can target based on where a lead is in the buying or selling process. It's this targeting that makes the platform so valuable.

Did you know that "sell my home fast" and "sell my house today" get over 600 searches on Google every month. Would you say that these leads are likely to close if you get them at the right time?

Negative Keywords

A great feature of Google ads is that you can prevent your ads from showing up in search results if people use certain phrases or words in addition to your target keywords. These words or phrases are called Negative Keywords.

Adding Negative Keywords is necessary particularly if you are using 'broad match' keywords. For example, a real estate broker from New Orleans was getting a lot of traffic for 'Sell homes in New Orleans', but that traffic was not converting into leads. It turned out that lots of people were searching for 'Brad Pitt Sells New Orleans home' and clicked on his ad, just for the heck of it. By adding Brad Pitt as Negative Keywords, he prevented these useless clicks.



Search
Engine
Optimization

SEO isn't the only marketing you do, and it doesn't have to be complicated. It doesn't have to take hour upon hour of work and learning. Start optimizing your site today, here are 5 good tips to do that!

Make Good Content

Making good content is at the top of the list for a reason. Your content matters. Good, clear, useful content will lower your bounce rate (the proportion of visitors who leave your site within seconds of arriving), and turn casual visitors into long-term fans and followers.

Decide on Your Keywords

Grab a pen and write down everything your client would enter into a search engine. Once you've got a list, you can identify the most valuable keywords using a free keyword research tool. There are dozens of these available online.

Moz hosts a keyword tool that's comprehensive, and extremely simple to use. Another great freemium available to you is SEM Rush.

Work Your Images

Images provide loads of SEO juice. Everything from the filename to the alt-text can be edited to include one or two relevant keywords, and to give search engine bots more material to index when crawling your site.

Work Backlinks

Backlinks are links back to your site from other related sites. How do you go about setting up and curating backlinks? One important way is through social media. Another way is by offering to guest post on reputable sites.

Link Up Internally

One of the best ways to keep visitors on your site is to suggest related content at the end of a given post. Internal links help your visitors to find what they want, and they also result in longer sessions. Longer sessions are a huge positive signal to search engines.

With a little work and some patience, it won't be long before you start to see results.

The most important thing is starting.

