

Publishing and Sharing Content Daily for Real Estate Blogs

Presented by Net Media Plan

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Blog Posting Frequency

Monthly Publishing Schedule

Posting Content Monthly is better than not posting at all. But you're not going to rise to the top of your market, let alone the top of the search engine rankings if you only post on monthly basis.

Weekly Publishing Schedule

Posting Content Weekly allows you to share information and tips about your local market with prospective clients. However, this is a very slow way to build your blog.

Daily Publishing Schedule

Posting Content Daily gives the greatest benefits and the highest return on investment.

Timely Information

- Buyers and sellers who are making a decision on their home will be craving active and current information.
- If you write engaging and entertaining content, most people will enjoy receiving notifications that your blog has been updated.
- If they are in the market to buy or sell a house, and keeping up on local real estate is important to them, then a more frequent blog posting will help to keep them informed.

Search Engine Rankings

- Search engines, favor blogs that post content daily.
- Google is more likely to crawl and index your web site when it detects that you are blogging more frequently.
- This can lead to higher search results and more traffic for your blog. To the search engine, it means your blog is active and frequently offers useful content to your audience.

Fresh Content to Share

- Most people get their news and information via social media sites like Facebook. Publishing content daily will give you more to share daily. In fact, since most users of social media sites expect to see multiple posting per day and throughout the day, a steady stream of fresh content allows you to get your message out.
- Multiple postings a day gives you an opportunity to share the fresh content you posted that day, as well as content you've posted in the past.

Show Them You're Active

- **Real Estate** is one business where there are many part-time practitioners. Posting and sharing content daily across your **social media networks** is a good way to prove you're not a part-timer and that you're open for business.

Conclusion

Posting and sharing content daily benefits your potential clients, boosts search engine rankings and proves you're an active and **professional real estate agent**.

If you're a real estate agent and you're struggling to create content daily. Then you might need outsource your real estate content development. There are several options available and you don't have to do it all yourself.

Are you trying to market your real estate business online but don't have time to write your own blog posts? Are you tired of dealing with writer's block? Well, stop struggling. Net Media Plan specializes in strong compelling online **real estate content** that is sure to bring attention to your website, newsletter and social media profile.