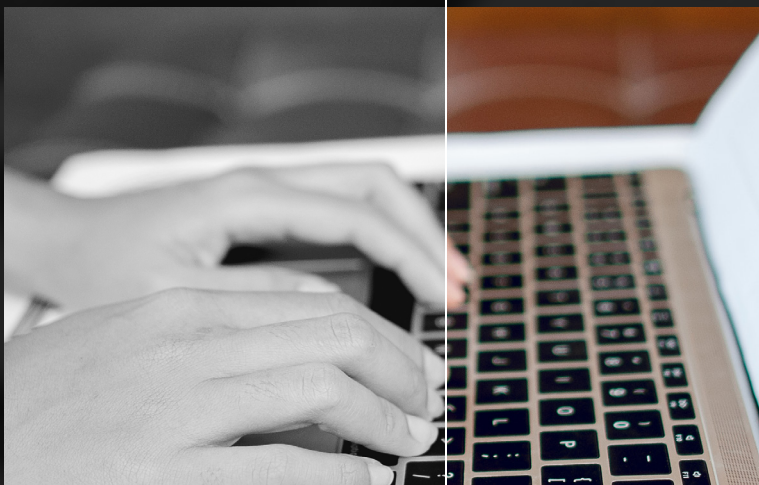


YOUR
LOCAL
MARKET

16 TOPICS
THAT CAN
GET YOU
STARTED
NOW



b
BALLEN

MOD
VIRTUAL

1 Local Events in your Area

A good way to stay up to date for this is to find websites in your area like Local Events Sites, Local Newspaper Sites, etc. and sign up for updates. This way when there's an upcoming event, you can blog about it.

2 Events you've previously attended in the area

If you have attended an interesting local event, or have good information on a recently concluded one, you may also write about it.

3 Local Community Events

Think Festivals or other events that tend to bring the community together.

4 Write about a local business (restaurant or other)

It's a great way of featuring local businesses, making connections and expanding your network. If you're writing about a business that has a website, let them know so that they can link back to you!

5 Housing Trends

Are home sales up or down?
Is now a good time to buy?
How are mortgage rates affecting buying?

6 Have any celebrities recently bought or sold in the area?

This is often a powerful trust piece.

7 Luxury Properties

Put together a list of some of the most expensive properties currently for sale in your market, and don't be afraid that you'd be happy to show said properties!

8 Cheap Properties

On the polarizing end of #7's luxury properties, why not put together a list of the cheapest properties in your market?

9 Best Valued Properties

You can also put together a list of some of the properties you think are valued the best.

10 Property Taxes

What can I expect in certain areas? Here's something that a lot of people are asking for, but may have difficulty finding answers to.

11 Schools

How are the schools in your area performing? Any recent news about a particular school? Anything someone considering a home in a particular neighborhood would want to know? How about creating a list or linking to a report or article ranking the best schools in your areas?

12 Job Opportunities

Did a big company just open in your area? What are some good job opportunities?

13 Transportation

Do you service an area with a lot of commuters? If I'm looking for a property with easy access to a bus or railroad, what are my best bets? How long are commute times from these areas?

14 Politics

What are some highly debated issues in your market? Be careful with this one—it can trigger massive discussions and a lot of controversy!

15 HOA's

What is an HOA?
What are the benefits?

16 Crime

What are some of the local crime rates? Have those gone up or down? What are some safer neighborhoods?

Here's a very useful infographic that outlines Lori Ballen's process of a blog. It's based off the WordPress layout—one of the most popular blogging platforms.

b
B A L L E N

Process of a Blog

LoriBallen.com | BallenBrands.com

Title: (60 Characters or Less - Based on Researched Keyword)

Slug - URL/Permalink: (3 words or less) | Ex: <https://ballenvegas.com/las-vegas-homes/>

Body:

- Table of Contents (pulled from H2 Headings)
- Keyword in 1st 100 words
- Images/Videos
- Internal + External Links
- IDX Widget and/or Home Value
- Call To Action / Item of Value
- Dividers
- Reviews
- Social Posts
- Maps
- TweetThis
- Quotes
- Stats

Save Draft

Publish

Category:

Choose one category that the blog falls under (if it falls under multiple, choose the one that matches the dominant topic of the blog)

SEO Yoast:

Optimized Title with Metadescription

Featured Image:

Choose an image that best represents the blog. Be sure the image has "alt text" describing the image for accessibility purposes.

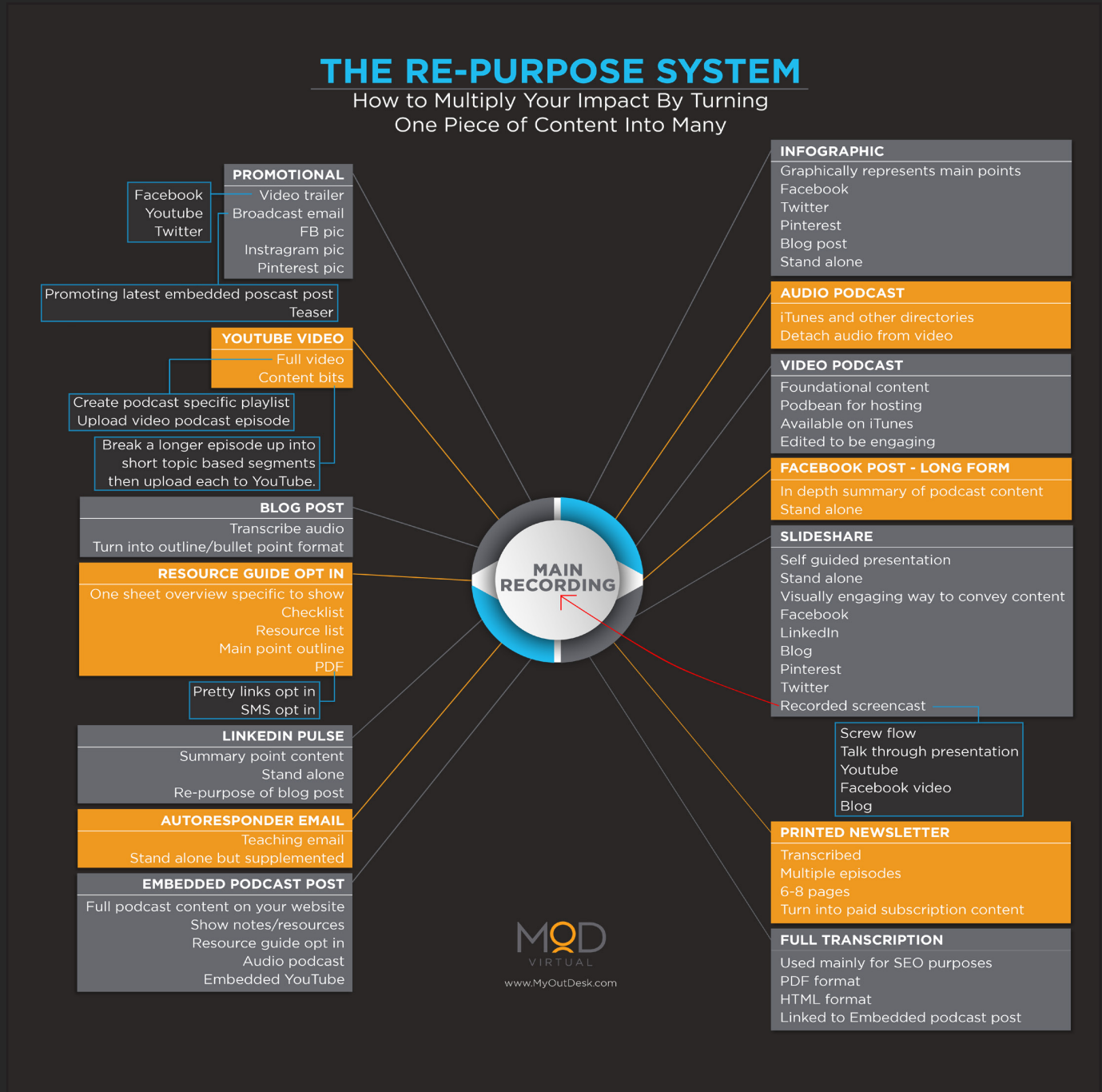
All in One Schema:

Select Article for Blog Posts and add a Description, Author/Company Details, and Image

More helpful links from Lori's blog:

<https://loriballen.com/blog-on-wordpress/> <https://loriballen.com/rank-blog-google/>

MyOuDesk also wants to help you achieve your social media goals!
Here are some ideas how you can re-purpose your content and maximize its mileage.



A **Marketing virtual professional from MyOutDesk** can handle this process for you. All you need to do is provide your existing or raw source content and your virtual professional will produce engaging atomized content. They can even take care of your content posting schedule!

This frees up your time from the chaos of content creation and enables you to focus on dealing with the hot leads and clients your content helps to bring in to your business.