Secrets of Search Engine Optimization

Dominating the Internet with Purpose, Passion, and a Plan

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Learn It, Work It, Live It - It Works!
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by

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The Ballen Method: Guide to Success in Business and in Life
Dominating the Internet with Purpose, Passion, and a Plan. (e-Book, 2013)

The Ballen Method: Secrets to Success in Business and in Life
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Secrets of Search Engine Optimization
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Secrets to a Powerful Blog
Dominating the Internet with Purpose, Passion, and a Plan. (e-Book 2013)

Secrets of Powerful Classified Ads
Dominating the Internet with Purpose, Passion, and a Plan. (e-Book 2013)

Secrets of Powerful Press Releases
Dominating the Internet with Purpose, Passion, and a Plan. (e-Book 2013)

Secrets of Powerful Video
Dominating the Internet with Purpose, Passion, and a Plan. (e-Book 2013)

Secrets of Dominating Social Media
Dominating the Internet with Purpose, Passion, and a Plan. (e-Book 2013)

Secrets of Great Lead Cultivation
Dominating the Internet with Purpose, Passion, and a Plan. (e-Book 2013)
Introduction

The Ballen Method was not created overnight. While I have always been quite natural at marketing, the secrets of this Method did not come easily, or without a struggle. You see, when I hear someone say something out loud, I often think to myself, “Oh, that would make a great commercial”. Within seconds I know the title, the slogan, and a jingle, and how to make it. It’s just how my mind works. While this book is not the place for the entire story of my life, or how these abilities evolved, or how I was able to eventually apply them to The Ballen Method, I do want you to be aware of your own intuitive abilities. It is important for you to know that as you move forward and begin to understand clearly what the Method is and how to apply it to each element we discuss, that you also become more and more aware of your own abilities to add your own creativity to what you are about to learn. This will be of great help to you, not just in your business, but also in life.

For me, The Ballen Method has made it possible to build several incredibly successful businesses, from catering and entertainment, to a children’s furnishings store, and now to our real estate business: www.BallenGroupHomes.com

It works – but only if it’s created based on specific guidelines, which in themselves are part of the “secret” of such success.
The Ballen Method – SEO

In its most fundamental essence, The Ballen Method is Simple. It’s SEO (Search Engine Optimization) done with Disciplined Consistency. It is identifying a Niche, Finding your Target Audience, Creating a Message and a Product, and then using Purpose, Passion and a Plan to dominating the Internet.

This is done through Blogging, Press Releases, Social Media, Classified Ads, Video and Fresh, relevant web site content that results in dominating the search engines for desired searched keyword strings.

But The Ballen Method is more than that. It is also knowing who you are as a brand, so that you can see the “why” behind your own actions – the “why” of why you do things, not just the bare facts of “what” you do. It’s about making people FEEL something about you so that they will WANT to do business with you. It’s about making people think they know you, and want to be a part of your success, your life, your vision, your passion, and your plan.

All of the lessons in The Ballen Method have value individually. But it is when they are combined together, and used to drive traffic to a central location, which is your own web site, when the true “magic” happens. And magical it indeed is, and can be.

But the Ballen Method will only work the way it is intended when YOU complete each step, and then carry these steps throughout your work. Therefore, before you proceed through the pages of this book, I first ask you to understand these important points:
1. **Know your brand.**
   
a. Embed your Flavor – The consumer should FEEL what you are about in all of your work.
b. Use your slogan and/or tagline everywhere.
c. Use a consistent logo.

2. **Always know the audience you are targeting.**
   
a. Choose a Niche
b. Determine your message
c. Build in a Product

3. **Tag and Title.**
   
Always include keywords, and be laser targeted in your keywords, tags, and titles in keeping your niche in mind.
4. **Blast it.**

Be original, but get your own original content out to as many channels as possible: blogs, press release, social media, video, classified ads, emails, drip campaigns, and more.

Finally, The Ballen Method is all about Time on the Task. It’s about time blocked, and about disciplined lead generation that never lets up regardless of how great the success. It’s about being creative, unique, and standing out. It’s about being out there so much that there is no way the customers can avoid you. It’s about being so “In Your Face” that unsubscribing is a daily request. The Ballen Method is never about flying under the radar. It’s about being seen, known, and Felt.

It’s about having PASSION – PURPOSE – and A PLAN.

**Learn It, Work It, Live It - It Works!**

So, now sit back and enjoy the ride. It’s a doozy, but it’s WORTH IT!
Secrets of Search Engine Optimization – SEO

Branding YOU and Your Web Site

SEO stands for Search Engine Optimization. In essence, this is what The Ballen Method is all about. It took many years of testing and measuring before The Ballen Method resulted in the desired outcome, to dominate Page One of search engines – specifically Google.

So how does it work?

First and foremost, The Ballen Method avoids diving into the old tips and tricks that are often circulated when you read something about SEO. With The Ballen Method we are presenting NEW ways, those that we have personally seen work year after year, and with NO penalty when Google changes it’s algorithms. Yes, algorithms. Sounds very mathematical, and honestly – math always leaves me a little dry. But it’s not that bad. It actually means something important.

So, for those of you who cringe each time you hear words like “algorithm” or “analytics”, I’ll explain:
Just like in life, and especially in Cyberspace, everything is constantly changing. And so is Google, which is constantly changing at an even faster pace. But it actually has a “rhythm” in how it chooses which results to feature where. To understand this better, you can actually see samples of Google’s Algorithms that have evolved over the years by doing a Google search for “Google algorithms.”

To do this, Google creates scientific patterns that deem sites page ONE worthy, or not. These patterns change several hundred times a year. Google is determined to not allow it’s systems to be manipulated, because if it’s protocol remained the same, it could easily become misused. And even with such changes, there are some who “load” the search engine results, usually by manipulating “meta tags”, or other “secret” codes for which the Google algorithm is looking when ranking sites. But Google is wise to this, and in the most recent changes abusers were severely punished.

At one time people manipulated Google by systematizing excessive building of backlinks, and stuffed their web sites full of keywords. This worked at one time. But now Google is focused heavily on the actual content. The search engines want to see content that is relevant and focused on what the web site is claiming to be about.

So, if your web site is about Real Estate on the east coast, the search engines are going to be expecting lots of information about real estate on the east coast. Anything NOT related to real estate on the east coast will be considered irrelevant, and could therefore cause your web site to not rank as well. This happened when people were filling their web sites full of advertisements in an incorrect fashion at one time.
Google is also looking for fresh content, meaning that your web site must be updated regularly. Building it and forgetting it won’t work. You have to feed it continuously.

In reality, the honest truth is there is no “right” way to SEO, because even Google doesn’t have a “right” way, which they themselves prove by changing how they index sites all year long. Consequently, what works today, may not work tomorrow. You could learn everything inside such systems, and implement them at the highest level, only to find out that it doesn’t work anymore. This does happen, and usually to those who rest on their Laurels and don’t adapt to the ever-changing world of the Internet.

But not so with The Ballen Method. This has been in full effect since AOL first said “You’ve Got Mail,” and so far has been rewarded with every Google change, and never punished for providing the proper and correct, and successful, Method to SEO.

**Google +**

One more thing to point out is the recent changes with Google’s social network – Google +. It is now more important than ever to be connected on Social Media. Google is now suggesting results on page one of Google based on its social network, and who is friends with whom. If you and your business are not already on Google +, it’s high time to get started – if, that is, you want to be consistently on page one of Google search results, and that is ALWAYS the goal with The Ballen Method.
It is THIS portion of The Ballen Method that is probably THE most important.

But HOW you start this Method is key, and it won’t work to the same high level as someone else using the same Method if you don’t make sure your starting point is set up correctly.

**Step One**

So, step one of The Ballen Method is to choose your web site platform. The great thing about SEO is that nearly any platform can get you great results if you build it, and continue to feed it. It is that original content which is so very important. But remember to continually update that content, including follow-up content, because that is also part of the “secret” to continued SEO success, and Internet domination.

The best platform to use for the addition of fresh content is one that has a built-in Blog. If you are going to use a subdomain for this Blog, you will want to make sure the CNAME is configured correctly. I suggest allowing your web master to do this for you. See the Blogging portion of The Ballen Method for additional information on choosing a platform, creating content, and best practices for blogging.
Lead Capture

Another important feature you want for your web site is lead capture. Lead Capture is simply the process of capturing the customer’s information through a web form, in exchange for a special offer, or an item of value.

For example: “Register here to receive immediate access to all of today’s homes for sale in your area”.

Another might be: “Find out what your home might really sell for in today’s market by entering your home address here”.

Lead Capture always has some sort of a form that requires the user to enter their information. Less is generally more effective in lead capture. The more fields you require, the more likely you are to lose the attention of the consumer.

Web Pages

Additionally, your web site platform should give you the ability to add pages. As you and your business grow, you may add new services and products that you will want to feature as time goes on. You don’t want to outgrow your web site, and then have to start building everything all over again somewhere else.
For real estate specifically, community pages are very popular among the search engines, and therefore you will want to include them as part of your overall plan. Adding community pages is a very fast and efficient way to show up early on Google results, and consumers like them as well. In the Blogging portion of The Ballen Method, we talk about Localism and the art of keeping things local. Community pages allow you to become the Local Expert, and that adds tremendous value to your SEO.

**Don’t Clutter**

Your web site should be set up in a clean, easy to navigate format that gives the consumer very clear and precise information on where to go next. The biggest mistake many people make is to clutter their web pages with too much stuff. Too many buttons and flash elements will be distracting, and could cause you to lose that consumer immediately. Make sure that your product and service options are clearly identified on the home page, so the consumer can Click and Go.

**The How and Why Of It**

So now, let’s talk about YOU. After all, one thing we know is that people don’t buy WHAT you do, they buy WHY you do it. More than ever, telling a story has become really important. Therefore, now is the time for you to get real with who you are as a brand, as a service provider, and as a business. Your marketing for this brand
should start from day one. Your web site should tell an overall story of who you are, and what you are about. This story is not an actually written out biography of you, but the theme, and product, the services, the references, and the profile pages should all pull together consistently to tell the consumer what they will experience when they choose YOU and YOUR product.

**Your Mission, Vision, and Beliefs**

Before we get to the “niches”, let’s talk about your Mission, your Vision, and your Beliefs. It’s important you are clear on this, so that the consumer feels the energy of it throughout your site. Once you “get” these yourself, so will everyone else.

Knowing your Mission, Vision, and Beliefs now will help you attract talent later, when you grow beyond the beginnings, and begin to elevate your success through the levels of business, at which point you will be growing exponentially. For example, in real estate, some day you will probably hit a ceiling of achievement. You are human after all, and can only do so much. If you are lead generating, and working with buyers and sellers, and doing all of the administrative work, you will max out at a certain number of deals per year. So, your next step will be to grow and to hire. And that’s where the solid foundation of your Mission, Vision, Beliefs and Brand will fully come to focus, and help you build your brand without effort or trouble.
Mission Statement

To begin, The Ballen Method suggests that you create a solid Mission Statement. This will be the focus on the main objectives of your business. It’s a statement that explains “why” you are in business. This can include a promise of some kind, or a commitment to overall satisfaction. It’s about the quality and service or product that you provide.

Vision Statement

The Vision statement is about WHERE you are going. What your business will be, and look like, after you have built it, and completed all of the desired goals.

Beliefs

Now to your beliefs. These tie in with your core values. What do YOU believe? How do YOU practice your business? A belief could be: “Our number One goal is YOUR number one goal!” Or, it could be a list of beliefs such as core values. Take Zappos for example. They have an entire list of what their beliefs are, and these have become their Core Values. It’s your choice how you list your beliefs, whether through one statement or as a list. After all, it’s your business, and your choice, so do it like YOU believe it!
Here’s an example of the Keller Williams Belief System. They have gone as far as creating a training video with hand motions and sayings to help their members remember each one, and together as a whole.

- **Win-Win:** Or no deal.
- **Integrity:** Do the right thing.
- **Customers:** Always come first.
- **Commitment:** In all things.
- **Communication:** Seek first to understand.
- **Creativity:** Ideas before results.
- **Teamwork:** Together, everyone achieves more.
- **Trust:** Starts with honesty.
- **Success:** Results through people.

Once you have designed these statements, you should have a much better understanding of who you are, and where you are going as a business.

It is, therefore, now time to consider branding, from design, colors, and logo, to slogan or tagline.
Slogan

A great slogan should be short and memorable. It should be part of all of your campaigns and media, from business cards to online, to Social Media. The idea is to draw attention to your service or product. You want to emphasize a phrase by which you want to be remembered.

Here are some hints for creating a great slogan:

- Tie in the benefit to the consumer
- Keep it legal
- Make a direct statement
- Feel free to make it witty or use humor
- Should make the consumer feel something
- Make it memorable

Here are examples of Memorable Slogans:

- Allstate - You’re in Good Hands
- Got Milk?
- Disneyland - The Happiest Place on Earth
- Just do it
- General Electric - We bring good things to life
When thinking of a logo, or slogan, or of branding and colors, always keep your specialty in mind – but remember that you will eventually grow beyond the original specialty. Therefore, you may not want to distinctly brand your logo to a specific niche, but rather to YOU as the service provider. However, if you are always intending to be a specialist, such as for example a luxury home real estate specialist, then you DO need to have a luxury look and feel throughout ALL your branding, and keep it the same.

No matter which way you proceed, one of the secrets of The Ballen Method is that your story must always be consistent with YOUR BRAND. It should show that you are the expert in your field. It should show that you specialize in a particular niche or area. It should be local whenever and wherever possible. Don’t start building your web site without a story. There are already a large number of “generalists” out there. People don’t respond to “generalists” in life, nor in cyberspace. People want specialty providers. And so does Google.
Be Consistent

Search engines reward web sites that are consistent with their topic and message. In addition, NICHE markets are much easier to break into as far as the search engines are concerned, than general searches. For example, if I am a generalist, and I want to be listed on page one of Google for “Las Vegas Real Estate”, I’m going to be going head to head with the top sponsors that have the willingness and budget to out spend me in order to be featured on page one of Google. Now, it can be done. It absolutely can be done. But it will take longer, it will cost you a lot of money, and it will typically not bring you the same search engine domination that niche markets will.

Keep Your Story Focused

Can you tell more than one story? Sure. But it may be better to do it on niche sites, rather than to try and make one site the “everything goes” site. This needs to be your choice, of course. There is value to building one site with fresh content, rather than trying to saturate your efforts by feeding multiple sites. But you need to be clear early on with which strategy you are going to proceed, and how you will make sure that strategy is effective.
Examples of Niche Sites

For real estate, examples of Niche sites might be as follows:

- A Buyer Site that primarily features homes for sale via an IDX feed.
- A Seller Site that primarily features market data, home values, selling tips and guides
- A Vanity Site - This is the all about you site, designations, awards, experiences

Any other specialties, such as:

- Short Sales
- Luxury
- Military
- Ranch Homes
- Waterfront Homes
- Geographic Farming Area’s / Localism
- Age Qualified Communities
- First Time Home Buyers, etc.

So the challenge here is figuring out which niche is best for you, and with which one you should begin. You can always build on it later, and grow your empire as big as
you want to grow it. You can even have hundreds of niche sites, but the key is starting with one, and dominating the search engines so that your energy and efforts are not diluted. You don’t want to run with 1/2 your battery life. You want FULL power in this baby. Do it right in the beginning, and you can always expand later, and do so on a solid platform.

**Identifying Your Audience**

At this point you have determined your specialty, written a mission statement, vision statement, and listed you beliefs. You’ve come up with an ideal “theme,” you’ve designed your Brand from colors to your logo, and created your web site design to match. You have created your slogan, Lead Capture pages, and you’re ready to go.

Congratulations! You are now ready for the next step: Identifying your audience. Once you know WHAT is your specialty, determining your audience is going to be very important. It’s so much easier to create a message and provide products and services for those that you know may want it. Knowing your audience is, therefore, VERY important. For example, if you are in real estate, and your specialty is Luxury Homes, but you are instead marketing your listings to first time home buyers on a budget, then your message and product will miss their primary audience entirely.

Consequently, identifying WHO your audience is also provides a map on HOW to find them. Here are some examples of real estate specialties, and who the target audience may be:
You can buy lists of emails, addresses and phone numbers online for every niche imaginable. You can buy Facebook and Google advertisements (among many others of course) that target the specific demographic. Knowing who your audience is therefore gives you the power to laser-target your message precisely to them.

Choosing Your Message

Which brings us to our next step - Choosing your message. The message you send out to the world is very important. The key secret? Always send a message that appeals DIRECTLY to your target audience.
For example, if the message on your web site is clearly focused around programs for first time home buyers, but your target audience are short sales, then you are going to entirely miss the audience you want to attract. Consequently, consistency of the message throughout your the web site is critically important. On your web site, your message is the “story” that you are telling, through your choice of text, information, colors, logo, slogan, services, and products. Therefore, make sure that your Message (your story) matches your intended target audience.

Identifying Your Product

Next, it’s time to identify your product. For the real estate business, it may seem obvious that your product is houses. But getting more specific in that generality is the actual key. What kind of houses? Where are they? What price range?

Remember your audience. If you are appealing to first time home buyers, you don’t want to feature luxury homes on your home page - and vice versa. Otherwise you have just proved that you are NOT the specialist in what your slogan or name or message was claiming.

Besides houses, let’s talk about what other products you might carry. If you are working diligently to create a web site that appeals to the seller to generate more listings, a web site full of MLS listings is not going to do it. Once again, you have to first think about your target audience.
What does a seller want? What is your product for that seller?

The Number One answer is: Home Values.

A seller wants to know how much their home is worth, and at what price YOU can sell it. So, your product might be literally that, a way for them to discover their home value. This can be done through an online estimate, such as what Zillow provides through their zestimates. Maybe it’s a way to view overall market sales and listings in the form of an online market report. Maybe the product is an actual offer to come and see the home, and determine the home value on the spot. And once there, you can shine like the expert you are, and convince the seller that YOU will get THEM the TOP price.

Other products for home sellers are general information items. Tips on selling their home. Staging ideas. What the home-selling process might look like. To do this well, think like a seller. The product you are offering them is information, and information is endless. You can make as much out of this as you want, and still keep it targeted, timely, and direct.

Examples

As an example, let’s talk about a Seller who is facing a short sale situation. Their “want” is a product in the form of information, and truly connected to answers to their questions. A Short Sale seller wants to know about credit consequences, legal
ramifications, what the process looks like, who the buyer might be, what the bank is going to want, how the bank may answer their request, whether they have to pay anything, or might be able to receive any proceeds from the sale. They want information. If you give them that product, they will then want YOUR service.

Another example might be your military audience. Your product there is going to be houses located near the base, as well as relocation information in direct regard to the military programs. In addition, this buyer will want neighborhood information, possibly links to school reports and crime statistics, both of which market reports can provide. You may need a subscription to another service to auto populate this report based on zip code or area, but that is not hard to do.

**Content**

Now let’s discuss content. This means WHAT to use and WHERE to find it. Keep this content in mind when you are thinking of “which” and “what” product to provide to your customers.

The Ballen Method teaches that the key to success is to keep the story line going. Make sure your product matches your message, and that this product matches your target audience for your chosen specialty.

Consistency is THE Key!
The main issue most people face when building web sites is the actual content. Many will allow their web design to “throw up” a “standard” template, such as for a real estate web site that has an IDX feed. And then they leave it alone. This is a mistake. Your web site will not stay on page one of Google – if it ever shows up at all – if it’s not being “fed” a constant stream of fresh content.

As I mentioned earlier, the best way to add fresh content to your web site on a regular basis is through a Blog. But the content of your Blog is equally important. Therefore, whether you are providing content to your web site via your Blog, or via updated pages, the importance of FRESH content is equally so.

When deciding WHAT content you will provide, read again the previous pages of this book, and remember your audience. WHO are they? WHAT do they want? It is THIS audience for whom you will be providing that content.

For real estate, if you have a buyer and seller site combined, you will have to keep both in mind and feed both fresh content continuously. Keep in mind that listings bring buyers, so paying special attention to your seller side or seller sites should always be your # 1 goal. Buyers are easy, they will find you through other portals like Realtor.com, Trulia, Zillow, and if your brokerage syndicates your listings, then also through many other sites like it. Focus on the seller and the niches as much as possible for true Search Engine Value.
The best content solves problems. If you really think about it, every buyer and seller has a problem. The buyer’s problem is that they want to buy X for X amount of money in X amount of time, and they want YOU to solve it for them. The seller’s problem is that they want to sell X for X amount of money in X amount of time, and they also want YOU to solve it for them – and make it easy, painless, and profitable.

What they ALL want to know is THIS:

- How long will it take?
- How much will it cost?
- How much will it earn?
- What Could Happen?
- What Else could happen?
- And, what are YOU going to do about it?

A great way to give them these answers is by using actual examples. Write a Blog about a problem you solved negotiating a short sale (if that’s your niche). Or talk about that luxury home you listed and how you sold it in 23 days. Or write about the home your buyer purchased that was new and under construction, and all about how you saved the day on that purchase vs. them using the “on site” builder agent. Every day you are solving problems. The key is to identify that you are doing it, and then put it on the web and publish it. You don’t have to be a fancy writer. You just have to tell your story.
But keep it authentic, and keep it accurate. Don’t “embellish” it. Instead, give the details and always, always, show how YOU solved the problem in the end. This is what is going to get you the business after you tell the story.

**Press Releases**

Press Releases make great content. Tying in directly with the previous paragraph, press releases are news that tell a story. They can be used for problem solving content in the same way your Blog post can. The major difference is that a press release is written in the 3rd person, while a Blog is more of a personal story telling. But honestly, they can be interchanged. A Blog post can become a press release, and a press release can become a Blog post, and both can be used as web site content. Look to the Press Release portion of The Ballen Method to find out more about Press Releases.

**Testimonials**

Another great way to show your problem solving skills and techniques is through testimonials. Testimonials are even better than you telling the story, because they are from a 3rd party. Such 3rd party endorsements tend to be more believable and more powerful. Every time you close a property, ask for the testimonial. Anytime you can also get in on Video - do it.
A Great way to handle that is to tell the client that you have a closing gift for them, and when you deliver it you would like to take a 30 second video testimonial. This gives them time to prepare for how they will look. You can also take the pressure off by giving them a little cheat sheet that tells them what you will ask.

Examples of great Questions for Testimonials:

1. How was your overall experience?
2. Did you buy or sell a home?
3. How long did it take?
4. Anything you would like to add?
5. Would you use us again and tell others to use our services?

Other great content can come from your 3rd party vendors, with permission from the author of such posts or testimonials. Or even better - ask THEM to write the content for you. Your mortgage lender, your title company, your home inspector, your home stager etc. etc. They all have articles and information to share. You just have to ask. Fill your web site with articles and Blog posts from your vendors that tie directly into your field. As long as their content is not being used for the masses on the web, it will appear to be unique content for you. Just remember - the magic word here is: “Ask”. Don’t just take.

Add also Relocation guides, short sale information, government programs for financing a home, seller tips, home buyer guides, home seller guides etc. etc. Just one relocation guide gives you pages and pages of content. And if it is content that is not
already widely used, then use it as a platform to build your own. Use the guide as an inspiration, and then create your own, one sentence at a time. Soon, you will have a paragraph, and then a page, and then you’ll have a guide of your own, and all the website content to boot. Now that’s a Win!

**Using Great Video**

Video is power. Therefore, whenever possible remember to use video as well. We are in the age of visuals, and consumers want video. Point and click and publish. Make it easy. Use your computer. Use your smart phone. Capture neighborhood events, houses, or shoot informational videos where you talk about your specialty.

Myth busting is always a popular video topic. Interview your vendors. Have your vendors interview you. Talk about a listing you just took, or just sold. Remember, people do business with people they know or THINK they know, so think video! It causes the Think-you-know to happen. See our Video Portion in the Ballen Method for more on best video practices.

**Add Relevant Pages Around Your Content**

Something else to think about, as specifically related to real estate, is adding pages or Blog posts around your listings. You can basically create individual landing pages for these listings that have their own subdomain.
You can also register.com addresses from a web site such as www.godaddy.com, for example: www.123housestreet.com, and point the URL to the landing page URL in the site itself.

These should include property photos, mortgage calculators to determine what their house payment might be, maybe downloadable PDF brochures, and links for additional info, as well as lead capture with an offer such as: “Be notified if any changes take place in regard to price or status on this home.” Or: “Search the entire [your city] housing market now for homes just like this one.”

This is a huge WOW for your sellers, plus these pages generally have additional search engine “food” such as neighborhood details, keywords around your market area, and real estate terminology that all feed back to your web site’s theme.

About Us – Meet Our Team

Your web site should also have an About, or Meet page, in addition to a Contact Us page. Your About-Meet page is the chance to sell yourself, your designations, the awards you have won, how your team was build, what brokerage you are with, and so on.

But even when you are pitching yourself, it’s best to make it as much about the consumer as you can. If you are in the top 1% of your industry, follow it up by saying
that this means the customer is getting more when they hire you. If you say you are a Certified Distressed Property Expert, let them know what that means and how that protects and benefits them.

Remember also to use offers, items of value, free reports, lead capture, and urgency throughout your web site as well. It’s great to have your visitor on your web site, but if you are not actively working to capture their information, it doesn’t mean much.

Conclusion

And finally, I want to point out some of the basics to Search Engine Optimization, in addition to those listed in The Ballen Method. Many of the more “traditional” SEO tips should not be overlooked, just because they’ve been used before. These include:

- Giving each page and Blog post on your site a keyword-friendly title (about 40 characters)

- Avoiding broken links.

- Repeating the page title or Blog post title in the first paragraph of your content.

- Keyword Density - Repeating keywords several times in variations without “stuffing.”
• Title all images and Videos being used as Keyword friendly titles, rather than 1234.wmv or 1897lijlf.jpg, and so on.

• Create backlinks to your site from popular, high ranking, and related sites, such as major real estate portals, other popular Blog sites, press release sites, video channels etc.

• Be sure to Keep it Local AND keep it Social - Share it and encourage others to share by using social media buttons and icons.

• Watch Spelling and Punctuation. Google is now paying attention to this, so you want to be good at it.

• Include Factual Data.

• Remove anything stale, or no longer relevant (expired listings, old programs etc.). If that page or post has page rank on Google, write over the content, but don’t delete the entire page or post.

• Keep your content short enough for consumers to read, but long enough for Google to believe it’s actual content (around 300 characters is the suggested minimum).
• Make it Easy to Read.

• Avoid sites that are mass distributed with similar content. Brokerages often distribute sites that are mirrors of one another, and therefore have no SEO value. If you can remove and add your own content, then that’s fine.

So congratulations! You now have everything you need to design a Search Engine Optimized web site, and can now proceed to the rest of The Ballen Method.

It all starts and ends with your web site. So make it yours, make it creative, but above all – be YOU and be CONSISTENT.
Acknowledgements

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The Ballen Method was not created overnight. While I have always been quite natural at marketing, the secrets of this Method did not come easily, or without a struggle. You see, when I hear someone say something out loud, I often think to myself, “Oh, that would make a great commercial”. Within seconds I know the title, the slogan, and a jingle, and how to make it. It’s just how my mind works. While this book is not the place for the entire story of my life, or how these abilities evolved, or how I was able to eventually apply them to The Ballen Method, I do want you to be aware of your own intuitive abilities. It is important for you to know that as you move forward and begin to understand clearly what the Method is and how to apply it to each element we discuss, that you also become more and more aware of your own abilities to add your own creativity to what you are about to learn. This will be of great help to you, not just in your business, but also in life. And that’s what The Ballen Method is primarily all about. YOU.

Lori Ballen is a Teacher, a Marketer, and a Blogger with a proven track record in Real Estate, and in creating several successful and salable businesses. Her ability to communicate a vision of success has made her live classes extremely popular, not just with real estate professionals, but with people in general. Life lessons often mirror business lessons, and business lessons can very much also apply to your life. Lori has captured the essence of what it is to be successful in life, and in business. Neither has to exclude the other. That’s why The Ballen Method works. It works for everyone, no matter what your business may be, or what you life goals are.

Learn It, Work It, Live It - It Works!

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