

Published based on [Why Brokers Should Use The Wordpress Platform For His Or Her Real Estate Marketing Endeavors?](#)

# **Why Brokers Should Use The Wordpress Platform For His Or Her Real Estate Marketing Endeavors?**

Wordpress together with Real Estate undoubtedly are a match made in tech marketing heaven in my opinion. Wordpress's adaptability, search engine optimization components, and general simplicity of use, along with an incredible group of participants (and also matching online forms) have allowed it to become our planet's more popular content management system... And so Realtors in groups are choosing wordpress everyday as the central hub for their overall internet *real estate marketing* initiatives.

And yet... there appears to be a comparatively small volume of Brokers implementing wordpress to produce web-based entities along the company level. As opposed to going into why I feel this, I feel it may be much better to underscore the reasons why many real estate brokerages should think about pitching their existing site and starting something wordpress based alternatively.

#### 1. Reduce expenses on hosting!

Not long ago I had a discussion with a real estate broker who was compensating one of the dependable real estate website providers \$300 monthly to have his blog hosted... That hurts! With wordpress, web hosting is usually somewhat affordable. (\$7 a month with bluehost or even hostgator would probably be sufficient for a lot of smaller brokerages).

#### 2. Spend less on website maintenance fees.

The same broker who was shelling out three hundred dollars for site hosting had been shelling out \$100 per hour everytime he wanted something on his site modified. With wordpress, learning how to produce or even edit content for **real estate marketing** is usually relatively easy. Undoubtedly, you will discover items that could be complicated for some real estate brokers, but usually obtaining free or even inexpensive wordpress assistance is no big issue. (Try entering "need wordpress help" at <http://search.twitter.com> to check out what i'm saying :) )

#### 3. Wordpress Plugins!

Bottom line. Wordpress plays with everything! Would you like to embed a youtube gallery together with your most recent blogposts? No issue. What about picture hyperlinks to all your social profiles. No worries. IDX integration. Sure, not often a concern. Lead capture forms? Totally free. Just Sold Stats? 100 % free. (With Zillow or related incorporation). Google Maps, Analytics, Chat, etcetera... You bet. A lot of absolutely free toys play adequately together with open source, totally free wordpress websites.

#### 4. Low-cost Design

There are thousands of wordpress website templates around... any of that will work fine for real estate marketing. Now... obviously some are superior to others, and so I have my favorites, but final point here is this: You won't have to compensate a web designer two,three, or \$5,000 merely to get your website skinned with wordpress. And... if you do not prefer your very first attempt, adjusting designs is really an amazingly simple process.

#### 5. SEO

Wordpress is search engine friendly straight out of the box. There are several brilliant plugins and alterations that will certainly increase the google search friendliness of the wordpress blog. Furthermore, stuff that most specialist SEO's would demand thousands for are generally had with wordpress right off the shelf.

And so there you have it, a few reasons why leading brokerages should swap the business website over to Wordpress for their real estate marketing. Plus we've made the offer even more appealing. Need help implementing a real estate focused Wordpress blog or any other internet marketing solutions? You can go to [Retchulous.com](http://Retchulous.com) to uncover even more about our memberships and classes!

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