



Listing Syndication Steps: Checklist

Pre MLS:

- Check on Zillow for exact address structure
- Name your photo files on your hard drive - follow the listing address format from Zillow for the file names.
- Upload your listing photos to G+
- Name an album - the address of the listing
- Share the G+ album with your VA or your assistant
- Watermark every listing photo. You will need 2 sets: 1 branded and 1 not branded. (You will only use the unbranded images for your MLS. Use your website domain, name + "Listing Agent" + phone # as the watermark.)



Listing Syndication Steps: Checklist

- Re-upload to G+ after they are watermarked
- Create listing post on your blog or website (at least 2 lines of content in between images)
- Apply SEO steps - image SEO, tags, appropriate category, heading tags, etc.
- Ping your post
- Apply LEA Marketing Steps - share to all social media accounts with a compelling commentary.
- After 24 hours, manually add your listing in RealBird - create your single property website, flyers, SMS text code, etc. Completely fill out the fields for the RealBird listing.
- Add your branded images to your RealBird listing
- Link your RealBird listing to your original post on your website.
- Ping your RealBird property website.



Listing Syndication Steps: Checklist

- Write another post and add it to your ActiveRain blog.
- Link to your website post about your listings from inside the content in your ActiveRain post. Link to your RealBird Single Property Site.
- Apply SEO steps - image SEO, tags, appropriate category, heading tags, etc.
- Alternating the links to your Website post, ActiveRain post, and RealBird listing, post a compelling "coming soon" commentary.
- Coming soon tweets to Twitter 6x per day
- Coming soon post on Facebook Biz Page
- Coming soon on Instagram
- Coming soon on LinkedIn
- Coming soon board on Pinterest



Listing Syndication Steps: Checklist

- Apply SEO advanced techniques to your social media. Apply interval between posts.
- RebelMouse + Facebook
- Storify + Facebook
- ScoopIt + Facebook
- Manually enter your listing in Zillow. Don't wait for the MLS to send it to Zillow and add your branded photos in Zillow
- Add a photo graphic saying you are the listing agent with your phone number
- Make sure the link to the source is to your post page of your listing on your website
- Do the same thing for Trulia
- Enter listing into the MLS - First make sure that Zillow took your listing before you enter into the MLS (add keywords in the public remarks area). You need to be the owner of that listing, not Zillow



Listing Syndication Steps: Checklist

Post MLS:

- After one week from posting in the MLS, go to RealBird.com. Get your listing html code to embed to your website post.
- Make sure to add keyword rich content above the iFrame code and below the iFrame code
- Add the RealBird property search below your listing embedded code.
- Link to your RealBird single property website from the content inside of your post
- Go back to RealBird and syndicate your listing to the portals.
- Get links to your properties from authority sites
- Start running Craigslist ads for your RealBird listing site
- Run ebay ads to RealBird



- Run free classified ads to your ActiveRain blog
- Run Backpages ads to link to your website post page about the listing
- Create YouTube video - apply YouTube SEO
- Create Slideshare - apply SEO
- Post in Blogger - apply SEO
- Post in Wordpress - apply SEO
- Post in BiggerPockets - apply SEO
- Post in RealtyTimes - apply SEO
- Post in Tumblr - apply SEO
- Post in Medium - apply SEO



Listing Syndication Steps: Checklist

- Be careful on your anchor text linking. Always vary where your links are going.
- Keep tweeting the listing and link to various channels
- Repost listing every 30 days to your website
- Change out the titles each 30 days to get different keywords indexed.
- Create and publish under contract posts.
- Create and publish sold posts.