

for blog's sake

QUESTION:

Which blogging platform do you use and why do you use it?

IN OUR EXPERIENCE ...



"I USE FREE Blogger.com. You can customize the look and

add RSS feeds. The key is to back-link to your own hosted site and use keywords which are specific to your area. I also have it linked to my other social sites so that when I post, it becomes more viral."

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"IF YOU CAN use FTP (file transfer protocol) or

have server access, you can download the WordPress platform and make it your site. There are thousands of free themes to choose from. Having said that, I don't think I'm interesting enough to write a regular blog, so I've developed a video blog instead. Once I post something, I use every social media tool I can to drive eyes to it. It takes time, but it works well."

Dave Chomitz, CRS
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"I LOVE Active Rain for the SEO (search engine optimization).

If I put the same content on one of my WordPress blogs, it does not get to the top of the search results as quickly as it does when I put it on Active Rain. I understand that it is because Active Rain is purely real estate, while other blogging platforms are diluted by other categories of content. Active Rain gets more 'Google juice.'"

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» » » » » Please submit real estate questions for "Ask a CRS" to Mike Fenner at mfenner@crs.com.