

Phoenix Real Estate – Internet Marketing Plan

Marketing of real estate has evolved from the early methods in the 1960s of catalogue display to the newsprint, specialty real estate magazines of the 1980s and 1990s and graduating to internet advertising in the late 1990s and into the 2000s through websites, blogs and social networking.

All Lavine Team listings are displayed on the MLS with an abundance of photos and remarks that portray a descriptive, informative and inviting call to action. In addition to the Arizona MLS site called ARMLS, the listing will be displayed on a variety of national 3rd party websites including Realtor.com, Zillow.com, Trulia.com, Redfin.com, Homes.com and other abundantly viewed real estate resource sites.

The Lavine Team have personally and diligently created and maintained their own successful Search Engine Optimization to ensure the visibility of their many active websites and blogs. Lavine Team listings are featured on their website www.albertatophoenix.com.

This website has benefited from being ranked **on page 1 of a Google search** for keywords "Phoenix Real Estate" and a variety of other phrases since August of 2010. Our blog informational website canadatophoenixrealestate.com has this Google distinction as well.

Social media marketing includes being featured on:

Facebook business page www.facebook.com/albertatophoenix ,

on Twitter www.twitter.com/lavineteam ,

on LinkedIn <https://www.linkedin.com/in/phoenixrealestatelaurielavine/>,

on Google+ <https://plus.google.com/u/0/+LaurieLavine>.

Laurie will create an **individual property website** that has a virtual tour, video and photo gallery that he can post on our social networking sites as well as applicably on one or more of our **8 personal Phoenix and Canadian real estate marketing websites** that are all connected to each other.

Thousands of visitors view the pages of the Lavine Team's sites each month that result in numerous inquiries and result in sales.

The pursuit of extensive and networking marketing through websites, press releases, TV interviews, magazine, newspaper, internet articles and interviews is ongoing and never ending for the Lavine Team. We are easy to find for consumers and that spells exposure for sellers.

