

# The Right Way to Start Blogging For Real Estate Startups

Posted On Feb 12, Posted by [blogger1](#) Category [BestTransactionFunding](#)

What's the best way for real estate wholesalers and new websites to start blogging for great results?

Every real estate wholesaler, investor, CEO, and marketing manager knows that having a blog is essential. In fact, the blog has truly become the heart of the real estate business. A weak heart isn't going to be pumping the healthy life giving blood, leads and dollars through the organization that a stronger one would. So what's the best way to approach real estate blogging?

The biggest dilemma wholesalers face today is deciding how much to publish, and how much to invest in their blogs. Outsourcing blog writing continues to be the way to go, but costs of hiring great real estate content writers has risen. So how can investors find the right balance in cost and volume versus ROI?

The first step is successfully navigating this is recognizing the value and importance of real estate blogging, and how profitable it can be. A new interactive infographic from contently shows that the [average flat rate cost per article for digital media](#) in 2015 is \$207. This surely beats the average for print articles at \$384, but can seem daunting for some young startups on a tight budget. This data further digs in and shows that content mills that spin junk content average just \$25 on average for articles, versus retaining professional freelance real estate writers or a brand journalist which might run around \$230 dollars per piece on average. Fortunately; there are great deals on content and writers in between this range via both oDesk and Titanium Quill.

Still; look at it like this – if the average real estate blog post yielded 128 visitors and cost \$320, that's the equivalent of paying \$2.50 per click via Adwords PPC. Most real estate sites pay as much as \$25 per click for good clicks, or more. Or it would be the worth \$3,200 in Adword leads. That's a steal no matter how you do the math. If you pay \$100, or \$50 for a great blog post the ROI is going to be 3 to 6 times higher.

The second key factor here is remembering that will all the advice columns keep harping on about volume of blogging; consistency and quality is more important. It's better to produce one awesome piece per week consistently, than seven weak pieces that will only get your real estate website penalized by Google, and turn off visitors and prospects.

Once you begin closing deals you can scale.

For those being extremely cautious with their real estate marketing and branding budgets consider a test. A viable test should at least consist of 2- 6 months of blogging at least once per week. Do that and compare your results to other channels and then recalibrate. So select a publishing schedule and cost structure that you can afford to blog once a week for at least 8 weeks.

[Related: 7 Small Ways to Generate Serious Wholesaling Lead Volume](#)

### **Quick Tips for Maximizing Your Budget & Blogging Results:**

Don't neglect keywords and SEO

Share each post via social

Reach out directly to others and get them to share your content

Email your contacts to notify them of each post

**Authored by Best Transaction Funding** [BestTransactionFunding.com](https://BestTransactionFunding.com) is the leading source of transactional funding and hard money loans for real estate wholesalers in the US, where 100% financing, and saying “Yes” is what we love doing all day long

.

Tags: [blogging for real estate](#) , [digital media](#) , [real estate business](#) , [real estate marketing](#) , [real estate wholesalers](#)

,

[real estate startups](#)

,

[Best Transaction Funding](#)

,

[wholesaling lead](#)