

How to Write The Perfect Blog

How you structure your blog post can make all the difference on whether your post shows on the search engine results. Having a blog can be a great way to connect with your audience and share your knowledge. It's also a way to establish yourself as an expert in the property management industry.

Blog Post Structure

<H1>Headline / Title <H1>

A question or eye catching subject.

Intro Blurb

1-2 sentence answer to your question or headline. Google specifically likes to see the answer close to your question, resulting in your post being at the top of the search results.

Image/Video

Be sure to include a high resolution image in all your blogs that is relevant to your post. Video is even better! Once you have finished writing your blog, shoot your video! Your video can be as short as your question and answer or the entire content of your blog!

Content

AKA the meat of your blog! Who, what, where, when, why! Who / what are you talking about? Why is it important to your readers? When should they do what you say? How should they do it? Provide specific instructions for your reader to follow.

Recommendations

Finalize your content with what your recommendation is. How would your company handle this, what would you do differently? Make the reader feel like it'd be easier to choose your company to solve the issue!

CTA or Call To Action

Don't forget to have a way for the reader to contact you if they want to learn more! We recommend adding the lead form on the side so it can be completed at any time!



<H1> Headline / Title <H1>

Image/Video

Intro Blurb

Content

Recommendations

Call To Action!

Additional Links

Additional Links

Link to relevant blogs or pages within your website the reader would find relevant. This is a good way to increase time on site by keeping the reader on your site!

20 Property Management Blog Posts to Get You Started!



Current Market Trends

What Technology Should Your Property Manager be Using

Increase Rental Value Without Blowing Your Budget



Your Home Inspection Process



Top 5 Rental Property Investment Tips

Why Hire A Property Management Company



Landlord Liability Issues

Common Mistakes Made by Managing Your Own Property

What Qualifications You Should Seek in a Property Manager

Five Costs That Landlords Don't Notice They're Accruing

The Landlord's Guide to Hiring Property Managers



Application Screening Process



Tenant Portal Tips

Criteria That Must be Met in Regards to Assistance Animals



Property Management Essentials

Should I Rent My Investment Property Furnished?



How Do I Get Rid of a Bad Tenant?

Wear and Tear vs Damage - What is the Difference?

3 Ways (Insert State) Landlords Can Improve Rent Collection



How to Self Manage Your Rental Property

For more information on PMW products or how to improve your website:

schedule here



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