

# How REALTORS® Can Dominate the Search Engines

CREDITS  
NO CE

# Search ...



Search engine.

## Learn techniques so you can optimize your website yourself!

Search engines are a very complicated tool that have a huge impact on a business's success. And yet most of the companies involved in search engine optimization (SEO) take advantage of the average business owner's lack of knowledge in this area. This course will teach you white hat optimization techniques that will allow you to save thousands of dollars by optimizing your site yourself for free.

## Learn how to hire an SEO to do it for you!

- What is a search engine
- How to set up your website for an on-site optimization
- How to do off-site optimization
- Understand how search engines rank websites
- Identify the elements search engines use to determine our sites ranking
- Understand the steps you need to address to improve our sites ranking
- And much more!

## November 18, 2015

2:00 p.m. - 4:00 p.m.

Check-in begins at 1:30 p.m.

Orlando Regional REALTOR® Association  
1330 Lee Road, Orlando, FL 32810

**ORRA Members: \$15; Non-ORRA Members: \$30**  
On-site add \$15

Business casual attire requested for education programs.  
Registration options and policies on reverse.

*Course provided by Real Estate Technology Institute (RETI)  
Course sponsored by ORRA Institute of Technology*

## Instructor



**Craig Grant**, "The Real Estate Tech Guru," is the founder of The Real Estate Technology Institute and EasyRealtySites.com, two companies that focus on creating mutually beneficial, no risk/high reward websites and educational partnerships with many associations and companies. Mr. Grant is the past chair of the Florida REALTORS® Education & Technology Committee, a former member of the GRI Task Force, and a GRI and CE instructor.



Register at [www.orlandorealtors.org](http://www.orlandorealtors.org)

407.513.7268 Fax: 407.513.9120 [education@orlandorealtors.org](mailto:education@orlandorealtors.org)





## Stand out on a Global Level

International real estate opportunities are everywhere. New people move to the U.S. from other countries every day and foreign-born individuals residing in the U.S. move to new markets. Americans in your current market invest in property overseas. No matter which international audience you cater to, the Certified International Property Specialist (CIPS) Designation will provide you with the knowledge, research, network and tools to globalize your business.

### The Certified International Property Specialist:

**October 22-23 and 27-29, 2015:**

**22nd: Local Markets**

**23rd: Transaction Tools**

**27th: Europe**

**28th: Americas**

**29th: Asia/Pacific**

Learn more at

<http://www.realtor.org/designations-and-certifications/cips>



## Register today

Register me for **How REALTORS® Can Dominate the Search Engines** on Wednesday, November 18, 2015.

ORRA member – \$15  
(ORRA REALTOR® and Affiliate members only)

Non-ORRA member – \$30  
(member of other REALTOR® association or licensed salesperson of ORRA Broker member)

ORRA member on-site – \$30  Non-ORRA member on-site – \$45

Attendee Name \_\_\_\_\_

Member Number \_\_\_\_\_

Phone (     )     - \_\_\_\_\_

E-mail \_\_\_\_\_

### Payment Method:

Check # \_\_\_\_\_ (Payable to ORRA)

Broker Account (ORRA members only. Broker approval required.)

VISA     MasterCard     American Express     Discover

Credit card # \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_

CVV Code (Security Code): \_\_\_\_\_

Credit card charge signature OR broker signature for broker approved account charge \_\_\_\_\_

Initial \_\_\_\_\_  I agree to the terms of the cancellation and attendance policy referenced below.

Special disabilities accommodated with advance notice.  
Courses not open to the general public unless otherwise noted.

## Policies

### CANCELLATIONS/NO-SHOWS

\$25 fee for free classes or forfeiture of registration fee for cancellations within 3 days of course date or for no shows.

### ATTENDANCE

To receive CE credits for any Continuing Education course, participants must:

1. Be physically present for the entire program from beginning to end;
2. Sign any/all morning or afternoon attendance sheets; and
3. Refrain from using cell phone and e-devices except during designated break times.

### LOCATION

Orlando Regional REALTOR® Association, 1330 Lee Road, Orlando, FL 32810  
(unless otherwise noted on the front of this form)

### CONTACT US

Phone: 407.513.7268    Fax: 407.513.9120    E-mail: [education@orlandorealtors.org](mailto:education@orlandorealtors.org)