



Taking a CNN Approach to Your Website

--[Brian Copeland](#), CRS

Today's best agents understand the immediacy of the consumer. While the 1960s brought us weekly newspapers and the 6 o'clock news, today's buyers and sellers expect information in real-time, and up-to-date. Explore strategies for turning your web site into a news source and lead generation machine. Discover the best platforms to make your site index and get hits within seconds of writing an article. Demo live analytics and how to measure consumer behaviors. Learn how to dominate the information given to the public by local news stations and newspapers. Find specific tips to drive traffic to your site from a multitude of sources.