

Online Property Lab Is Launched Teaching Real Estate Agents How To Market Effectively Online

Online Property Lab is a new service aimed at teaching estate agents and developers all over the world how to create long-term lead-generation success online, through the use of text and video based tutorials.

August 20, 2010 (FPRC) -- A new service, Online Property Lab, has just been launched with the sole aim of teaching estate agents and developers how to create long-term success online. Online Property Lab provides in-depth text and video tutorials teaching property professionals exactly what they need to do online to generate more leads and establish an effective long-term online strategy.

"There are so many websites and blogs out there telling estate agents what they need to be doing online," says founder Justin Aldridge. "However, telling people what they need to do is one thing, telling them exactly how to do it is a totally different matter."

Online Property Lab has been designed to take estate agents step-by-step through the entire process of building a successful online real estate business or fine tuning their existing online campaigns. Easy-to-follow tutorials and the opportunity to ask questions directly to Justin about their own online marketing, means estate agents can now truly begin to take control of their online lead generation.

"During our initial research we found that many estate agents just don't really understand how things work online," says Justin. "They mostly rely on an expensive SEO company to tell them what needs to be done and how it should be done. Agents at least now have a chance of truly understanding if their SEO company is doing things properly for them. Alternatively, agents can simply do it for themselves without wasting time on the things that don't work. They just need to apply my techniques which work every time."

Online Property Lab covers all aspects of online marketing for real estate agents including topics such as link building, website usability, search engine optimisation, social media strategies and occasional website reviews to learn what other estate agents are doing right and wrong online.

For more information please contact Justin at justin@onlinepropertylab.com or visit the website at www.onlinepropertylab.com.

About Justin Aldridge - Justin Aldridge has been involved in the real estate market online for the past seven years, successfully launching property related social websites such as Eye on Spain (www.eyeonspain.com). Through his network of websites, Justin generates thousands of property leads every year and offers his online marketing services to a select few companies.

Contact Information

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