

January 27, 2010

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Active Website to Release Active Community on Blog

FOR IMMEDIATE RELEASE

Denver, CO – Starting Friday January 20, 2010, [Active Website](#) began their release of blog videos centered on the real estate industry and technology. The *Active Community*, as it will be called, kicked off the series with a [video overview of search objectives for 2010](#). These presentations will focus on establishing a stronger online presence and creating a sustainable plan to increase traffic.

Active Community is one of Active Website's new initiatives for the year to get users more involved in their site. By providing useful information in an engaging format, Active Website hopes to educate followers of important technology trends as they apply to the real estate industry.

Over the next five weeks, Active Community will continue the series by posting the following presentations on our blog:

- Content is King
- Duplicate Content
- Link Structure
- Conversations
- Long Tail Data

The objective for the video presentations is to provide [Enterprise Network Members](#) and Active Website followers information that will help them with market domination. Twice a month, Active Website will highlight key areas they feel are important to a company's online success on their Friday afternoon blog.

According to Managing Partner and Enterprise Team Director, John Sable, "We're very excited about the opportunity to share technology trends with our blog readers. We can't stress enough to our clients the need for quality content on their sites and video is a great way to engage an audience. 2010 is the year to give your website a voice and Active Website wants to be a valuable resource to help get the job done."

The first presentation covers the concept of content. How can we address the issues of developing a unique voice for a website that will set it apart from its competitors? This is the age old question that Active Website wants to answer. By stressing the need for original content, not just for a website but also for property listings, we can increase SEO and ultimately increase traffic to Enterprise Network Members' websites. To watch Active Community's first video on *Content is King*, visit Active Website's blog at www.blog.activewebsite.com.



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About the Enterprise Network

The Enterprise Network member base is by invitation only. Comprised solely of private real estate firms, the Enterprise Network does not accept national brands and only works with one company per marketplace. This exclusivity allows for open collaboration and sharing of information within the Network, free from any conflict of interest. The goal for members under the Enterprise Network umbrella is to address the technology demands that are emerging in today's changing real estate market. Together, Enterprise Network members can make the best decisions concerning implementation of systems and solutions, ultimately leveraging everyone to higher levels of business.

About Active Website

Active Website is a Colorado-based company specializing in web design and development. Founded in 1998, the company has rapidly become an industry leader with major clients including Ebby Halliday Real Estate, Inc., The Group, Inc., Helen Adams Realty, The Kentwood Company, LandVest, Milestone Realty, N.T. Callaway Real Estate, Windermere Tri-Cities, Wright Kingdom Real Estate, Sonnenalp Real Estate, Residential Properties Ltd., Charles Reinhart Company Realtors, Smith & Associates Real Estate, Danberry Realtors, Skogman Realty as well as several new members to be announced soon.

The Active Website site provides detailed information about each of Active Website's real estate technology offerings, as well as an extensive portfolio and client testimonials. Visit www.activewebsite.com for more information.

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