

110 Blog Ideas

for Real Estate Staging Professionals

Be Found Online with Great Topics Home Sellers and Agents Are Searching For



by Debi Katsmar



About the Author



Debi Katsmar is a marketing strategist and CEO of Prowl Communications, a full marketing agency serving clients throughout North America. Debi's creativity showed itself at an early age, winning a design contest for the cover of a real estate book at the age of 10. She has worked in the marketing and advertising industry for 30+ years, starting her first agency at the age of 24. Her clientele is diverse - from small mom-and-pop shops to corporations with 100s of employees and major marketing budgets. Debi has a knack for understanding what her clients require to succeed and helping them get there. She is known for giving it her all and going the extra mile for her clients and friends. Debi is also an author and speaker. Throughout her career she has been the graphic designer and production manager behind a national magazine, and produced and marketed several international trade shows. Her expertise is in sales and marketing automation through CRMs, email marketing, social media management and web design.

On a personal level, Debi is married with three boys, all doing well in their careers. She has two dogs and a cat and wishes she could have more, being a country girl at heart. In her spare time she crochets, creates master pieces through leather tooling, paints, draws and loves to read. Debi is known for her love of owls, having a very extensive collection of figurines, paintings, decor - anything owl.. Ask her the story behind her icon sometime!

Debi is also internationally known for her crochet patterns, sold throughout the world. She was the first designer to crochet specifically for the horse industry. While she has little time for crocheting today, she usually completes one or two new patterns for her fans every year - sometimes more. Her leather work has also received international kudos on the rare occasion she submits her work for judging.

Debi is actively involved in her community as a member of many networking and business associations. She volunteers, sits on several boards and recently ran in a municipal election. She loves people and helping anyone who needs it.



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Why Blog?

1. Blogs help your website be found online
2. Your blog will establish you as an authority
3. A blog will help you generate leads
4. Blogging offers a wealth of content for social media posts
5. Having a blog ensures new content on your website
6. Blogging lets your brand shine
7. The content of your blog can provide the framework for literature
8. Your blog will encourage sharing and backlinks to your website
9. Blogging will strengthen your understanding of your customers and their journey.
10. Writing a blog regularly encourages return visits to your website



110 Blog Ideas for Home Stagers

1. Why Home Staging?
2. How much does home staging cost?
3. What is a home staging consultation?
4. Home staging statistics
5. How to prepare your house for home staging
6. Your furnishings & accessories or your stagers
7. Why remove personal items
8. Can your realtor stage your home?
9. Is home staging regulated by any one?





10. Case study of one of your staging projects

11. Common objections to staging

12. Most frequently asked questions

13. Design trends

14. What to look for in a home staging company

15. The staging process

16. Interior décor no-nos when selling

17. Staging your garage

18. . Why your house didn't sell

19. Common staging mistakes

Unleash the
POWER of
A Blog



- 
20. Staging a patio
 21. Staging small spaces
 22. Staging an office
 23. Staging a closet
 24. Use of colour
 25. Staging accessories
 26. Curb Appeal
 27. Virtual Staging
 28. Importance of the photography
 29. Staging a child's room

You have a
434% higher
chance of being
ranked highly
on search engines
if you feature
a blog on your
website.
(techclient)





30. Furniture hacks

31. Will my house sell faster staged?

32. Staging a vacant house

33. Invest in your rental properties

34. Greening your home

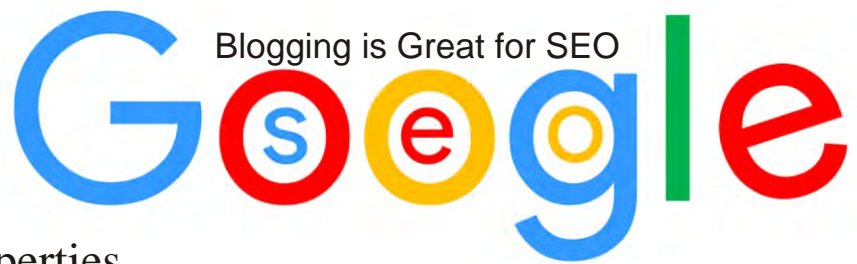
35. To bake or not to bake


36. Stage: Sell for More, Sell Quicker

37. The Front Entrance

38. Renovations before selling


39. A fresh coat of paint



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40. Before and after staging
 41. Move in Ready is a must
 42. Staging to attract millennials
 43. Seniors and downsizing
 44. Appliance trends
 45. Spring staging
 46. Summer staging
 47. Fall staging
 48. Winter staging
 49. Best time to list a home
 50. Realtors unconvinced

Blog
articles with
images get
94%
more views
(source)





51. My realtor says

52. DIY Staging – yes or no

53. Is the consultation worth it?

54. Painting tips and tricks

55. Project management for preparing your home

56. Plants – real or fake

57. What to do with your pets

Sunday

Write blog on
'What to do with
your pets during
a showing'

58. Staging during the holidays

59. Keeping it staged

60. Staging at Thanksgiving

61. The table setting



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- 62. Trending accessories
 - 63. Issues that end the sale
 - 64. The senior friendly home
 - 65. Home Inspections
 - 66. Making the bathroom look good
 - 67. DIY Staging tips
 - 68. Don't forget the cupboards
 - 69. What millennials want
 - 70. Increase the value of your home by doing this
 - 71. Colour psychology

70-80%
of users ignore
paid ads & only
focus on
organic results
(source)



72. How to hang art

73. Window coverings

74. What about the porch?

75. Making it appear bigger

76. What will kill the sale

77. Lighting for ambiance

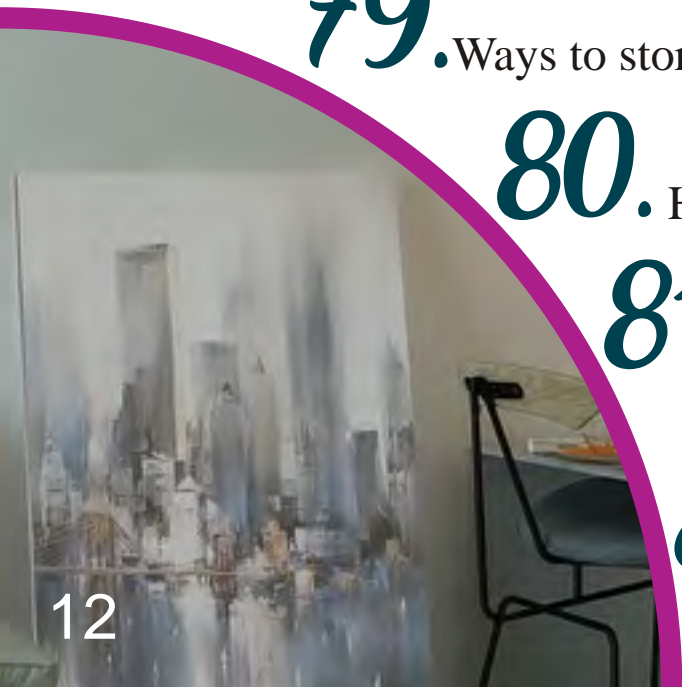
78. What about the back yard?


79. Ways to store personal items

80. Hiring a landscaper

81. What to do with an unfinished basement

82. Natural lighting is best



- 
83. Working with natural fibres
 84. A smoker's home
 85. Staging is not just decluttering
 86. OMG – that carpet
 87. Staging in a hot market
 88. Problem neighbours
 89. Showcasing the neighbourhood
 90. That pool
 91. First Impressions Matter
 92. My agent says no to staging
 93. Wall décor – keep it simple

Blogs have
been rated
as the 5th
most trusted
source for
accurate
online
information.

(source)



94. The focal point of a room

95. The difference between
a buyers and sellers market

96. Do I need aerial photography?

97. Virtual tours or standard photography?

98. Choosing the right real estate agent

99. For sale by owner


100. Convincing the home owner they need staging

101. Crafter's corner

102. Dealing with the craft room

103. What to do about the workshop





104. The difference between interior decorating and staging

105. Art on the walls

106. Staging the luxury home

107. What is redesign

108. Recycle, re-use

109. Scents

110. Staging and loving it!

And so we have it, 110 blog ideas for the Real Estate Staging Professional.

By determining a strategy first, it will be much easier to sit down and write as you will have been thinking about the content prior to the time you have set aside to write it. Schedule the time to write into your schedule – it is so worth it!

Leads from
search engine
optimization
(finding your content
from a search)
have a close
rate of 14.6%
(source)



Where to Start

1. Determine how often you are going to write a blog.
(1 per month is a good start until you're confident)
2. Grab a calendar and outline your strategy.
(Think of your pain points selling, or questions asked of you, what your clients need to know)
3. Schedule time to write into your calendar.
(Blogs should be 1200-2000 words for SEO purposes and to establish authority on the topic)
4. Do your research in advance of sitting down to write.
(Find supporting material, stats, links, keywords for SEO)
5. Find or take a photo(s) for your blog.
6. Decide what the call-to-action should be.
(This can be subtle or strong - there should always be a call-to-action)
7. Ensure your blog is one topic only.
(This is for SEO to ensure when people search they find their answer)
8. Do not over do it with keywords.
9. Write and proof read your blog.
10. Post to your website.
11. Share on your social media sites.





Resources

Before writing your blog it is imperative to research the topic you will be writing about. Your readers will want more than your say so in many cases. Find articles you can link to in your text, statistics and great photos or graphics. Research your keywords and what your potential clients are searching for online. Prepare your call-to-action in advance – thinking this through before-hand will give you a better call-to-action than leaving it as an after-thought ending up with ‘call for more info’. Visit your competitors’ websites to see what they are blogging about and the resources they are using - this is always a great start – but do not plagiarize.

Here are a few valuable resources:

Photos:

Our favourite site for FREE photos is www.pixabay.com . Photos and graphics are free to use without attribution and available in a variety of sizes and image types. If you want something others are not using you can visit Istock, Getty Images, Burst, Adobe Images - there are many.

Note: Use your own photos where you can when discussing specific topics that you can showcase from your own work. This allows you to describe your services without being salesy.

Researching Articles and Stats

The easiest place to start is go to google and search for the topic you will be writing about. So, if you will be writing about ‘overcoming common staging objections’ - search for it online. Read the articles you find in response. This will give you great ideas on writing your article. You can also try visiting the sites of the experts like www.stagingtraining.com - we’re sure you’ll find a wealth of information by doing this. Include stats where you can, but don’t over do it. Just search ‘staging stats’.

Creating Graphics

For the do-it-yourselfer, we recommend www.canva.com or www.picmonkey.com Either of these will let you create graphics, add text to images and more. If you are not inclined to do so, we offer graphic design services if needed.

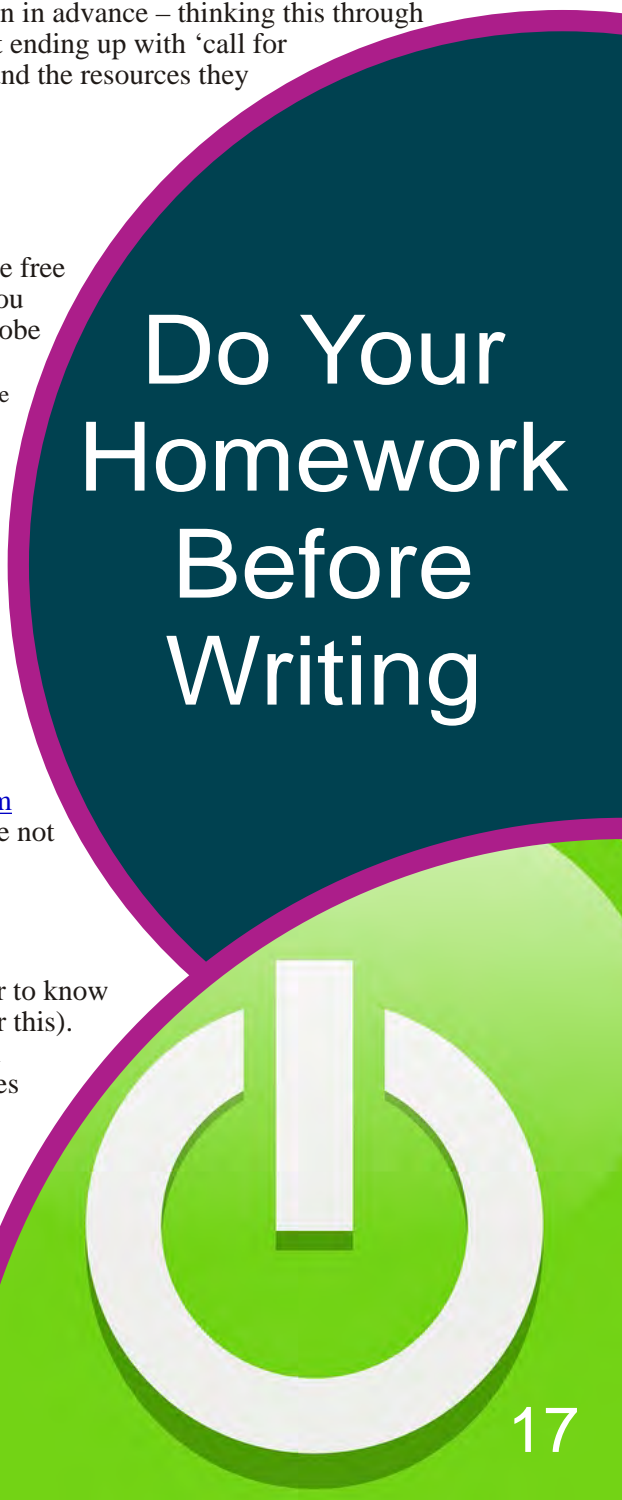
Keyword Research

Blogs help your site be found. They are an important part of SEO (Search Engine Optimization). Always take the time to research the terms people are searching for to know how to incorporate them into your blog (don’t over do it, you will be penalized for this). One of our favourites for this is <https://neilpatel.com/ubersuggest/> from Neil Patel because it not only brings up relevant keywords, it shows you links to relevant sites utilizing the keywords you are searching for - pay attention to the volume # – the higher the number the more searches being conducted for this keyword or phrase.

Note: Be specific in your keyword search. For example, don’t search ‘home staging’ search ‘cost of home staging’ if that is what you are writing about.

A good read:

[The Power of a Blog: 10 Ways Blogging Helps Your Business](#)



Do Your Homework Before Writing



Composition

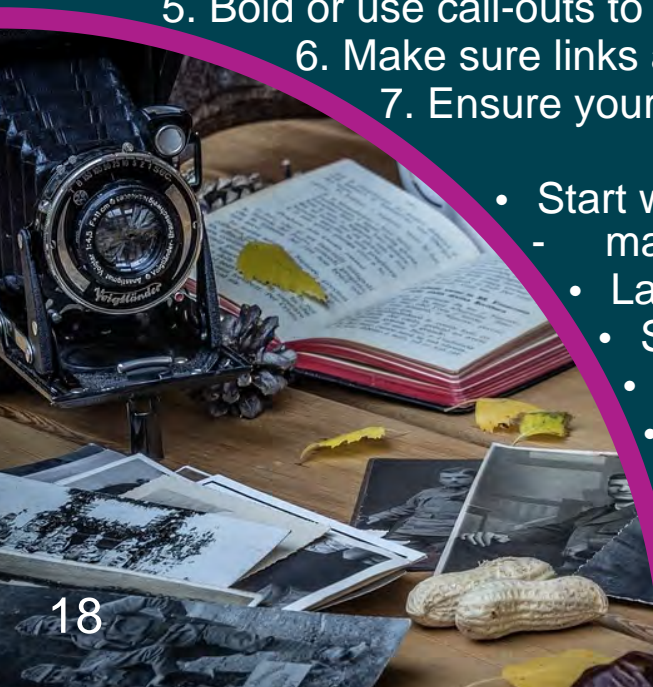
The one thing you need to remember when writing a blog is people are busy and rarely read everything on a page.

Most people skim an article reading mainly the headlines, call-outs, and captions while making note of what the images make reference to.

For this reason, it is imperative your blog is structured in a means that is easy to get the point of the article while scanning.

A few tips:

1. Use images where possible
 2. Create headlines summarizing a section so your readers can find what they are looking for easily.
 3. Use bullets and lists for easy reading
 4. Avoid long paragraphs
 5. Bold or use call-outs to draw attention to key points.
 6. Make sure links are visible
 7. Ensure your call-to-action is prominent.
- Start with your title (give this thought utilizing keywords - make it interesting)
 - Large image
 - Summary statement
 - Content with headlines, bullets & more
 - images.
 - Call to action
 - About the author



What Next?

So you have written your blog and now have it posted on your website.

Your Next Steps:

1. Share, share, SHARE!

Copy the link the article on your website (the specific article, not just the overall blog page link), go to your first social site paste in the link. It should self-populate with the main image from your blog, the title and a snippet of the description. Once you see what this is, write a brief intro above the url to intrigue people to read the article, comment and share themselves. Refrain from duplicating what self-populates.

Go to your next social platform and repeat using a different intro where possible and at a different time throughout the day.

Share the same article several times throughout the course of a week changing up the image shown and the intro you use. If you have written your blog with several headings, each one of these headings is a good basis for a new social media post.

And finally, remember to share older content down the road - it is still relevant.

2. Consider making the blog article into a **physical handout** you can give to potential clients when you are meeting with them.

3. When corresponding with potential clients, **include a link to the blog** if it answers a specific question they have.

4. Include an intro to the article in your **email newsletter**, linking off to the complete article. Never put the whole article in the newsletter as you want to drive traffic to your website.

Call to Action Notes:

A call to action can be a link to your contact page, or request a quote form. It can also be a specific offer like \$50 off your initial staging consultation by clicking here. These only work however if the visitor to the website is ready to buy right now.

Consider offering a free download of an e-book for

- 'Pre-staging do's and don'ts', or
- 'How the home staging process works', even something like
- '10 tips for Preparing Your Home to Sell Fast'.

Ask the visitor to fill out a form to get the document so you have a means to connect with them further through drip campaigns and your e-news.

Share,
Share,
SHARE!



How We Can Help!

So, you downloaded this guide but didn't do anything with the information - good intentions aside, starting your blog or blogging consistently has not happened, and probably won't.

We can help!

Our Blog Writing Services

Prowl Communications has several blog writing services available at a variety of price points depending on your budget, the frequency of the articles and the size of the article you would like written on your behalf.

How much is your time worth? ie: One 1000 word article is just \$143

We will do the keyword research, suggest topics, provide one image per blog, we'll even post it on your website if you grant us access to do so. With unlimited revisions, you will not be disappointed.

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