



Atlanta Realtor Launches Sophisticated, Niche-Market Rich Website

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A sophisticated Atlanta real estate website optimized to attract potential clients searching for homes in specific neighborhoods in Metro Atlanta has just been launched by Realtor, Spencer Hayes. The site features articles on a diverse array of Atlanta communities, as well as current urban lifestyle trends.

PR9.NET May 09, 2006 - Atlanta, Georgia - Spencer Hayes, REALTOR® with Better Homes Georgia, has been working the real estate "beat" in and around his native Atlanta for quite some time now. Up until now he has successfully managed on his network of acquaintances, both personal and professional, along with a website that links ineffectively to adjunct real estate resources potentially offering routes that allow clients to get lost in a cyber maze. Not anymore. Spencer has created a new custom website, www.AtlantaRealtyExpert.com, which uniquely assembles his specialized Atlanta real estate know-how and collates it into an upscale and sophisticated niche-market targeted website.

Combined with internet marketing's best practices, Mr. Hayes' website was developed with original keyword-rich content and a focus on providing niche-market articles that offer insight and literate details into specific Atlanta neighborhoods, such as gay-focused Midtown, rich and stately Buckhead, and the notoriously Bohemian Little Five Points, among a handful of others. Spencer's new Atlanta real estate website is designed to educate both those shopping locally and those planning relocation to the Metro-Atlanta area.

The neighborhoods Mr. Hayes has chosen to highlight are a delightful cross-section of trendy, off-beat, emerging, urban, funky, stately and austere; as well as diverse. Spencer's website now resonates with the rich sights and sounds to be found in all the intimate nooks and crannies of Atlanta's downtown communities. Also underscored are the current movements afoot in emerging neighborhoods where formerly rundown space is being cleverly re-imagined into multi-functional, mixed-use districts perfect for those urban-dwellers seeking Live/Work/Play environments.

Potential clients want to see, hear, and smell the coffeehouses of Kirkwood, the tiny art galleries of Oakhurst, and the hectic hangouts in Eastlake. These places could be their next neighborhood; the street where they might find that rundown Craftsman bungalow they've dreamed about, just waiting for the elbow-grease that will restore it to its former clean and simple spirit.

Real estate professionals like Spencer Hayes, with one ear to the ground, are realizing the benefits for business when it comes to a well-designed internet presence. Many sources already report that online consumer activity is skyrocketing and more and more people are shopping for homes online. Search engine marketing is upping the ante when it comes to online competition among realtors. Optimized websites will become a critical component of a truly successful real estate business and customers will seek out the most valuable information when looking for a professional to trust with their most important purchase.

Spencer Hayes is a native of the Atlanta area and has watched the Metropolitan Atlanta area's explosive growth. He takes pleasure in dynamically leading all types of Buyers and Sellers to successful and fair negotiations and helping everyone locate their Atlanta dream home. Mr. Hayes is a dedicated member of the National Association of REALTORS®, as well as the Georgia and Atlanta Associations of REALTORS®.

For more information, contact Spencer Hayes, 1-888-748-8063; spencer@spencerhayes.net; www.AtlantaRealtyExpert.com.

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About SearchGrow

SearchGrow is a search engine marketing team focused on providing natural search engine optimization that boosts search rankings for small to mid-sized businesses and professionals. Writers and web designers collaborate to create high-quality, search engine friendly websites for a wide range of clients.

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