



# Wilmington Realtor Gets Web-Savvy with Real Estate Market Know-How

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*Wilmington Realtor Penny Tillery is putting years of market know-how to work. Her website is poised to undergo a massive makeover. Her new strategy utilizes an engaging stable of original articles focused on her niche markets; in combination with natural search engine optimization.*

PR9.NET May 19, 2006 - Wilmington, North Carolina — Penny Tillery, REALTOR® with Intracoastal Realty Corporation in Wilmington, North Carolina, has made the bold move with her market know-how. Ms. Tillery has enough real estate knowledge in the popular Cape Fear region of the Carolina coast to write a book. While that is a rather unlikely endeavor, she has alternatively made the move to apply her market knowledge in snappier, more bite-sized chunks on the web.

Her website, pennytillery.com, is poised to undergo a massive makeover. The project will optimize her expertise best by collating her detailed niche-market knowledge into accessible, engaging articles. The articles are designed to put literate travel-guide-style details at the fingertips of online users shopping for Wilmington real estate. Topics target real estate and lifestyle in and around the coastal Carolina counties of New Hanover, Pender and Brunswick, home to popular beach spots such as Wrightsville Beach, Kure Beach, Carolina Beach, Topsail Island and Figure Eight Island. Customers shopping for property or real estate, even those looking to visit, will learn about local attractions, lifestyle and real estate trends in the Cape Fear area.

The strategy to provide a more relevant and targeted online business is not the sole domain of Ms. Tillery's. There has been a recent explosion in online marketing in the real estate industry. Realtors everywhere are jumping on the ultra-competitive search engine marketing wagon. Paid online advertising, often called Pay Per Click, demands constant babysitting to stay abreast of fluctuating trends. This means only a handful of professionals are "visible" to the search engines and the users looking for targeted information. Ms. Tillery's article library, however, gives search engines exactly what they feed upon—keyword-rich content.

Clearly a tipping point in the online marketplace is the ability to provide high-end content that gets to the nitty-gritty of one's business and expertise versus a singular Pay Per Click strategy. Targeted content provides off-the-beaten-path details which nets those online users searching with multi-word key phrases within niche markets.

Penny Tillery has been working in the real estate industry in the Wilmington area for 20 years. She specializes in guiding home buyers and sellers to successful and fair negotiations.

For more information, contact Penny Tillery, Intracoastal Realty, 1900 Eastwood Rd., Suite 38, Wilmington, NC 28480; 800-533-1840; 910-619-2999; pennytillery.com; penny@pennytillery.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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