

New Site Launch Sequence

Companion worksheet to "What to Publish First on a New Real Estate Website"

Your first ten or so pages are foundation work, not content marketing. Publish them in dependency order and every later article inherits the identity signals from day one. Skip ahead and you retrofit the foundation later, at far higher cost. Work down this sequence and do not start a layer until the one before it is live.

LAYER 1 · WEEK 1

Publish the four foundation pages

These answer one question for AI: is this site what it claims to be? No blog posts until all four are live.

- ☐ **About page**
Full name, named neighborhoods, years, credentials, brokerage, and links to LinkedIn and brokerage profile.
- ☐ **Author bio page**
A page that names you as the author of every article: headshot, credentials, contact path, market focus.
- ☐ **Contact page**
Phone, email, brokerage address. A verifiable way to reach a real practitioner, not a marketing pitch.
- ☐ **Market coverage page**
The specific cities, neighborhoods, and submarkets you cover: the canonical geographic reference.

LAYER 2 · WEEKS 2 TO 4

Publish two to four anchor articles

Substantive evergreen pieces, 1,200 to 2,000 words each, under your named byline. Not market reports or hot sheets.

- ☐ **Primary-market explainer**
What buyers and sellers need to know about your specific market and what makes it distinctive.
- ☐ **Process explainer**
The buyer or seller process from your local perspective, not a generic "how to buy a home."
- ☐ **Neighborhood deep-dive**
One neighborhood treated substantively: price ranges, housing stock, who buys, recent dynamics.

LAYER 3 · MONTH 2 ONWARD

Begin the rhythm content

Only after the foundation and anchors are live. Consistency matters more than volume.

- ☐ **First market report or hot sheet on a cadence you can sustain**
Monthly or quarterly reports, weekly or bi-weekly hot sheets, topical posts on a steady rhythm.

Avoid the common first-publish mistakes

Any one of these undercuts the foundation. Check the ones you have caught and fixed.

- ☐ **A generic, boilerplate About page, or no named author byline**
- ☐ **Vague market coverage, or IDX listing pages before the foundation**
- ☐ **No editorial calendar; publishing only when inspiration strikes**