

Graphic Design

DO's & DON'Ts

for Your Real Estate Blog

Dina Gundersen, MIRM

Yes You Can!



Do:

- Enhance your blog posts by adding visuals
- Be creative! Think beyond the OBVIOUS.
- Utilize photo and clipart sites (we'll get into the DON'Ts about this in a few minutes!)
- Use your digital camera and CREATE the visuals yourself!
- Use an unusual or “thematic” font to create a headline




- Don't overdo it! Less CAN be MORE!
- Don't "borrow" or steal images, artwork or photos from other websites. It is ILLEGAL (and it really makes people dislike you!)
- Don't stretch logos or photos disproportionately.
- Don't OVERuse color.
- Don't use cheesy clipart! I mean it!



Enhance posts with images

Speechless Sunday - First day of Spring 2010 Broken Arrow OK





Can you believe this is the 1st day of Spring in Broken Arrow. Just yesterday I went on a 60 mile motorcycle ride and it was really nice. I'm sure these birds are speechless after beautiful weather one day and sleet, snow and 30 mile an hour wind the next. This is true beauty in the storm.

*Are you thinking of buying a home in the Tulsa or Broken Arrow Area?
Do you have friends or family who are?*

*Are you thinking of selling your home in the Greater Tulsa Area?
Do you have friends or family who are?*

Call today and request your complimentary market analysis to determine how your home currently compares to others in your area.

*Feel free to contact me by phone 918-693-3534
or email me at lisastafford@msn.com.*



RAINMAKER

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Links

Archives

- [March 2010 \(7\)](#)
- [February 2010 \(18\)](#)
- [January 2010 \(7\)](#)


8.29 2.0



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[Home](#) : [Blogs](#) : [Jeff Dowler ~ Carlsbad Real Estate ~ 760-840-1360](#) : [Carlsbad Homes & Real Estate Tidbits >> The California Relocation Dude Talks](#)

Decision Time for the REALTOR




Our days as agents are often beset by numerous decisions to be made that impact our clients. Some are more significant than others.

I'm not sure where to place this on the list of priorities, but this was what I faced, with my buyers, at the 10th showing of the day.

They started laughing and suggested I post this on my blog. It made sense to do so, as I sure others can appreciate the dilemma that we are often confronted with.

Today, the stars were aligned and we WERE able to locate the correct lock box. Hallelulah. Sometimes you are



AMBASSADOR

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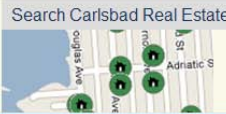
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Monday, March 22, 2010 Search

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LENNAR PRESENTS The OPEN Door

HOME NEWS EVENTS CONTESTS SOCIAL MEDIA VIDEO

New Lennar Video Highlights The NEW Way To Go Green

March 19, 2010

It's not easy going green. Think about it. If you could turn your home into a green home right now, how would you do it? You'd probably have to add a lot to your home. And it all adds up, because going green takes green. Turning an older home into a greener home can be costly, and you could end up spending more money than you save. But today's new homes are pre-designed to be more energy-efficient, and are built greener from the ground up, reducing the amount of energy you use and the amount of money you spend. Watch this Lennar video podcast to find out what we mean about the new way to go green. [\[Click here to view the video on Lennar's YouTube channel\]](#)

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Monte Hewett Homes

Building Homes For Life.

Recent Posts

« RE/MAX Agent writes with story of her great experience with Monte Hewett | Home | Twitter Weekly Updates From MHH for 2009-09-30 »

Monte Featured in EcoHome Magazine

By DinaG | August 25, 2009



Monte is the featured builder this month in EcoHome, the online version of EcoHome Magazine. The magazine and website focus on providing information on green building products, product trends, technical innovations and building science.

In the profile, Monte speaks to why he chose to build green homes and what challenges he and the company have faced since choosing to "build green." He also talk about some of the green products that he has used that appeal to him most.

Be sure to read the full article [here](#).

For more information on the beautiful, green homes we build around Atlanta, visit our [website](#).

[ShareThis](#)

Archives

Twitter Weekly Updates From MHH for 2010-02-28

Is it Time to Paint My House?

Twitter Weekly Updates From MHH for 2010-02-07

Twitter Weekly Updates From MHH for 2010-01-17

Watch Out Vegas – Here we come!

Twitter Weekly Updates From MHH for 2010-01-10

It's COLD in Atlanta, Have You Covered Your Outside Faucets?

Twitter Weekly Updates From MHH for 2010-01-03

Twitter Weekly Updates From MHH for 2009-12-06

Looking forward to a fire in the fireplace? Is your chimney ready?

Topics

- Atlanta Events
- Atlanta-Georgia
- Cobb County
- Decatur-GA
- Energy Savers
- Green Building
- Green/Recycling
- home maintenance



Think beyond the obvious

- Blogging about how great the parks are in your community?
 - Grab the kids, the dog and some frisbees and set up your own photoshoot!
- Blogging about how awesome it is that Spring has sprung?
 - Pick some daffodils and scan them into your computer



Don't “pirate” images

- It is illegal.
 - Copyright infringement
 - Possible fines up to \$150,000
- Ask permission of the author
- Credit the author (or “courtesy of...”) and link back to their site



Use royalty-free image sites

- www.thinkstock.com
- 123RF.com
- istock.com
- Microsoft Online Clipart (office.microsoft.com)



Don't cheese it up!



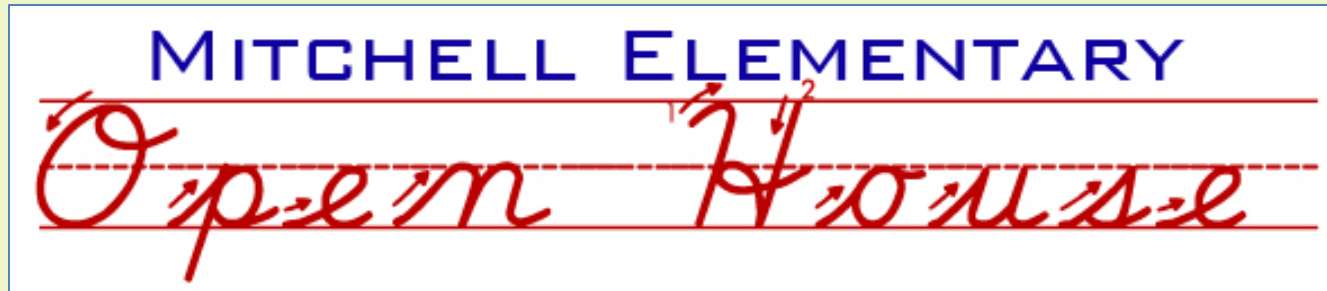
- NO cheesy clipart!





Use thematic fonts

- Free & shareware font sites:
 - www.fontfreak.com
 - www.dafont.com





- Stretch images and logos disproportionately



correct




stretched



Add New Post

Upload/Insert Visual HTML



Path: p > a > img.alignright size-medium wp-image-829
Word count: 0

Excerpt

Publish

Save Draft Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish immediately](#) [Edit](#)

Publish

Post Tags

Add new tag [Add](#)

Separate tags with commas.

[Choose from the most used tags in Post Tags](#)

Categories

All Categories Most Used

- Atlanta Events
- Atlanta-Georgia
- Cobb County
- Decatur-GA
- Energy Savers
- Green Building
- Green/Recycling
- home maintenance

Image Editing Sites

- Microsoft Picture Manager (comes with Office 2003 and above)
- Picasa (free – but mostly for organizing photos)
- Picnik.com (free)



More Advanced:

- Photoscape.org (free)
- Photoshop Elements \$80 (older versions on Amazon for \$39)

Need me?

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Text “DINA” to 99699

for info and link to my mobile website