MLSLI Tech Fair Presentation

Melville, NY – October 16, 2007 – Alex Montalenti C-Founder of eRealty Solution, presented the new Submit Your Listings service to hundreds of Realtors at the Long Island MLS Technology Fair at the Hilton Hotel Conference Center in Huntington. eRealty Solution has worked out a marketing partnership with MLSLI to offer this service to MLSLI members at a significant discount of only $25/month.

The topic of the presentation was "Getting found on major search engines by your target consumer is an ever increasing battle as more and more websites enter the real estate industry". Countless companies are "guaranteeing" results, "page one" placement, etc. This session was designed to help realtors understand how search engines work and how their sites can rise higher on the major search engines.

Alex Montalenti broke down website traffic into three major categories. Type In Traffic like when users type www.erealtysolution.com. This is the traffic that comes from marketing your website name to the public. Seach Engine Traffic which comes in when people search for you on Goole, Yahoo, MSN, etc and depends on how optimized your website is for each search engine. Finally, link referral traffic comes from websites that link directly to your website.

Alex went on to explain how Submit Your Listings, a new service from eRealty Solution can serve to increase your link referral traffic as well as search engine traffic. Submit Your Listings is an engine that automatically submits your listings to various popular search engines and each listing links back to the realtors website. This service allows you to advertise your listings on various heavy traffic sites, thereby increasing traffic, bringing you leads and improving your link popularity which positively affects your natural search engine ranking.

The special promotion for MLSLI members can be found online at
www.submityourlisitngs.com/MLSLI

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