

# CONTEST: BLOG TO THE TOP

January 6<sup>th</sup> - February 6<sup>th</sup> (must be published by 2/6/26 to be considered)



**Goal:** To support you getting found by AI search by having you write more blogs on your website

## Prizes:

- **One Grand Prize for Best Quality:** \$100 Paid Facebook/Instagram Ad to promote agent's website/blog - 1 month
- **Two Participation Prizes (Randomly Drawn):** \$50 Paid Facebook/Instagram Ad to promote agent's website/blog - 2 weeks

**Contest Rules:** Email [marketing@cbadvantage.com](mailto:marketing@cbadvantage.com) your URL link to your published blog for entry. Multiple entries are allowed for the prize drawing. Only one blog will be selected by CBA leadership team for the best quality blog prize.

**Support:** CBA Marketing team will offer support to agents on activating their blog, how to post the blog to their website, and tips for writing a blog as requested. In addition, the marketing team will create a blog writing guide that will be sent out during the contest announcement to help agents get started.  
**Guide will be sent out soon!**

**Winners announced on February 10<sup>th</sup> at IamCBA Day, live on stream.**

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## FAQS



### Why should I blog?

Now in 2026, a blog is no longer just a digital diary; it is a searchable tool for AI. A blog serves as a searchable library of your real estate expertise for nearly every future client who begins their buying or selling search online.

### What is a blog post?

A blog post answers questions, solves problems, and provides searchable content showcasing your expertise.

### Where can I host my blog?

You can host your blog on your CBA website. If you don't see where it is, reach out to marketing and we can help you!

### What topics should I talk about?

Some topic ideas to get you started include local content, market updates, and buyer/seller education.

### How often should I post?

A good posting frequency is one to two times a month, but keep in mind, the more you blog, the more searchable you will become.

### Can I use Gemini to help with my blog?

Absolutely! But, we highly recommend you draft your own ideas and use Gemini to fine-tune them, we want to hear your voice after all! MSS's are also available to help you get started!

### How long should an ideal blog be?

A good blog post length is around 3,000 to 5,000 characters (approx. 500-800 words).