

Press Release - For immediate distribution

Diverse Solutions Releases New WordPress IDX Plugin For Indexable Listings

Irvine, CA January 25th, 2010 - Diverse Solutions announced today that they have released a new IDX product called dsIDXpress. The product allows agents and brokers using WordPress to get property listings on their own website and own domain to be indexed by the major search engines. dsIDXpress is different than traditional IDX solutions in that it has both the standard consumer search capabilities as well as the ability to insert specific listings or groups of listings into any page or blog post with their Live Listings(sm) shortcodes. The plugin also automatically builds in search-engine-friendly city, community, and zip code pages that show available properties in the respective areas. Furthermore, listing detail pages are available for every property in the MLS. Overall, dsIDXpress is being touted as a low cost alternative to functionality that was previously only available in high-end custom websites.

The development of dsIDXpress came out of the desire for agents and brokers to have search-engine-indexable IDX listings on their website. With the National Association of Realtors recently adopting changes allowing for search engines to index property listings on an agent's or broker's website, the timing couldn't be more perfect. Diverse Solutions recently completed their beta testing period, and the increase in website traffic from search engines was staggering. Active listings were being indexed by Google and ranking higher than results from the big national sites and large brokers. When asked about the new product, Justin LaJoie, CEO of Diverse Solutions, said, "Since WordPress is quickly becoming the platform of choice for real estate websites, it only made sense that we develop a WordPress IDX plugin that provides the functionality that the industry has been asking for."

The plugin is built with flexibility in mind with the goal of placing the creative power back in the agents and brokers hands instead of being at the mercy of their vendors. Additionally, the Live Listings(sm) shortcode functionality provides the ultimate control on where listings show up on pages or posts. Live Listings(sm) allows agents and brokers to create the perfect city, community, or zip-specific pages with listings that are updated in real time for that area. dsIDXpress also include a number of WordPress IDX widgets, including their search and mapping widgets.

For more information about dsIDXpress, visit www.dsIDXpress.com or simply search for "dsIDXpress" in the WordPress plugin directory.

About Diverse Solutions

Headquartered in Southern California, Diverse Solutions is a leading provider of IDX technology for clients nation wide. The company offers a wide range of products and services designed to enhance the productivity and marketing efforts of real estate professionals through cutting-edge technology, excellent service, and superior quality.