

The
**WEBSITE
CHECKLIST**
for real estate



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Your real estate website needs to have certain features to give you the best chance of generating traffic and leads, portraying a positive brand image, and ranking high with search engines. In this eBook, we'll look at some of the most important items you need to be sure you can check off your list.

- Mobile-friendly** — With so much web traffic coming from mobile devices (and it continues to rise), it's imperative to have a site that adapts to screen size, looks great, and is user friendly on any device. Google search results now even show “Mobile friendly” in front of a site they see as providing a good mobile experience. If you have a “mobile version” of your site in addition to the full version, you need to look at getting a single site that adapts to screen size.
- IDX** — It's crucial to show listings in your market so that a potential buyer can browse homes on your site. Sure, many buyers go straight to the big listing portals, but that's no excuse not to provide a great search experience on your site. You want an IDX that is mobile-adaptive, and makes it easy for visitors to save favorites and contact you for more info. You also want the IDX to be indexable, meaning the listing info is seen and crawled by search engines, helping your SEO.
- Landing pages** — A landing page is a simple, single webpage that drives visitors to a specific action you want them to take. For example, submitting a lead capture form in return for a free eBook download. Landing pages are one of the most effective ways to capture leads. The idea is that you're providing content valuable enough that someone will trade their contact info for it. It's a mutually beneficial situation. You get a lead, and the lead gets a some helpful, useful information.
- Lead capture** — How many ways can your site turn a visitor into a lead? Whether it's a lead capture form on listings, content, or anything else, you must have ways to capture contact information from visitors. Without it, your website traffic remains anonymous tire-kickers.
- Good images** — The aesthetics of a website are actually a pretty big factor in whether or not someone stays on a page, trusts the company whose website they're browsing, or interacts with content on a page. Images that are very outdated, or really obvious stock images can leave visitors with a bad impression.

- Unique content** — It's important that the content on your site is unique. Having the exact same content as other sites will hurt your SEO, not to mention it won't convey your personal brand. Whether you have to start from scratch, or just personalize the content provided by your website vendor, it's well worth the effort.
- Well-written copy** — You don't have to be a Pulitzer-prize winning author, but if the copy on your site is full of incorrect spelling and grammar mistakes, you'll come off as unprofessional. Potential clients aren't likely to trust you with such an important process as buying or selling a home if you can't even spell things correctly on your own website.
- About us/team page (with professional head shots)** — This is a good opportunity to portray your company's personality and brand. It's important to have recent professional headshots so visitors can see who they're working with.
- Testimonials page** — "Social proof" is one of the strongest kinds of marketing in existence. The reason? We identify with others like ourselves. As consumers, we've become skeptical of someone's claims about their own services. But when we see the stories of clients, we're much more likely to trust what's said. A testimonials page has the potential to be the most powerful page on your entire website.
- Active blog** — A consistently updated blog with lots of local ties is possibly the best way to showcase your expertise. If your posts answer the questions people are searching for, they immediately see you as a helpful, trustworthy source of information. Combine that with your local knowledge, and you're the perfect match for someone who may be ready to buy or sell.
- Integrated social media** — Social media is where your clients and potential clients spend a good amount of time. Showing them that you're active on social media gives people another way to interact with you. It can be a good way to foster engagement with your brand, especially with people who just may not be ready to pick up the phone and call.
- Contact info** — This is obvious, but what's important here is that you have multiple ways for a potential client to contact you, and to make sure they're current! Here are some things to think about: Have you changed e-mail addresses? Is the phone number listed the main office number or your cell phone? What happens if they call on the weekend?

- ❑ **Something none of your competitors have** — What's something that you can offer a potential client that your competitors can't? Maybe it's something to do with your niche, a specific "above and beyond" service you offer, or anything else that makes you unique.
- ❑ **Seller lead generator** — Having an effective way to generate seller leads is something that surprisingly few agents forget. There are many different ways to do this. One good idea is to offer a free home valuation estimate.
- ❑ **Strong calls to action** — You want the visitors to your site to ultimately take some kind of action. This could mean filling out a form, calling or e-mailing you, downloading one of your eBooks, or anything else. The best way to get them to take action is with good CTAs (calls to action).

Pipeline ROI checks off everything on this list, and more.

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