

REAL ESTATE WEBSITE CHECKLIST FOR SUCCESS ✓

Master these principles to create a successful RE Website!!!



BACKBONE OF YOUR SITE

Where do leads come from? Traffic. And there are really only 3 ways to get that traffic. (Google, Facebook, & Ads...) Real estate blogs are no longer an excellent way to build trust and maintain credibility on your website. They are a requirement to get traffic and leads.



MOBILE-OPTIMIZED

Your website must be optimized for mobile. There is no way around this. Think about how many people won't see your website if it is not ready to be viewed on a smart phone.



SEND THE TEXT

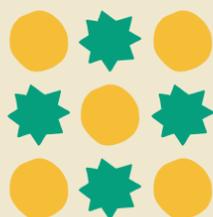
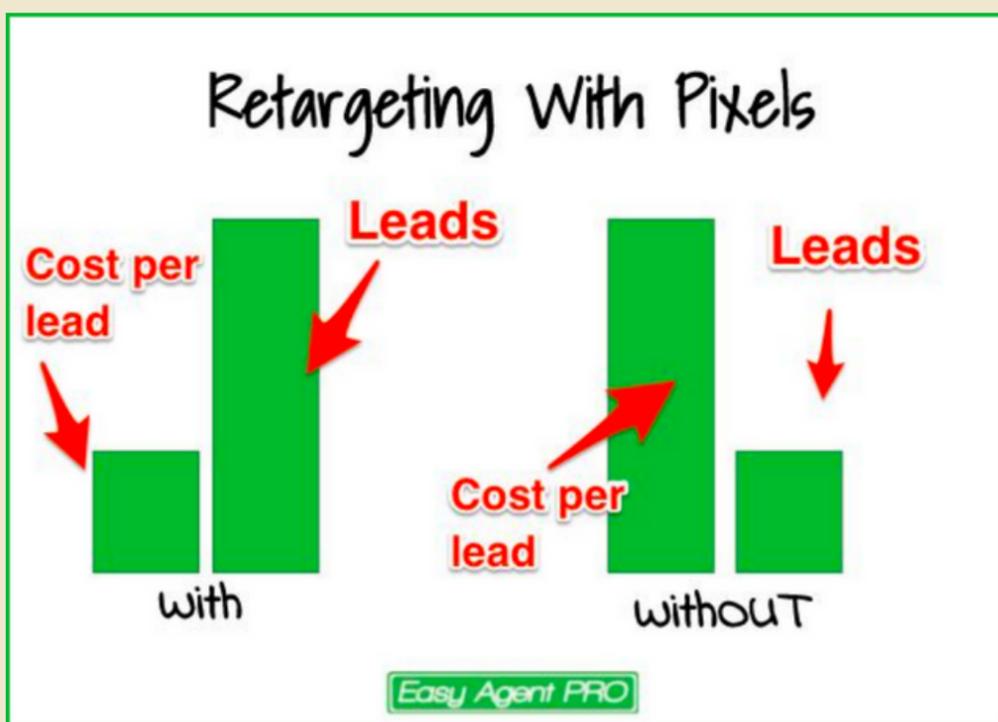
Your lead follow-up system needs to include text messaging! Use the Texty App for LeadSites to make sure you never miss a lead again!



LEAD ORGANIZATION

Make sure that your website hooks up to your CRM, or comes included with one. That way, when a lead captures, it will deposit directly into your CRM.

USE PIXELS



LANDING PAGES

landing pages are designed to grab leads from your website traffic. One of the best ways to get leads out of a social media page is through landing pages.



VIDEO GETS CLIENTS



In addition to rocking great blog content on your website, you should also integrate video. After all, listings that incorporate real estate video marketing tactics receive 400% more inquiries than those that don't.

TESTIMONIALS



Your testimonials are the best way to convert traffic into leads. Make sure to highlight your happy clients and feature them on your website.

SELLER MAGNET



Have a landing page, a guide, or a lead magnet geared towards sellers. A home evaluation calculator is a great way to attract sellers and get leads.

FARMING PAGES



When you focus on making neighborhood pages you'll begin to see an increase in SEO leads, and referrals will start to convert better. Pick several areas in your city to highlight schools, things to do, places to eat.

BE FIT FOR GOOGLE



Make sure you have on-site indicators—your pages, blog posts, links, and texts are all things that make up your on-page SEO.

CALL TO ACTIONS



The best websites all have clear and consistent calls to action. "Want to Learn More", "Find Your Home Value" and more!

MUST LOAD QUICKLY



Page speed matters to Google and when it comes to your site load time, every second counts. On the same token, potential clients will appreciate a quick-loading website.



SUPPORT AND COACHING



All LeadSite clients review complimentary coaching through one-on-one support, live webinar training, and more!

We hope you enjoyed this free guide!

If you have questions about LeadSites please visit
EasyAgentPRO.com