



Easy Agent PRO

8 REASONS YOUR REAL ESTATE WEBSITE IS FAILING (AND HOW TO FIX IT)



TABLE OF CONTENTS

1. INTRO	3
2. REASON #1: Being One Size Fits All	4
3. REASON #2: Ignoring Mobile	6
4. REASON #3: Bad Animations	8
5. REASON #4: Doing Too Much	10
6. REASON #5: Over-The-Top Marketing Slogans	12
7. REASON #6: “Me” Instead of “You”	13
8. REASON #7: No Calls To Action	14
9. REASON #8: Not Using Landing Pages	15
10. 4 WAYS TO GRAB MORE LEADS <u>NOW</u>	16



EXCUSE ME... WHAT IS YOUR WEBSITE DOING?

First Things First:

That you need a website in your real estate business is a given.

The days where a prospect would open the yellow pages or look at newspaper ads or loooooong gone. If you don't have a website, you might as well not exist.

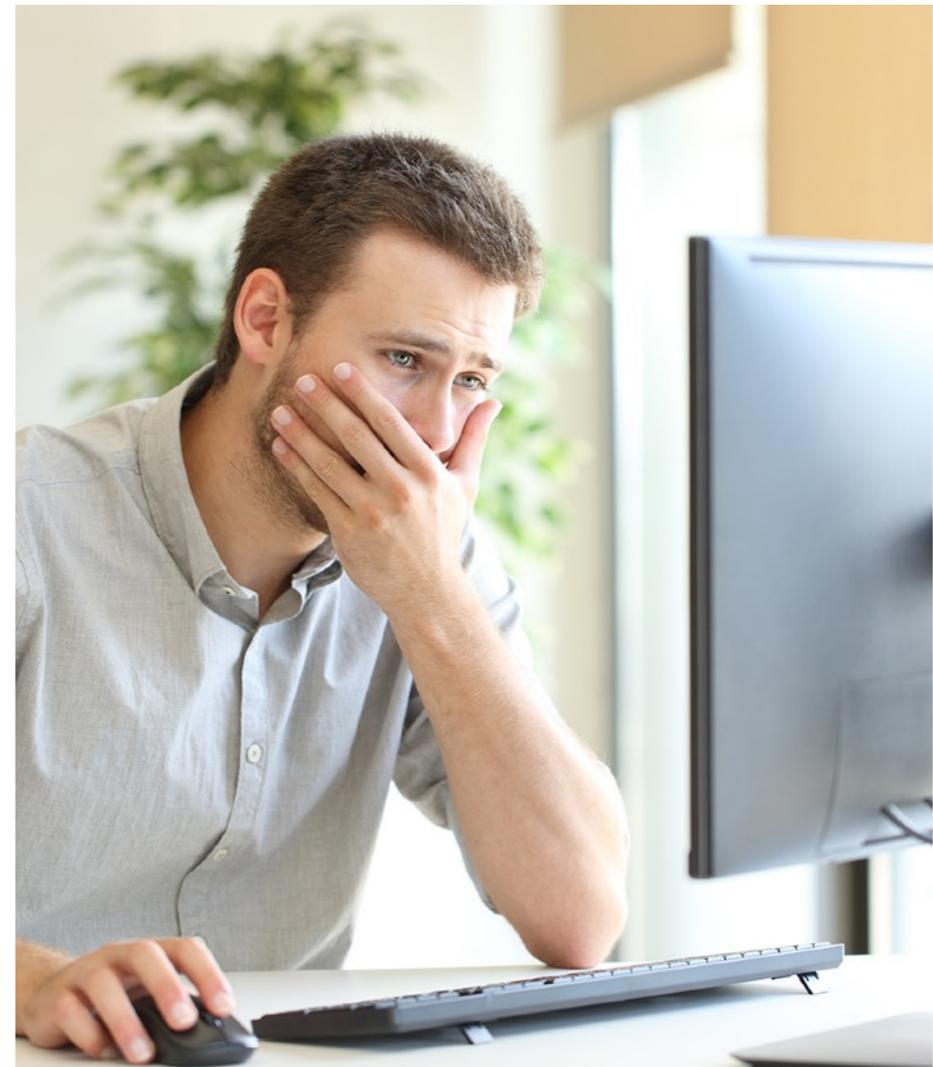
True.

Trouble is... Websites are so easy and cheap to make now, most agents create a website (or take whatever website is given to them by their brokerage office) without any thought or planning.

So if you're disappointed with the results you're getting with your site (meaning, your site is not generating any *leads*), there's good news:

There are a handful of very common problems. **And you can fix them.**

This ebook will show you the most common mistakes agents make with their websites and, at the end, I'll give you 5 ways you can make your site do what you *really* want it to do... **GET MORE LEADS!**



REASON FOR FAILURE #1: BEING ONE-SIZE-FITS-ALL

Have you ever seen a website like this:

The screenshot shows a website for LongCycle, a cycling apparel retailer. The page is highly cluttered with multiple promotional banners and a long list of products. At the top left, there is a 'Blow-Out Sale' banner. Below it is a yellow banner that says 'HAVE SOME FUN GO SHOPPING CLICK HERE'. To the right of these is a large banner for the '4TH of JULY SALE' with a 'SAVE 50%' offer. Below the July sale banner is a 'Your Summer Diagnosis' section with a graphic showing a plate of food and a person, followed by 'YOUR TREATMENT COOLMAX SOCKS' and a 'SAVE 50%' offer on socks. At the bottom, there is a long list of products including 'COOLMAX SOCKS', 'CLOSE-OUTS', 'SHORTS SALE', 'TIGHTS SALE', 'SOCKS YOU PICK', 'SUNGLASSES', 'CYCLING JERSEYS', 'COVENANT SUNGLASSES', 'DAILY SPECIAL', 'ARM WARMERS ROUBAIX', 'BAGS LANCE ARMSTRONG', 'BOOTIES SHOE COVERS', 'CAPS CYCLING', 'COOLMAX UNDERSHIRTS', 'CYCLING GREETING CARDS', 'EVERYTHING IRISH APPAREL', 'GIFT CERTIFICATES', 'GLOVES CYCLING', 'JACKETS CYCLING', 'JERSEYS LONG-SLEEVE', 'JERSEYS-SLEEVELESS', 'KNEE WARMERS', 'LEG WARMERS', 'LIGHTS CYCLING - SALE', 'LIVE STRONG BRACELETS', 'PERSONALIZE YOUR BIKE', 'SAMPLES SALE! YOU SAVE!', 'SHORTS-BIB-SHORTS', 'SHORTS-KNICKERS', 'SHORTS-PREMIUM', 'SKINSUITS PRESTIGE', 'SKULL CAPS BANDANAS', 'SOCKS GRABBAG COOLMAX', 'SOCKS-BLAZE HIKING', 'SOCKS-CUSH COOLMAX', and 'SOCKS PEDS COOLMAX'. The page also features a '100% SATISFACTION GUARANTEED' logo and a 'LARGEST RETAILER OF DISCOUNT BRAND-NAME CYCLING APPAREL' claim. The bottom of the page has a slogan: 'You Work Hard... Treat Yourself'.

These websites help no one!

They are too hard to read. And by trying to help everyone, they confuse everyone.

The key thing to keep in mind while building the best Realtor website is:

FLOW

Your website needs to have one goal in mind for each page.

And the visitor has to flow through the site in a way that helps them achieve that goal.

For example, [LeadSites](#) have call to action boxes all over them that help filter traffic:

SEARCH FOR HOMES

Search through thousands of listings to find the perfect home for you and your family. I'm always here to help answer any questions you may have.

SEARCH HOMES

FIND YOUR HOME VALUE

Trust our experts to give you a personalized Value Assessment within 24 hours. Our market snapshot will give you the true value of your home.

FREE ESTIMATE

SAVE TIME AND MONEY

Our blog provides awesome tips for buyers and sellers to help save time and money, keeping you informed along the way.

READ THE BLOG

Shares

f

Twitter

g+

p

✉

👑

Contact Us

⬆

You'll see that people can get to where they need to go very easily.

The key here is making your Realtor website as focused on driving traffic to specific pages as possible.

Go look at your website, if you find that there are various menu options and more than 10 links on any given screen you probably don't have a good flow to your website.

...onto tip #2:

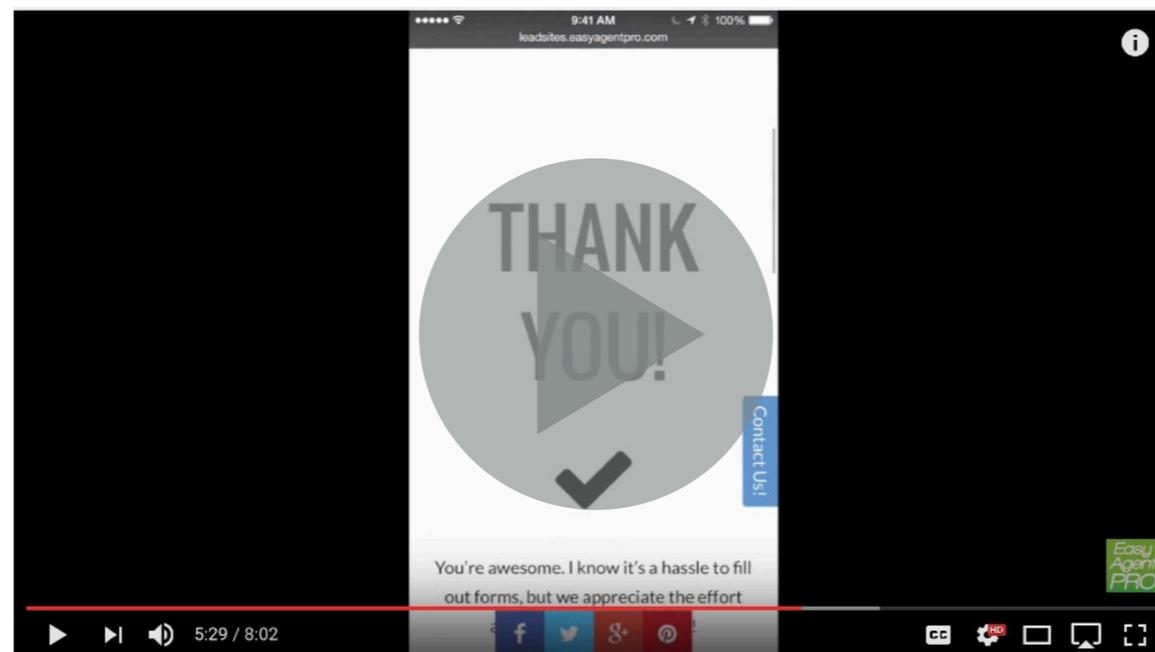
REASON FOR FAILURE #2: IGNORING MOBILE

[Mobile now represents 65% \(YES, really\) of most people's daily digital media time.](#)

That's terrible news if you're using a typical broker website. As major brokers like Keller Williams and Coldwell Banker have stock websites that aren't mobile responsive.

YES. You **NEED** a mobile responsive website (and not a mobile site).

Mobile responsive websites grow and shrink depending on the screen they are on. Here's an example of a realtor website made to show well on mobile:



IGNORING MOBILE: CONTINUED

The thing with mobile is that you can't simply stop at having a mobile responsive website.

In order to have one of the **best** Realtor websites, you need calls to action that act differently on mobile.

According to [WordStream](#), "Users searching for something on their mobile phone are often looking for "instant gratification" or fast results."

That means your calls to action on mobile need to be massive, colorful, and give traffic what they want **now**.

Here's how you fix this:

Make sure your website has calls to action, lead capture, and landing pages that look fundamentally different on mobile.

We do this for you with [LeadSites](#).

But, you can do it on your own with a variety of tools like [LeadPages](#), SumoMe, and WordPress.

REASON FOR FAILURE #3: BAD ANIMATIONS

Have you ever been to a website that simply tries to do too much through animated graphics?



These graphics not only slow down your website's load speed, but they also clutter the user experience.

According to Google, "Users love simple and familiar designs"

Why is this?

BAD ANIMATIONS: CONTINUED

Think about it:

Where do users spend most of their time on the web?

On other business websites!

They want websites that are similar to other websites. Not drastically different!

Because, that makes it a lot easier for them to navigate and use the website.

The [human brain typically prefers things that are easy to think about](#).

That's why they enjoy visiting websites that are similar to other websites they frequent.

Because they already know how to navigate and use them.

REASON FOR FAILURE #4: DOING TOO MUCH

The average attention span online was 12 seconds in 2000...

...and 8.25 in 2015.

That's really short. And the drop off from 2000 is very significant.

So, what can you do if your traffic isn't very focused? You can be focused for them!

You need a website that is focused on doing one thing. And one thing only.

Here's a great exercise to help you do this:

If I could give you 1 closed transaction a month, what neighborhood would you like that transaction to be in?

Then:

Would you like that to be a buyer or a seller transaction?

Finally:

What price range would that transaction be in?

The answers to these questions will give you a very specific avatar for your target audience.

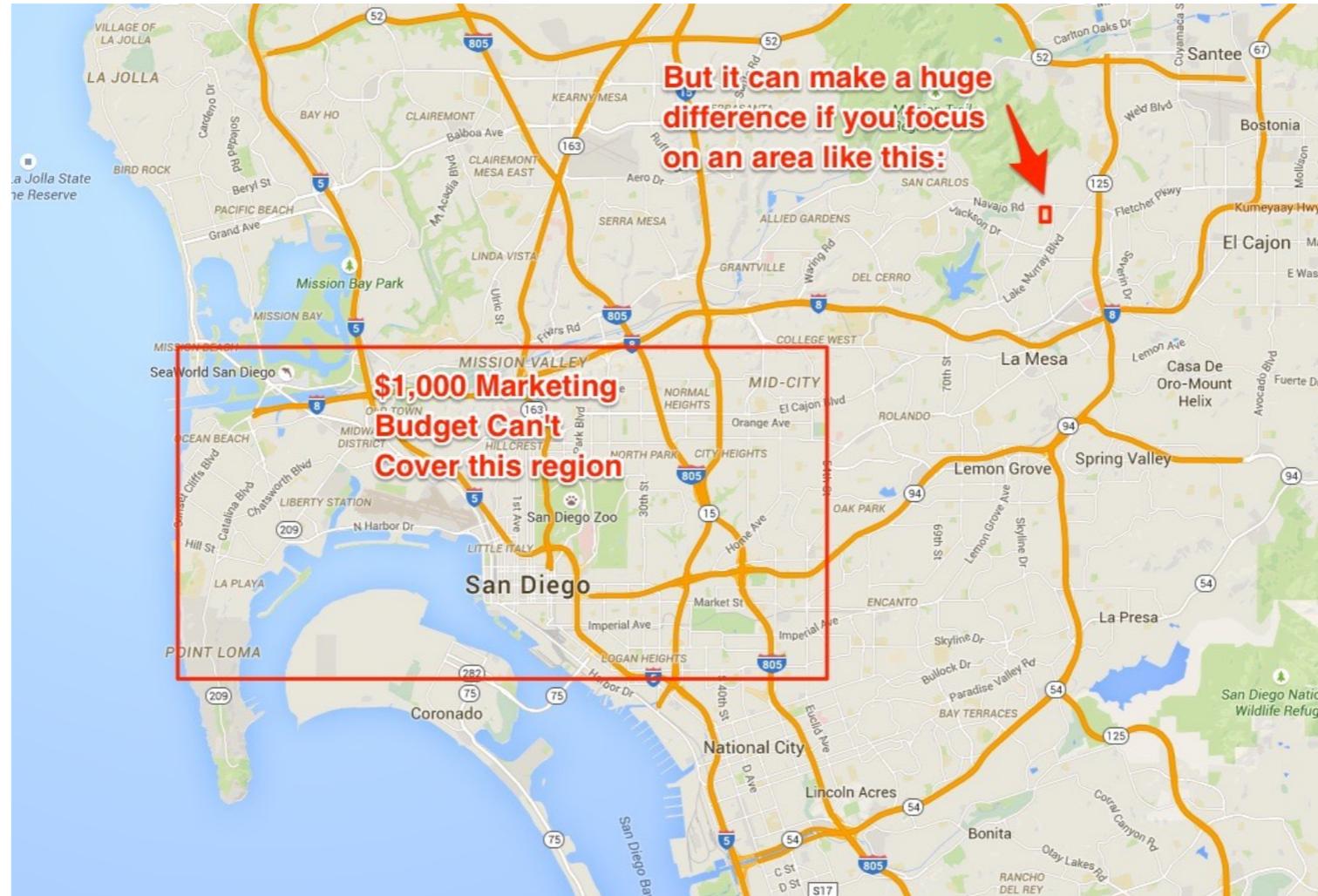
This will help you [farm your website](#) down to a very specific niche in the market.

Anytime you focus your marketing efforts in real estate, the results grow.

Look at this:



DOING TOO MUCH: CONTINUED



You can't get any type of echo effect marketing or multiple interactions online if you spread yourself too thin.

If you focus, however, users can easily find you 5+ times during their online search.

It's statistically proven that people have to see your marketing 7 times before they contact you.

This cannot happen if you dilute your marketing across an entire market.

REASON FOR FAILURE #5: OVER-THE-TOP MARKETING SLOGANS

Here's the thing:

People trust [reviews](#) a lot more than they trust your catchy slogan.

There are tons of ways to use a [slogan to market your business](#).

But:

None of it matters if your reviews say the exact opposite of that slogan.

The best Realtor websites focus on providing trust building [blog content](#) or featuring reviews.

They don't:

- Have spammy looking [domain names](#) or
- Terrible slogans that don't live up to what Yelp says.



REASON FOR FAILURE #6: “ME” INSTEAD OF “YOU”

Listen:

No one cares about you online.

They don't want to see your bio the first time they hit your website.

...or your headshot.

They want the following:

- 1 Helpful blog articles that make the buying or selling process easier
- 2 Easy to use IDX
- 3 Helpful contact information

You need to give to get anything online. The best way to do this is through a [helpful blog!](#)



REASON FOR FAILURE #7: NO CALLS TO ACTION

One of the easiest ways to improve almost any website is through proper addition of **Calls to Action**.

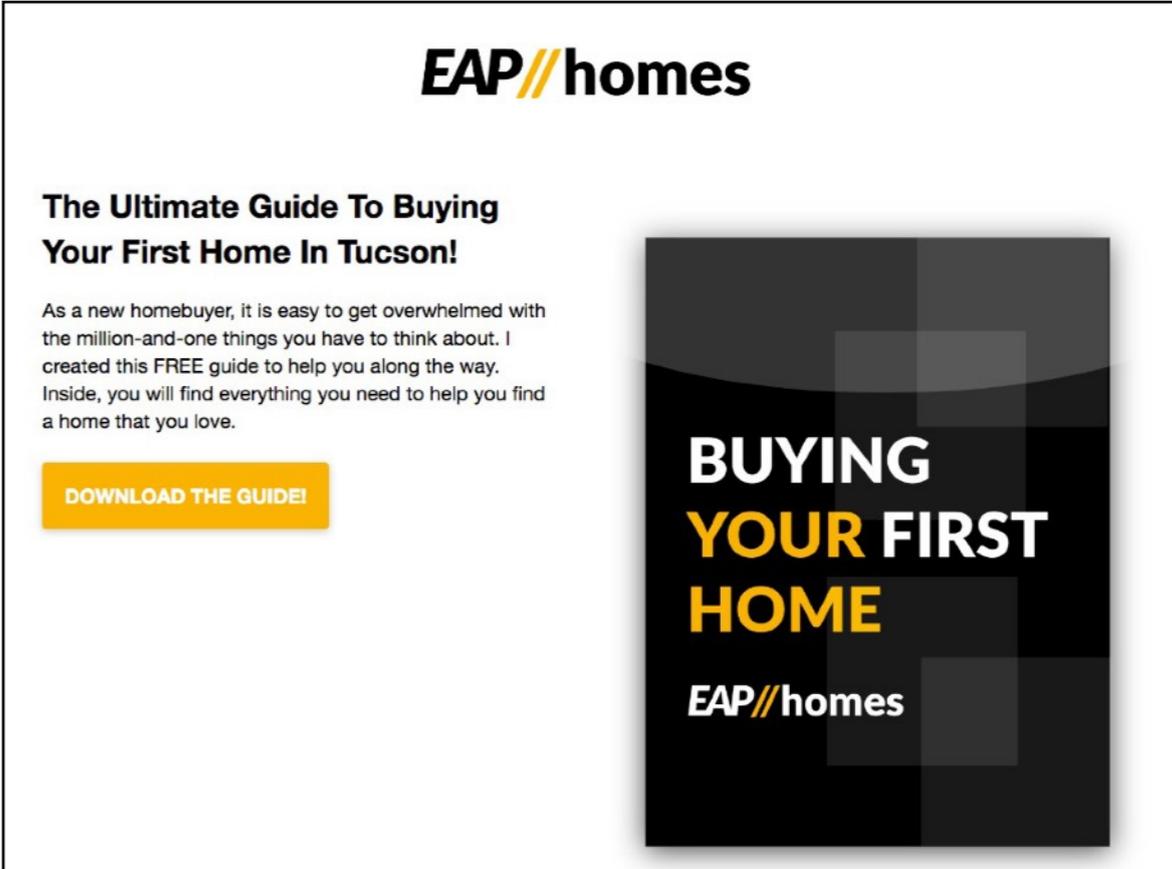
Do you have [these landing pages](#) implemented on your website?

Do you have popups or active calls to action that give people more information in exchange for their contact information?

If not, it doesn't matter how much [traffic you get](#).

Your website simply will not produce leads!

The [best real estate websites](#) have clear and consistent calls to action! Which brings us to...



The screenshot shows a landing page for EAP//homes. At the top right is the logo "EAP//homes". Below it, the headline reads "The Ultimate Guide To Buying Your First Home In Tucson!". A short paragraph follows: "As a new homebuyer, it is easy to get overwhelmed with the million-and-one things you have to think about. I created this FREE guide to help you along the way. Inside, you will find everything you need to help you find a home that you love." Below the text is a prominent yellow button that says "DOWNLOAD THE GUIDE!". To the right of the text is a graphic of a book cover with the title "BUYING YOUR FIRST HOME" in large white and yellow letters, and the EAP//homes logo at the bottom.

REASON FOR FAILURE #8: NOT USING LANDING PAGES

Landing pages are one of the most effective ways to capture leads.

Instead of sending traffic to your site and allowing visitors to roam free and unguided...

Landing pages allow you to make a very specific and valuable offer in exchange for your prospects contact information.

If you're not using landing pages to capture seller leads, offer a home buying guide, or build lists for targeted real estate markets...

You are missing a MASSIVE lead generation opportunity.

The screenshot displays the 'Easy Agent PRO' website with a 'Choose A Template' section. It features four landing page templates:

- Guide Giveaway With Big Image:** A template for a guide titled 'The Ultimate Guide To Buying Your First Home In Phoenix!' by Tyler Zey. It includes a large image of a sofa, a form with fields for First Name, Last Name, Email, Phone, and 'How soon are you looking to move?', and a 'LET'S DO IT!' button.
- Video Giveaway With Pop-Up:** A template for a video titled 'UNLIMITED BUDGET?' featuring a man speaking. It includes a 'DOWNLOAD MY GUIDE!' button and a sidebar with social media icons.
- 10 Things You Can Do TODAY to Help Your San Diego Home Sell Faster Than Ever Before!:** A template for a guide titled '10 Things You Can Do TODAY to Help Your San Diego Home Sell Faster Than Ever Before!'. It includes a sidebar with social media icons.
- The Ultimate Guide To Buying Your First Home In Tucson!:** A template for a guide titled 'The Ultimate Guide To Buying Your First Home In Tucson!'. It includes a sidebar with social media icons and a video thumbnail titled '5 REAL ESTATE MARKETING IDEAS PHONE'.

4 WAYS TO FIX YOUR SITE AND GRAB MORE LEADS NOW

1. CAPTURE LEADS — Your site won't capture leads if you're not using effective calls to action, and modern capture tools like forms and squeeze pages. You can start with tools as simple as an [e-mail signup form from a company like Constant Contact](#).

2. GIVE HELPFUL ADVICE — The easiest way to start doing this is with a blog where you can publish helpful articles regularly on your [website](#). Other options include ebooks (like this one), a video series, or a podcast. You can include topics like tips for buying a home, tips for selling a home, or guides to specific neighborhoods.

3. FOCUS YOUR MESSAGING — Visitors to your website should know immediately what you do and why they should contact you. People don't want to arrive at a site that's for "everyone" or "everything." If they're looking to buy a home, they want to find a site that helps them buy a home. If they're looking to sell, they want specific help [selling their home](#). Period. What do you do? Why should they contact you? Make it crystal clear.

4. GET MOBILE FRIENDLY — If your website doesn't scale up and down depending on where it's viewed... If your website doesn't have calls to action that are specifically optimized for mobile... Then you are wasting a huge percentage of the traffic coming to your site. You need to [get a site that is responsive and mobile friendly](#).

READY TO GO DEEPER?

Web giants Zillow and Trulia are doing **VERY SPECIFIC** things to generate massive amounts of leads online every day...

**But you can beat them at their own game.
We'll show you how.**

Click below to **Sign Up Now** for our **FREE Beat Zillow Course**



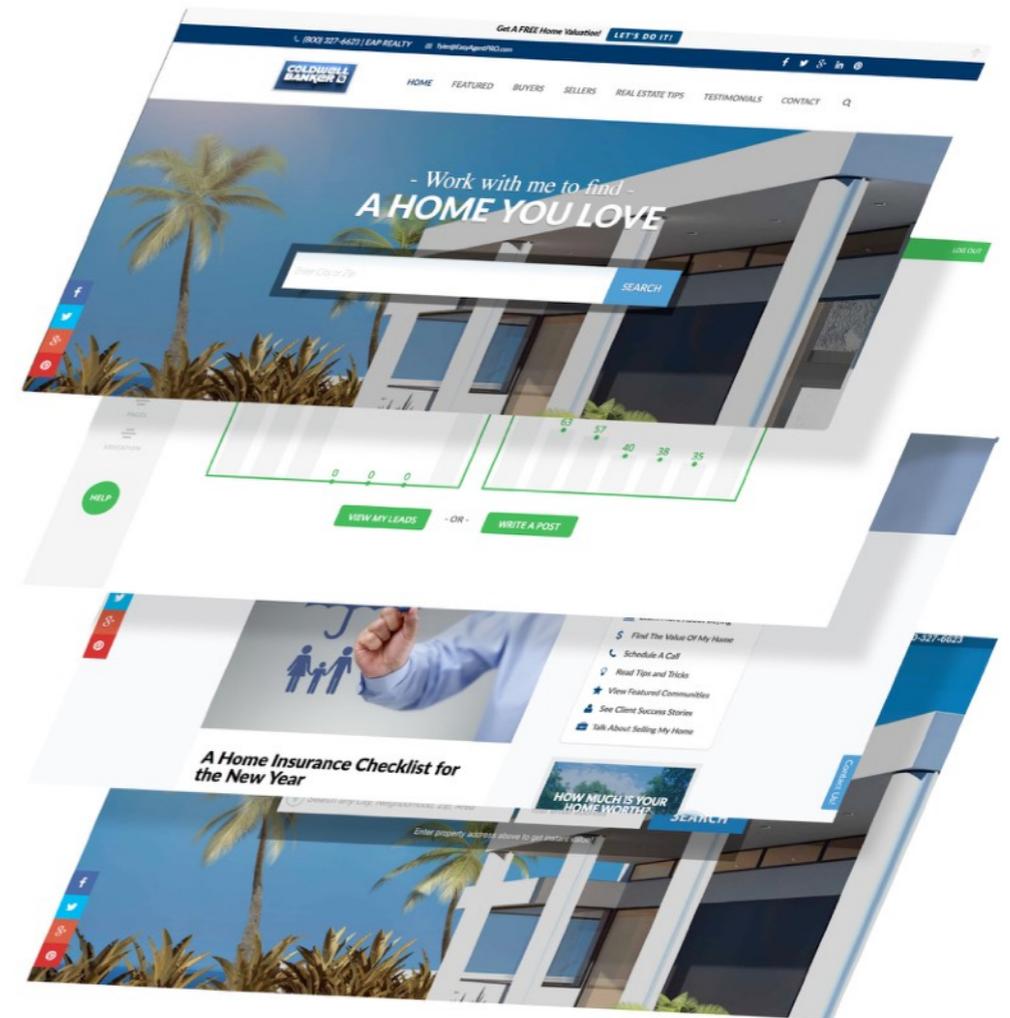
[START MY FREE COURSE](#)

LeadSites

Let's talk about boosting your lead generation.

Lead capture websites built for realtors.

- ✓ Stunning Design
- ✓ Automatic Blogging
- ✓ Smart Lead Capture
- ✓ Lightning Fast



GET STARTED
Schedule a Demo today.