



— HOW TO —
**CREATE A KILLER
REAL ESTATE
AGENT WEBSITE**
— THAT BOOSTS —
LEAD GENERATION

Generate more leads
with these proven tips

A REAL ESTATE EBOOK FROM



KILLER WEBSITES GENERATE LEADS

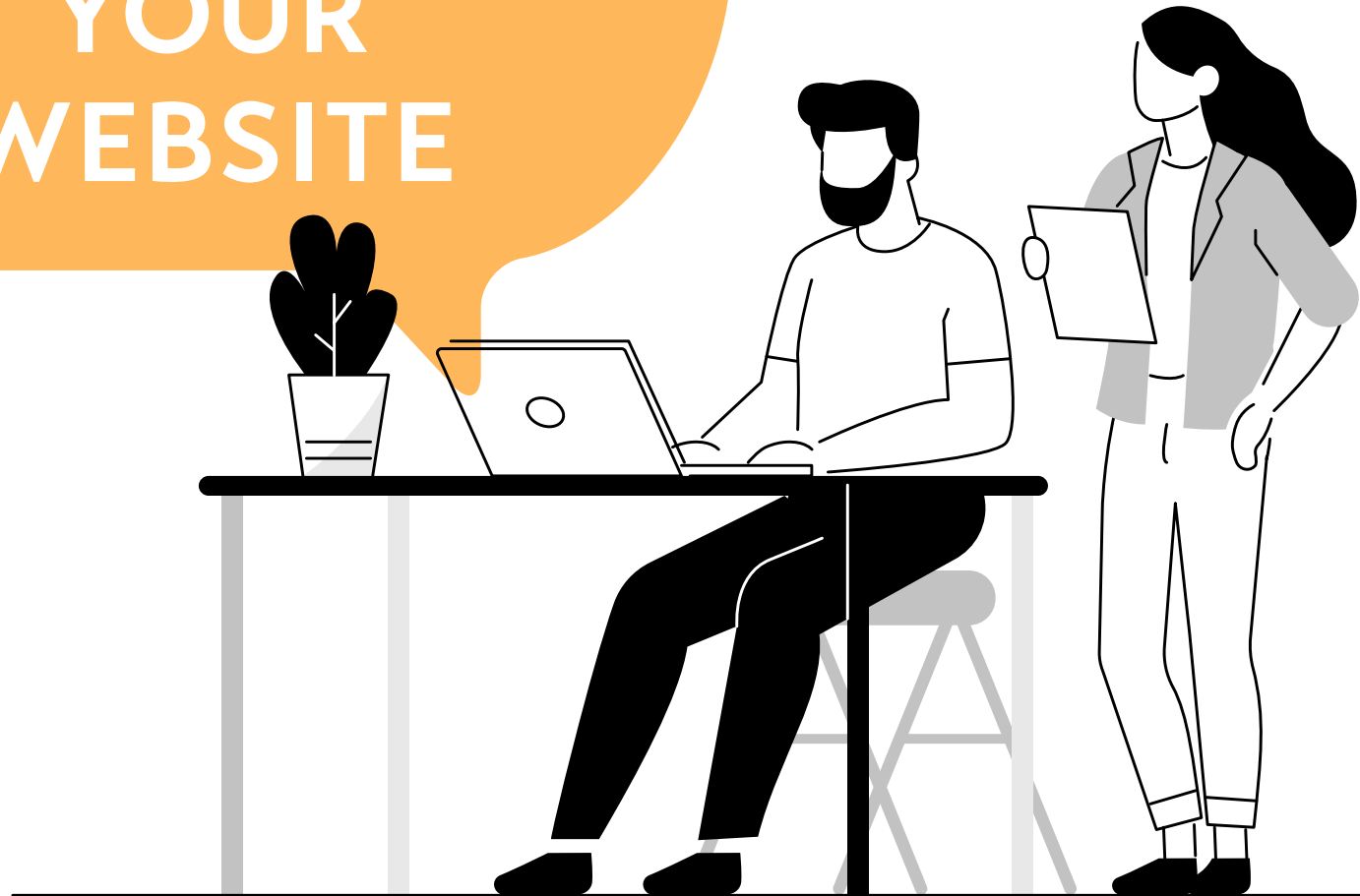


Lead generation is a vital component of a successful real estate career and is usually generated through your marketing and sales efforts. To best capitalize on these efforts, you must have a good website as this will be your number one point of contact for potential clients. Your website is where they gain an understanding of who you are, what you do, and why they should choose you as their real estate agent.

Creating a website that shows you off while generating leads is an art many agents put off or ignore. It only takes 50 milliseconds for a potential client to form their opinion of your website, and thus your services. By following these steps, you'll create positive impressions that can translate into more leads for your business.

Source: Gitte Lindgaard, Gary Fernandes, Cathy Dudek & J. Brown (2006) Attention web designers: You have 50 milliseconds to make a good first impression!, Behaviour & Information Technology, 25:2, 115-126, DOI: 10.1080/01449290500330448

STEPS TO BUILDING YOUR WEBSITE





1

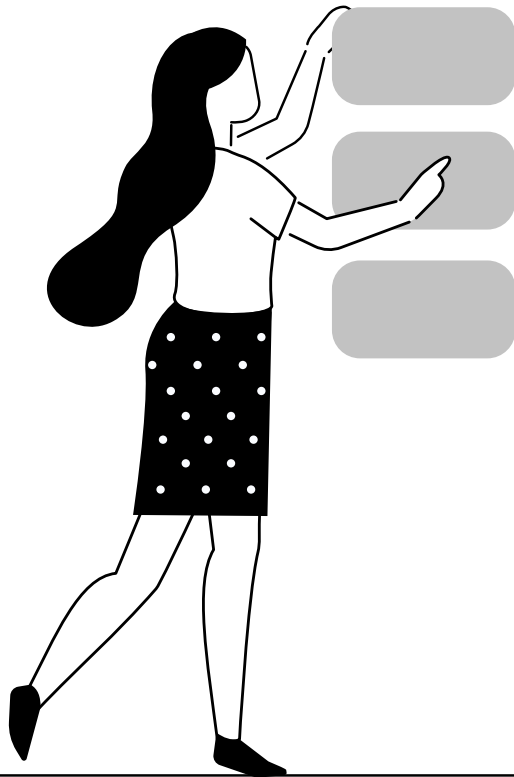
DO YOUR RESEARCH

They say that the biggest form of flattery is imitation. Chief executives ranging from the National Football League to Fortune 500 companies would also agree; imitation means more for your bottom line!

Research your competitors. What are they doing that you aren't? What elements can you steal and optimize for your website? Surf the web, and find the best real estate agent websites. Jot down what you like, what you don't like, what you can do better, and keep this information handy when building your own website.

2

LIST OUT WHAT YOU WANT TO SHOW



As an agent, you'll want to create a website that sells your services. Leaving off vital elements that potential clients are looking for when on your site could jeopardize future leads. When building your real estate agent website, make sure you include the following sections:

- Home Page
- Contact Information
- Form for Capturing Potential Clients' Contact Information
- Home Listings
- About Us
- Content Section
- Social Media Links

During this exercise, think top-down or broad-to-specific, as this methodology will help you better grasp what you're trying to execute and what you may be missing on your site.

3

CHOOSE A WEBSITE BUILDER AND DOMAIN

Building your website can be simple and nearly cost free. Sign up with website builders like [Squarespace](#) or [Wix](#) and receive an all-in-one solution that not only makes creating your website easy but actually looks amazing as well.

If you're not tech-savvy or feel uncomfortable creating your own website, you can still utilize these website builders and hire out a web designer for under \$1,000. Once they build your website (which should be simple for them), you'll be able to take over and manage it without their help. Admitting you might not be adept with creating a website and hand it to a professional can save you a ton of headaches and lost time.

It might not hurt to hire out the designer for a refresh every two to three years. However, with the simplicity of these website builders, you can teach yourself how the design tools work, refresh your site as trends change, and pay the domain renewal and server fees on your own.

Speaking of domain renewals, these servers make it easy for you to purchase a specific domain name for your site if you don't have one already. A domain name is [the address of your website that people type into the browser URL bar to visit your page](#). When you sign up with Squarespace or Wix, they'll ask you for your domain name and offer the ability to purchase one as needed. These side services can be trusted and will ensure you register the domain name that works best for you.

A smiling Black man with short hair and a beard, wearing a mustard yellow sweater, is sitting on a grey couch. He is looking slightly to his right with a pleasant expression. The background is a bright, modern interior with a wooden shelf and a green plant.

4

DON'T STRESS ABOUT SEO (FOR NOW)

SEO (Search Engine Optimization) is your way of ranking higher on search engines like Google when people search for terms like “best real estate agent” or “real estate agents near me.”

By optimizing your website, you'll be featured higher in the search results than other competitors in your area.

We strongly recommend holding off on SEO until you get your career up and running. Consulting an SEO company can pay dividends for your business, but you should first try and organically grow your career before investing potentially thousands of dollars into optimization.

Don't get us wrong, SEO is absolutely necessary down the road. However, networking amongst your family, friends, and community while undertaking other marketing endeavors will get you further in your career more quickly than SEO. Capitalize on these leads first before expanding marketing efforts into your website optimization.

5

UTILIZE YOUR HOMEPAGE TO EXPLAIN WHAT YOU DO

Remember how we said users make their first impression within 50 milliseconds of seeing your website? Well, your homepage is exactly what creates that impression.

On this page, you need to be straightforward with what you do, who you service, and the competitive advantage you present to potential clients. You'll also want to make sure it is easy for users to fill out a form to generate leads. The harder it is for them to find this form, the fewer leads you'll generate.

Feel free to show off some homes you've recently sold or have listed here as well. Believe it or not, many home sale transactions have occurred due to real estate agents adding listing links to their own website.



6

HOST A CONTENT SECTION FOR BLOGS, VIDEOS, AND SOCIAL POSTS

Content is your way of becoming a thought leader in this industry. This section is your conduit for engaging your audience and getting them involved. Having interesting content that generates action, such as leaving a comment or downloading an ebook, creates a direct impact on your lead generation efforts.

There are many different types of content that can be shared on your site and amplified across your social network. Some content mediums include:

- Blogs
- Newsletters
- Videos
- Infographics
- Ebooks

These content pieces can be geared towards recent listings you'd like to get more eyes on, your opinion on recent real estate laws, or a fun way for people to get to know you through creatively-driven personal insights. Content can be anything you want it to be and should reflect your personality. The more you embrace who you are as an agent, the more likely it is that you'll achieve success.

To learn more about content creation, download [Content Inspiration for Real Estate Agents Looking to Create.](#)



7

MAKE SURE TO KEEP BILLING INFORMATION UP TO DATE

There are countless stories about small business owners forgetting to pay the yearly fee for domain renewal and then having to face the wrath of domain poachers swooping in and purchasing their licensed name. They often charge an exorbitant amount to transfer the domain back to you. In other words, such a small mistake can cost you thousands of dollars.

As businesses grow, their domain becomes more valuable. You do not want to have to change your business cards, Google, social media channels, or any other contact source information just because you forgot to pay the \$100 renewal fee.

Instead of becoming a statistic, make sure your billing information is current even if you're not due to renew for another six months. Considering your busy schedule working as a real estate agent, it is a risk not worth taking.

8

CALLS TO ACTION ARE EVERYTHING

A Call to Action (CTA) is a marketing device that pushes for an immediate response or sale. Linked phrases like “Purchase here,” “Sign up today,” and “Become a member” that bring you to a contact form to fill out are good examples of CTAs.

On your website, you want to have CTAs everywhere. You’ll need some sort of link on each page that quickly allows for potential clients to click and be directed to a contact form so that you can follow up and hopefully become their agent. Clicking a CTA is the first step in the lead generation process. It indicates a clear interest from the user that they would like to learn more about or retain your services.

When creating a CTA, make sure it leads to a clear and simple contact form that asks for the basics:

- Name
- Email
- Phone Number

The more direct this contact form is, the more likely people are to fill it out.



9

HIRE A FREELANCE EDITOR OR COPYWRITER

Even the best writers — including the one currently writing this ebook — need editors or copy help. You're not Mark Twain, so it's okay if you would like to have a second set of eyes to look at your copy and make adjustments.

When hiring a copywriter or editor, make sure to look through their portfolio to validate that they have the *write* experience (pun intended) to do the work you're requesting. It would be a big waste of your time and money if you hire an overly creative writer with a background in children's candy or sports rather than real estate.

Also, make sure they understand SEO best practices. This knowledge will come in handy when you do consult an SEO team in the future.





10

K.I.S.S. (KEEP IT SIMPLE, STUPID)

At the end of the day, ease and simplicity will always overcome clutter. You want your website to be as clean as humanly possible and, more importantly, avoid confusing the average user to generate as many leads as possible. Other than that, make sure to get feedback from family, friends, and colleagues as you build your site. These people may not provide the best reasoning for what's potentially wrong with a website, but the opinion in itself is usually correct. That means you need to take everything they say with a grain of salt and utilize their unbiased eye to discover the true issue at hand.

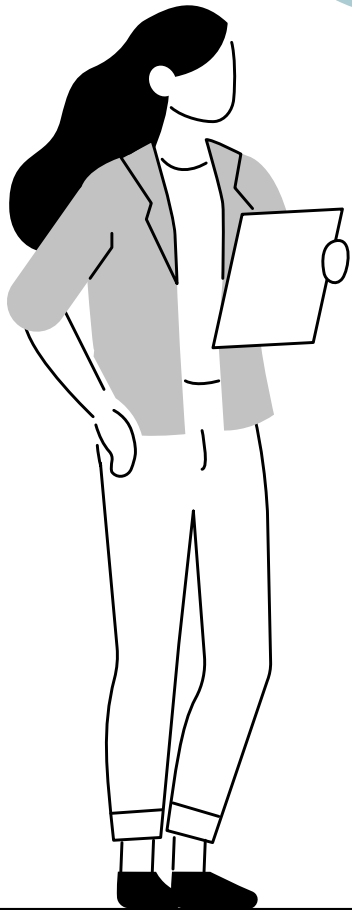
Above all else, trust your gut. This is your website and must reflect your passion as a real estate agent.

SUMMARY

QUICK TIPS FOR AN EFFECTIVE REAL ESTATE AGENT WEBSITE

Here are the helpful tips and pearls of wisdom to keep in mind when creating your website:

- **Generating leads, creating awareness, and informing users** are the three main goals of your website
- **Research your competitors** and build off their greatness and mistakes
- **Think “top-down”** when building the sections of the website
- **Simple navigation** triumphs all
- **Content is king** and defines your brand
- **Calls To Action should be everywhere**
- Direct all Calls To Action to an **easy-to-fill-out contact form**
- Always be thinking about how to **optimize user experience**
- **Get an SEO consultation** but not right away





ABOUT US

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.