

## **5 Tips for Improving Your Real Estate Website**

Do you want to reach more clients? How would you like it if your real estate listings were shared widely with very little effort on your part? Are you wondering how your marketing dollars are best spent?

With just a little investment, you can improve your real estate website and put it to work for you. Here are 5 tips to help you make the most of this useful sales tool.

### **1. Hire a Professional**

If you want to raise the visibility of your real estate office and improve your sales, the best investment you can make is in a professionally designed website.

You may be tempted to simply use a template for your real estate website in order to “save some money.” A template may seem like the cheaper option, but it will leave potential clients less than impressed.

Your website is your best salesman – it’s the first place that potential clients will go to when they’re thinking about purchasing a new property. If the layout is sloppy and the links no longer work, clients will get frustrated and move on.

Think of your website as your store front. If customers were to go in person to a place of business and the building was falling down, they wouldn’t hesitate to drive past.

It’s the same with your site – if it’s in poor shape and looks unprofessional, potential clients will think it’s a reflection of your business and will go to another realtor’s site instead.

### **2. Provide Accessible and Easy to Search Listings**

This is why most potential clients come to your real estate website – they want to see what properties are available. This should be one of the very first things that customers see when they visit your real estate website.

Don’t make the search options difficult to find, buried on some random page. Put them front and center on your home page so people don’t have to waste time looking for them.

You also need to make sure that the listings are easily accessible. Some realtors force people to create an account or submit an e-mail address before searching through listings.

This is a sure way to lose potential clients. Providing customers with the information they want will keep them interested.

### **3. Offer a Variety of Shareable Content**

Listings are essential, but they're not the only type of content you should include on your site. The more information you can provide to potential clients, the better.

Pictures help to sell homes, but videos sell an experience. Posting videos of homes and the neighborhoods they're in will not only keep visitors to your real estate website engaged, they will also help improve your ranking in search engine results.

Providing regular written content will also improve your visibility in search engines. When a search engine like Google ranks results, it takes into consideration how often and how recently a website is updated. Regularly posting informative and engaging articles on your site's blog will help bump up your site's ranking, which draws in more customers.

You also need to be sure that the content you provide on your real estate website is shareable on social media. If someone sees an amazing home on your real estate website then shares it with their friends and followers on social media, you've just received a bit of advertising for free. Those who are interested will click on the link, driving more traffic to your business's website.

### **4. Include Social Proof**

Social proof is when people take others' opinions into account before making a decision. An example of this would be looking at a retail store's website to see how many "stars" a product has received before making a purchase.

For a realtor, testimonials will be the best way to offer social proof. The process of buying a home can seem overwhelming at times. Potential customers will feel reassured and be more confident in contacting agents if they know that others in the past have had positive experiences.

### **5. Have a Contact Form**

Make sure you include an easy-to-use contact form on your real estate website. Don't expect that a potential customer will come to your site, find a listing they like, then call you directly.

Technology has changed and people are changing with it. Of course you should provide your phone number for those who prefer that method of communication, but the more options you provide, the more people you can reach.

### **Take the Next Step**

It's time to put your website to work for you. Make the investment to upgrade and improve your real estate website, and watch the leads come funneling in.