

8 Next-Level Website Elements

to Wow Your Audience and Generate More Leads



Is your site optimized to generate the best leads?



Your website is the face of your online brand, but too often, agents launch their sites and forget about them. This can lead to lackluster performance, meaning little traffic — and even fewer leads. To make your website a lead-generating machine, it's important to try new tactics, change things around, and experiment to discover what works best.

In short, the biggest hurdle to online lead generation may be your website. If you're not testing ways to use it to its full potential, you could be missing key opportunities to secure new, high-quality prospects from what is essentially your digital foundation.

A recent study showed the **most successful agents spend more on their technology**. It makes sense, right? Especially when you consider that having a stellar, optimized website is almost guaranteed to drive more traffic and more business.

But, top-producing agents don't just go with the basics. They also go above and beyond to get people to their sites, stay engaged, and part with their contact information. Here, we'll share the best examples of 8 great elements that you'll want to include on your website to increase your traffic and conversions.

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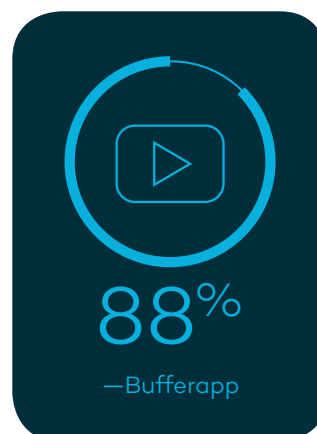
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1: In-Depth Brand Video

Research shows people spend 88% more time on a website that includes video.

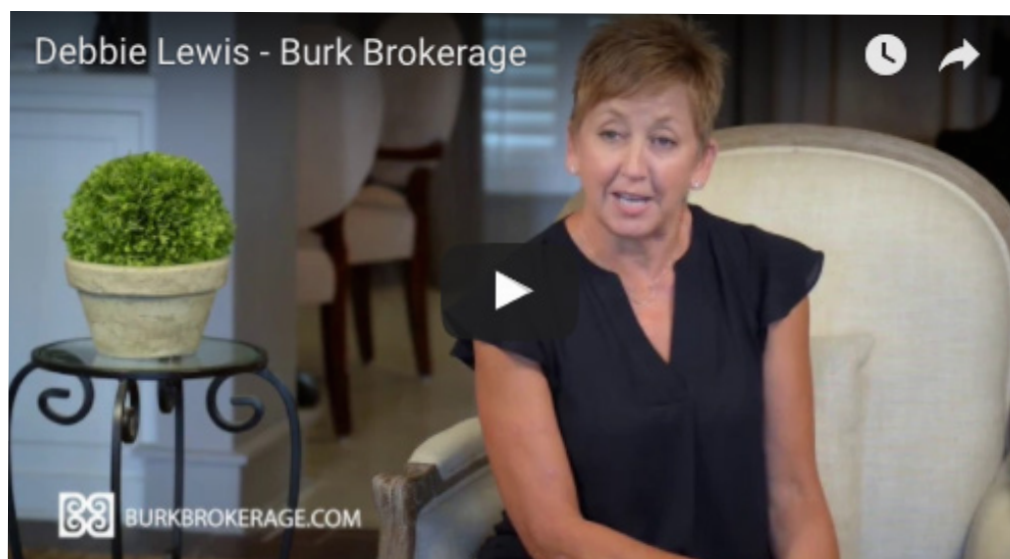
It's a given that you need an engaging way to introduce yourself on your real estate website. You want to present a visually appealing site to prospects who are landing on your pages for the first time and make a good impression, so it's key to think of your site as a virtual extension of your business and yourself.

Opting to create and include videos that showcase your personality and what you love about real estate is more than just a good idea, it's nearly essential.



Think about your own online preferences. When you're learning about a business, would you rather watch a product video or read a long block of text?

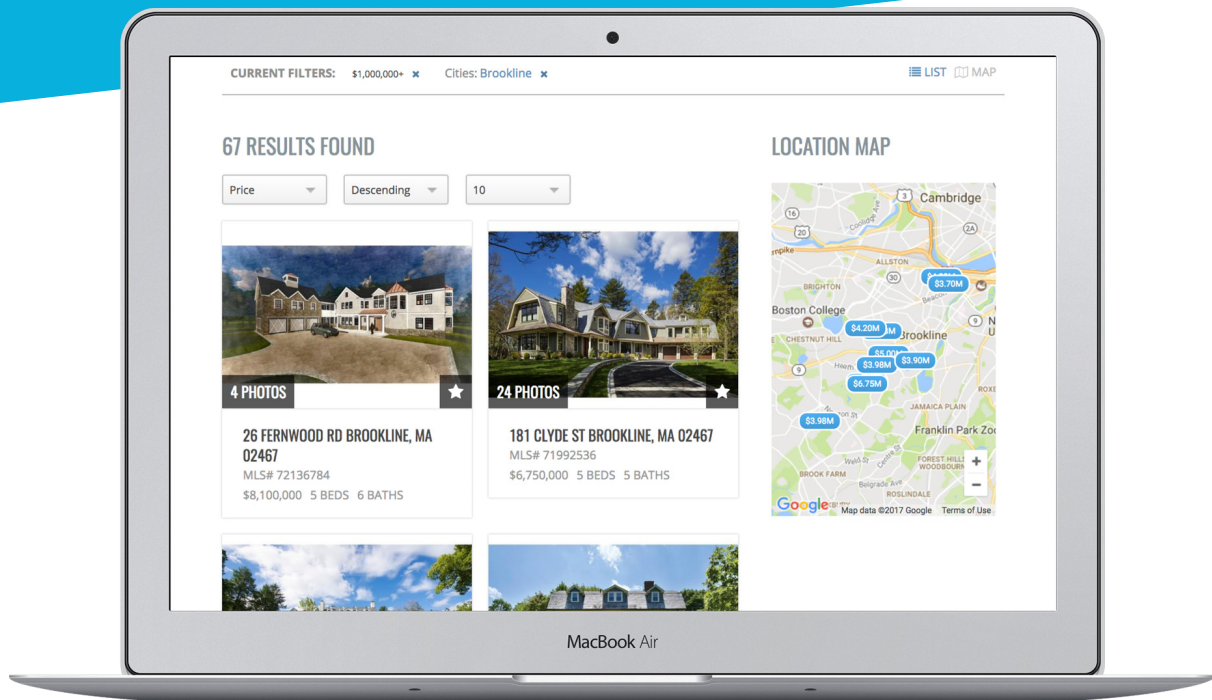
If you chose the first option, you're not alone. **Four times as many people would rather watch a video about something than read about it.**



Want tips and tricks to create your own brand video?

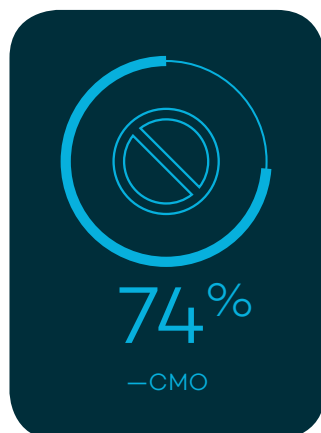
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2: IDX Pages Customized for Specific Search Criteria



Nearly 74% of consumers become frustrated when website content appears to have nothing to do with their interests.

Homebuyer leads visiting your website will probably be interested in searching for homes based on specific criteria, like number



of bedrooms or neighborhoods. By setting up several IDX pages centered around specific types of listings, you're directly catering to what your leads are interested in.

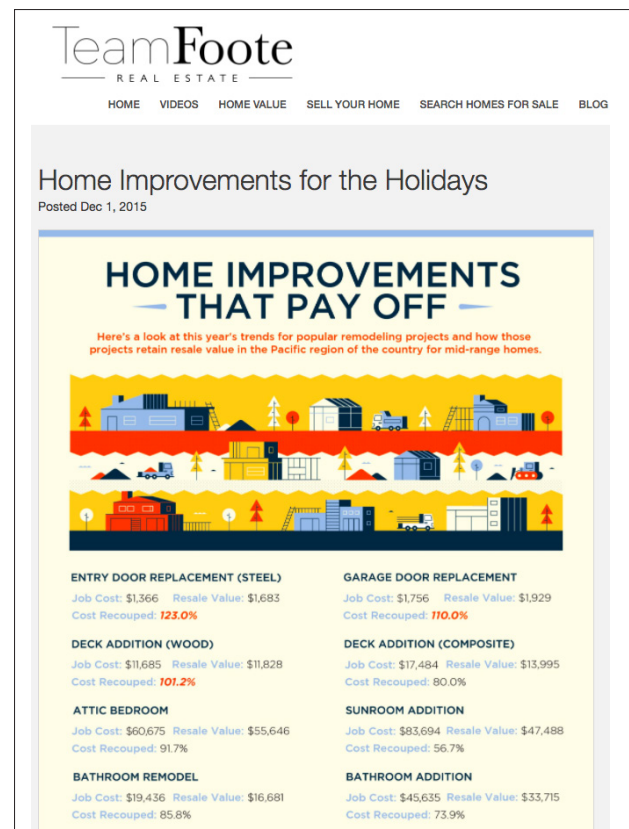
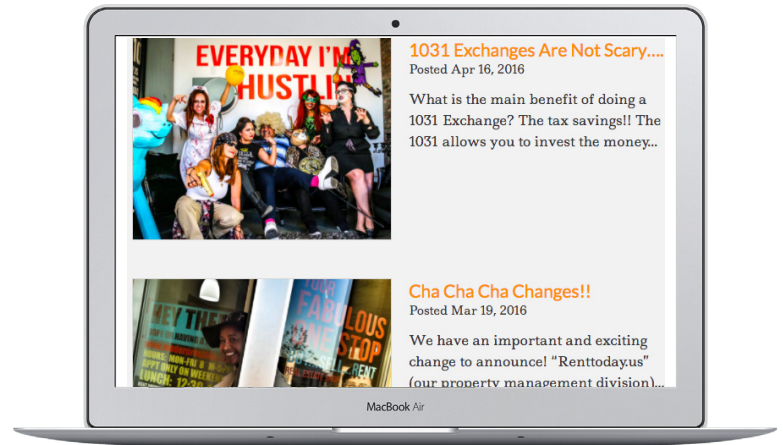
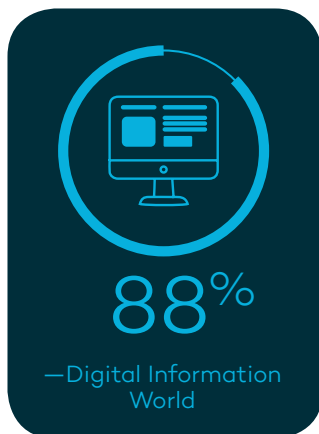
Data from NAR shows when looking at properties, **people are most interested in listing photos and details about the home.** In the example above, prospects can view the particulars of individual listings, and the map gives them an idea of the home's location, an especially useful tool if your leads are planning to relocate.

3: Very Active Blogging

Businesses who blog regularly see 88% more leads per month over those companies who don't.

You can probably think of several different tasks you'd rather do than create and stick to a regular blogging schedule.

Get in touch with your leads? Read up on changes in your market? Here's the kicker: Focusing your energy on consistently maintaining your blog will help you generate and nurture more leads over time. Why? Sharing relevant information and data about your market is a great way to build trust with your leads.



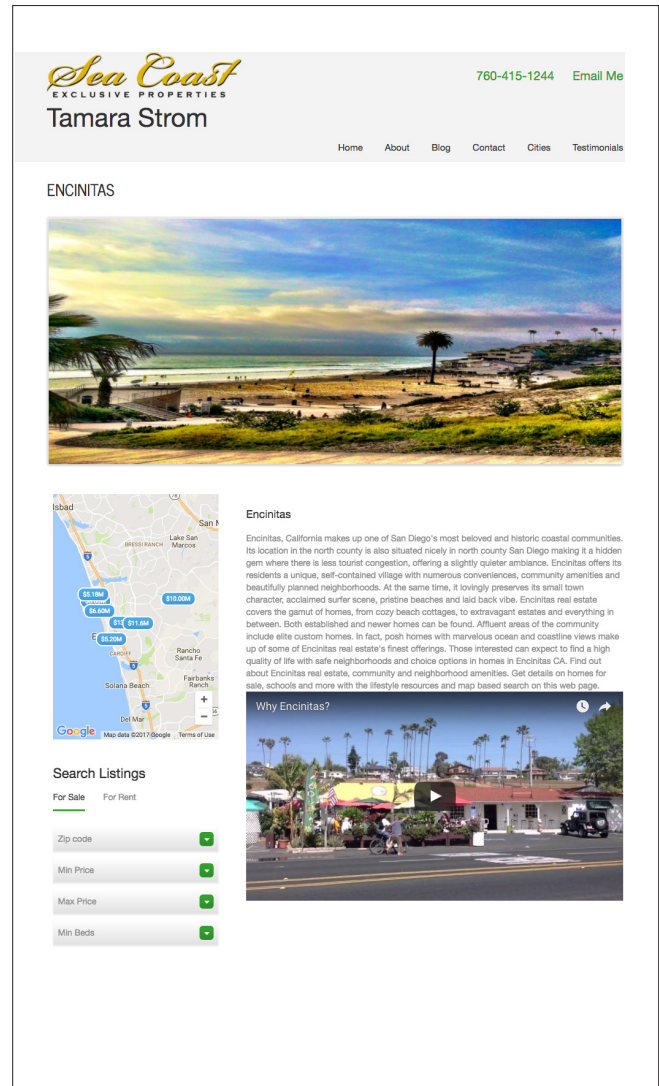
Ready to turn your blog into the ultimate driver of traffic to your site? **Download Placester's guide to blogging.**

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4: Creating Area and Community Pages

Being a thought leader on a specific subject, like your community, not only makes you smarter and more marketable, but also helps you build trust with your audience.

In the [Sea Coast Area Page](#) to the right, you'll notice it's set up with the site visitor in mind. The description and accompanying video tour of the neighborhood supplies a lot of information in a small space, while the map and listings search lets users dive into a property search right away.



Area pages hone in on the details of specific neighborhoods. Depending on focus, buyers can learn about the properties available within an entire area, down to which are the most popular streets. Community pages, on the other hand, feature everything that's culturally great about your market. Popular festivals and events, the best Italian bistros, and top-notch schools can be featured. Your target audience will determine which aspects of the community you focus on.

Taking the time to create thorough area and community pages will position you as an expert in your area. And it's likely the properties you're selling will also become more appealing to prospects because they're able to see the value of the community as well.

SOUTH END



ECLECTIC, EXCITING, & DIVERSE

Eclectic, cultured, and diverse, the South End is a vibrant, bustling neighborhood of Boston. On its beautiful tree-lined streets and brick sidewalks, cafes, boutiques, galleries, and shops offer an exciting urban lifestyle close to the heart of the city. Known for cultural highlights, the South End is a culinary wonderland, drawing gourmet aficionados from all over the world. It is a favorite of food critics who flock to the Tremont Street and "Restaurant Row," to enjoy traditional and cutting edge cuisine in its many restaurants. The South End is home to galleries, boutiques, the Boston Center for the Arts (BCA), Boston Medical Center and the school for the Boston Ballet. South End residents also have access to the conveniences of Foodies Market and are within a few minutes walk to the Back Bay's Copley Square and Prudential Center.

HISTORY

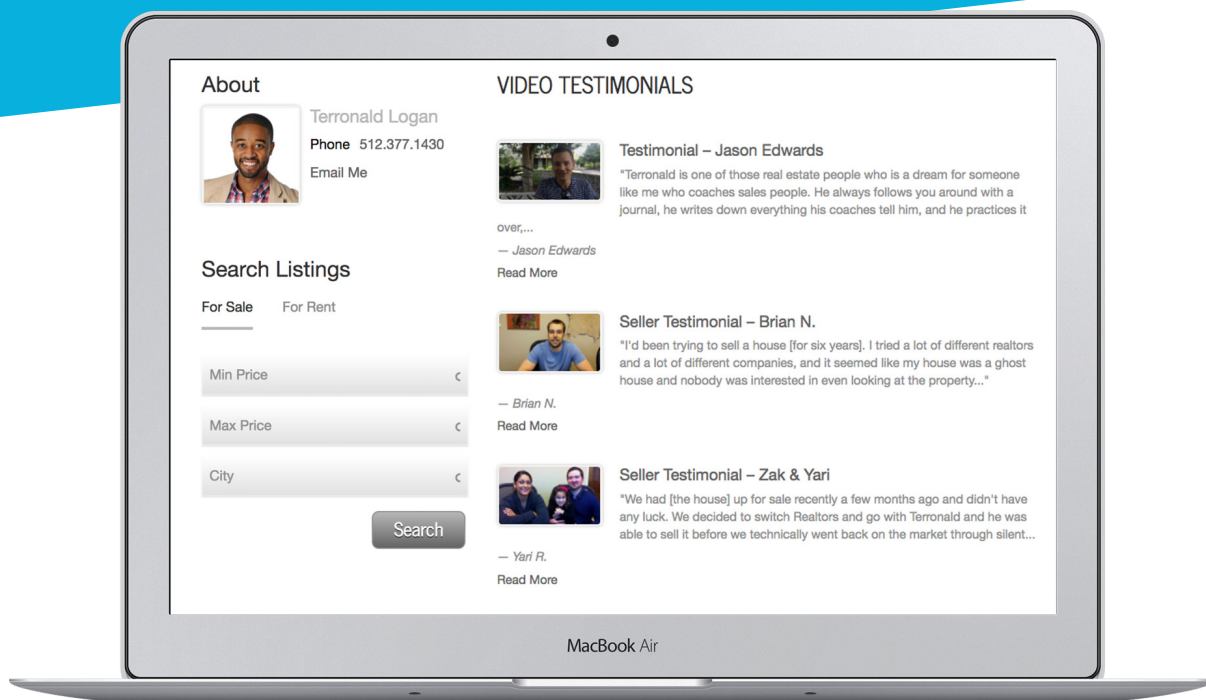
The South End has come into prominence long since it preceded Boston's Back Bay as a landfill project in the mid 1800's. Referred to as "the largest urban Victorian neighborhood in the country" on the National Register of Historical Places, the South End was originally part of a tidal marsh. The area was developed to provide relief for overcrowding in other neighborhoods, and to build a lucrative tax base. It was designed in large part by Architect Charles Bullfinch who imagined ornate gardens, parks and squares surrounding rows of Victorian Brownstones. Soil and gravel were brought in from Needham starting in the 1830s to fill out the neighborhood. In the 1850s affluent families were drawn to the beautifully planned community. A financial crisis in the 1870s and the lure of the newly emerging Back Bay led to the departure of many of the neighborhood's original residents. Tenements and lodging houses supplanted the luxurious private homes in the early 1900's. Eventually crime and poverty became dominant themes and the beautiful gardens and squares that Bullfinch envisioned fell casualty to neglect and deterioration. Following impassioned neighborhood revitalization programs initiated by the South End Historical Society in the 1960's, the 1970's brought in a new group of urban pioneers who began restoring many of the Victorian townhomes. The discontinuation of rent control in the 1990's re-tilted the neighborhood's landscape to more affluent professionals as residents. Even so, today the South End remains one of the most economically, ethnically and racially diverse neighborhoods of Boston.

ARCHITECTURE

The majority of the South End homes are comprised of mid-nineteenth century brick bowfront brownstone homes. The architectural styles represented include Italianate, Gothic Revival, Greek Revival, and French Second Empire.

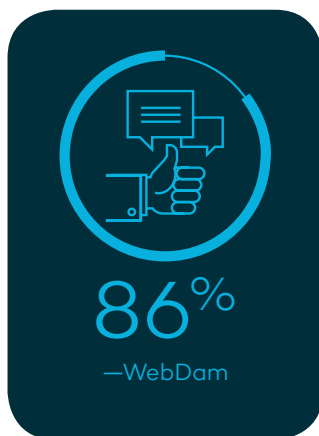
TRANSPORTATION

5: Video Testimonials



Video testimonials on landing pages increase conversions by 86%.

People want to work with people they like and trust. That's the benefit of featuring all of your testimonials on your website (thanks to the **social proof** they offer), but going above and beyond with video testimonials is another story. It's been proven that people love to learn and engage with a business through video.



A recent study by Moz found posts that included **videos received nearly 300% more inbound links**. What's more, **a third of all the time people spend online is dedicated to watching videos**. And turning all of your best client testimonials into visuals lets your prospects see, hear, and connect to the story of their buying or selling journey — and builds trust in your abilities as an agent.



Want to learn how to leverage reviews for lead generation?

Download our free ebook to discover the power of social proof for your marketing.

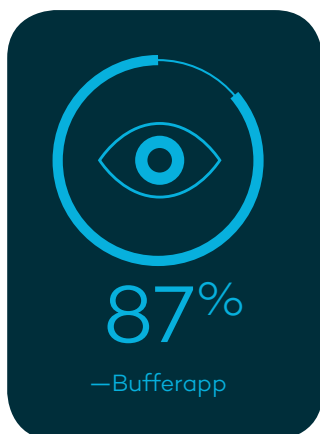
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6: Visual Buyer & Seller Resources

87% of marketers say visual content is critical for traditional marketing success.

Plus, leads who are educated become better clients.

No longer are print sources the only way to get in front of your potential leads. With the meteoric growth of online real estate search—**51% of homebuyers in 2016 found their homes online**—it's a good idea to create digital buyer and seller resources. One of the key ways to do this is by using visuals to showcase complex real estate information quickly and easily. **The human brain processes visuals 60,000 times faster than text**, making something like an infographic more engaging and eye-catching than the written word alone.



Plus, visual content also helps you more easily connect with your prospects, which is a great asset to you as a real estate professional considering you can spend months nurturing your list of potential clients.



Want a free ebook your leads can use in their home buying journey? **Download our customizable guide.**

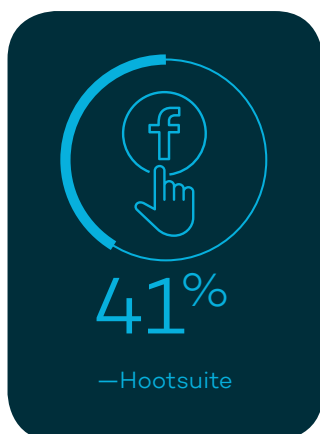
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7: Social Media Sharing Buttons



41% of Americans say it's important the businesses they engage with have a strong social media presence.

If your followers don't see your content, they won't know it exists. Seems obvious enough, right? There are lots of advantages to simply changing



the way leads can access your social media accounts. By making small changes to how your website is designed and embedding social sharing buttons on your site, you can **increase your business's reach**, improve your SEO by gaining more social signals, and see a higher level of engagement from a larger following and more traffic to your IDX site.

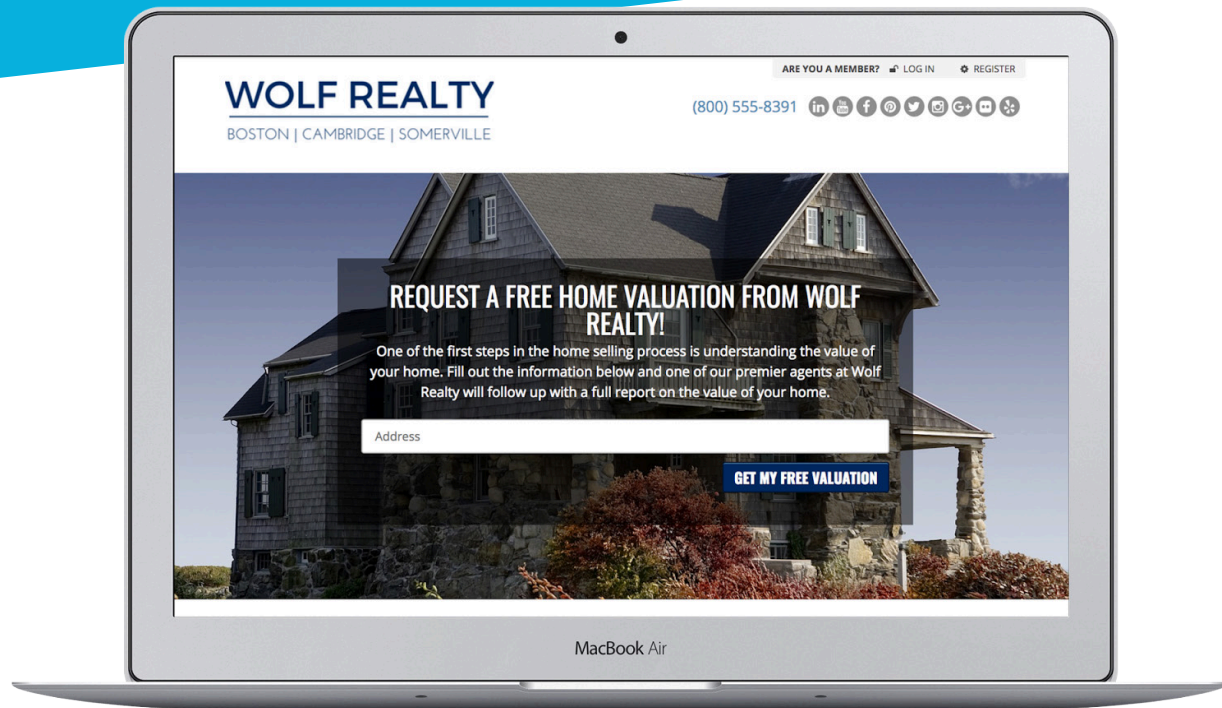


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8: Calls to Action (CTAs)

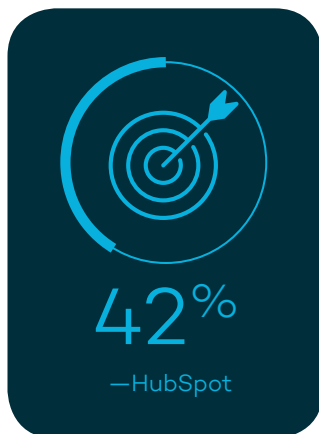


Targeted calls to action convert 42% more site visitors into leads than untargeted CTAs.

Including CTAs throughout your website pages is an excellent idea, and an essential best practice if you have a website. Why? They encourage leads to take action to receive something from you (like a free home valuation calculator, as in the example above, or a handful of your

newest on-market listings).

The most effective CTAs are thoughtfully placed (**within sidebars** and at the top and bottom of your pages of content), and include straightforward, simple language that entices your leads to well, take action.



Are you looking for ways to capture more leads on your real estate website?

Tune into Placester's webinar to learn how.

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Kick it up a notch

Enhancing your IDX website by adding even a couple of these elements is sure to take your online presence to the next level, not to mention inspire respect and interest in anyone who visits your website in search of a skilled real estate agent.



Boost your online lead generation

Want even more ideas on improvements to your IDX website for increased lead generation?

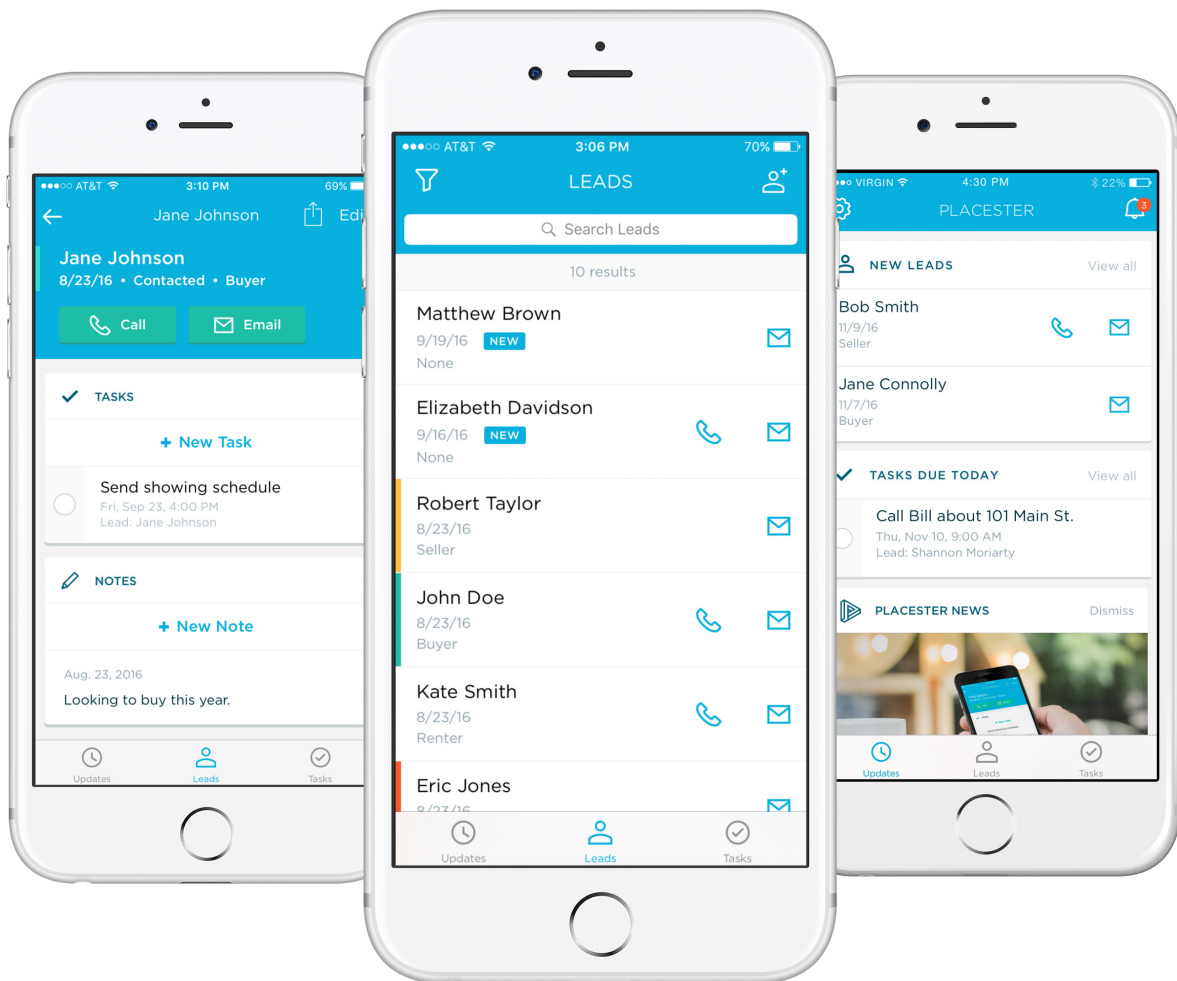
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