

# 10 Must-Create Website Pages

to Boost Your Online Lead Generation



# Introduction

**If you're reading this,** chances are you've, at the very least, figured out how to get a relatively steady stream of traffic to your real estate website, thanks to building a strong digital foundation supported by a moderate search engine optimization (SEO) strategy, an understanding of your niche buyer personas, and a modest amount of informative content tailored to that audience.

Now, the real challenge begins: You need to learn how to capably convert visitors into brand new leads, before their attention diverts elsewhere online and they disappear (well, at least for just a little while, if you've constructed your site properly).

Optimizing your IDX website to increase lead generation is all about creating pages that educate and enlighten your visitors, are visually appealing and simple to navigate, and have smart forms and calls to action (CTAs) that can entice your digital guests to hand over their contact information for valuable content or services in return.

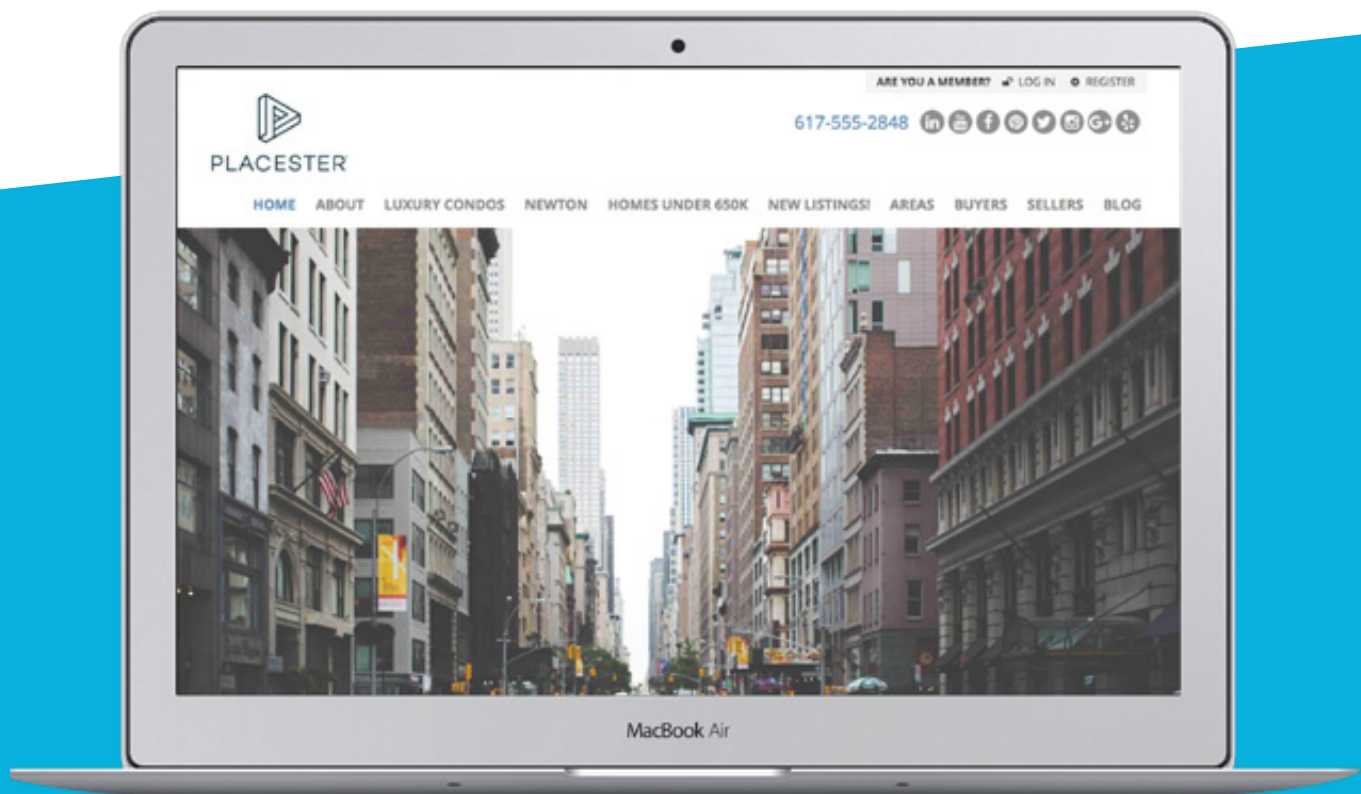
**Learn about the 10 must-have real estate website pages that will help boost your visitor-to-lead conversion rates and improve your odds of generating new business below.**

# 1. Homepage

## **It all starts with your digital front door: your website's homepage.**

The first thing visitors see when they land on your website (well, in the majority of cases, as Placester data shows) is your homepage. So, you need to clearly communicate who you are and what you do on the primary page of your IDX site.

When visitors open your digital door, you want to have a homepage with online curb appeal that shows off your distinct brand details and info on what sets you apart from the competition. Make sure your agency branding, color scheme, and logos are prominently showcased, have several appealing photos of your newest and hottest listings, and include a clear, simple, and intuitive page navigation so visitors know where they can find all the information they need to learn about you site-wide.



***Include your real estate brand's contact information, links to your social media accounts, and navigation and sub-navigation links to the primary pages of your site.***

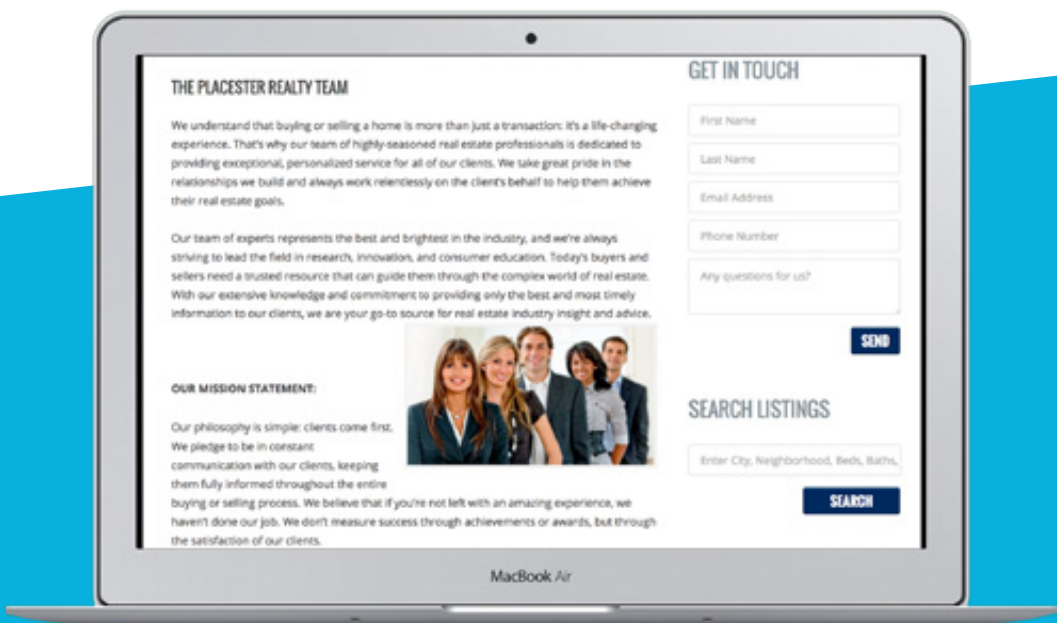
## 2. About Page

### Explain your history and background with a robust “about” page.

Your about page should include details about your business history (your niche and how long you’ve worked in the industry), personal background (explain a bit about your past, like what school you attend, and any passions you have), and team (if you’re working with others) — all of which should clearly answer the question, “Why should I want to work with you?”

Share your business’s mission statement and goals (why you do what you do and what you hope to achieve) and industry designations and certifications, like those you can earn from the National Association of REALTORS®. Tell your brand’s story using an upbeat and conversational tone in your writing. Feature an explainer video that showcases what your firm is all about to help build your credibility and exhibit your personality.

Your about page is also where potential leads might want to get in touch with you right away, so **make sure you have a lead capture form** on this page to offer an easy way for them to contact you and secure their info. Use a simple, straightforward CTA like “Learn More” or “Chat with One of Our Agents.”



*Explain who you (and your agent team, if you have one) are. Share your sales history, industry certifications, real estate niche, and other additional details your core audience will find useful to know.*

# 3. IDX Page

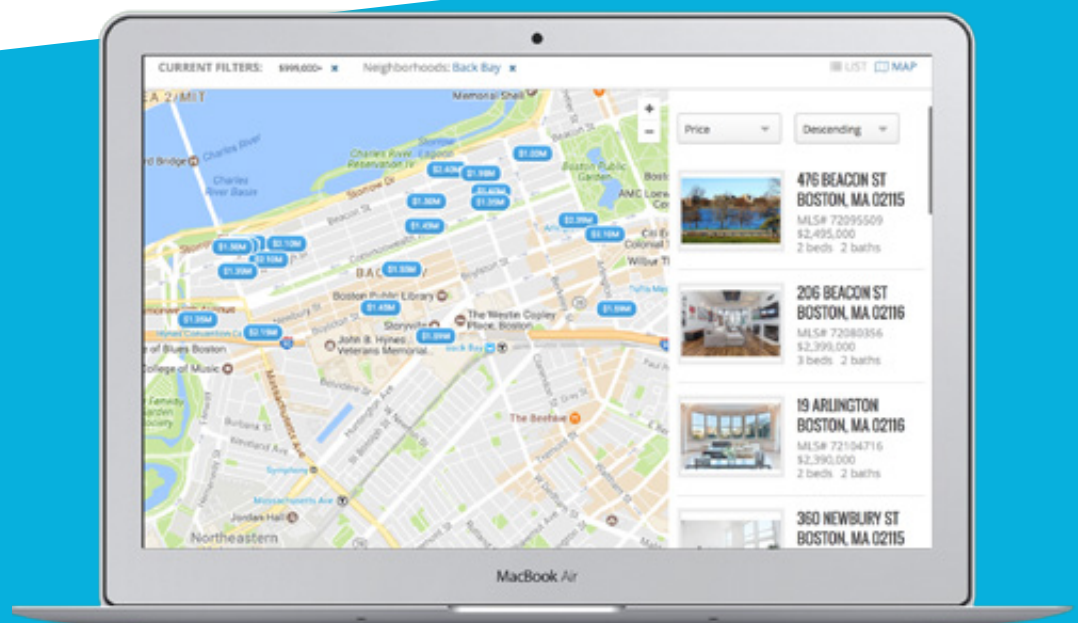
## Once your IDX is integrated, develop several niche IDX listing pages.

Instead of sharing just any (or even all) of the local homes for sale feature on your region's Multiple Listing Service (MLS), integrate an IDX feed to your site so you only highlight the listings that actually appeal to your particular audience. You're far better off in terms of securing high-quality leads by displaying only the top local listings in a curated manner than just adding every single home up for sale site-wide.

To optimize your IDX pages for relevancy and lead gen, create several pages for different home types, price points, and areas. Add a map search function to each page to offer a modern, visual search experience, and offer visitors the ability to save favorite listings to revisit later.

In addition to planting optimized lead capture forms on these pages, make sure it's easy for visitors to conduct custom searches by adding in filter options. This let's prospective buyers find homes that fit their specific criteria, like property size, bedroom total, and residence amenities.

*If you know certain home segments (e.g. particular neighborhoods or homes listed in a specific price range) are popular among buyers you work with, create IDX pages that feature only those types of local listings.*



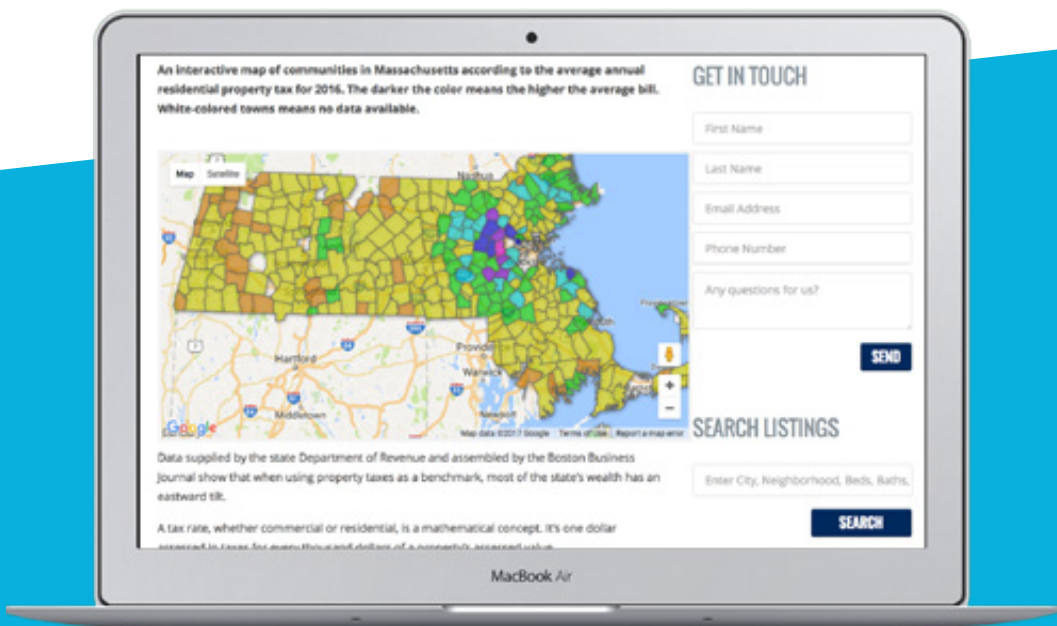


# 4. Blog Posts

## **Each blog post you publish is a new opportunity to earn new prospects.**

Your blog is what will set you apart from your competitors, so keep it fresh relevant to those living and looking in your community. Share your expertise in regularly scheduled blog updates for your niche audience. For instance, you could post two new articles— perhaps ones on Mondays and Thursdays at 1:00 p.m. — each and every week to build consistency with your content publication. Consumers (and, in your case, prospective leads) love knowing when they can expect new content from personal and professional blogs and publications, so this type of editorial schedule can only help your online real estate marketing efforts.

Blogging might not seem like the optima lead generation tactics, but this regular production and publication will help with your site ranking in searches and, in turn, make your various site pages much more visible atop Google’s search engine results pages. Just ensure your blog is ready to capture leads by adding in multiple CTAs and links to your other great site content throughout. In every post, always offer valuable information that your visitors will love and want to share. Learning something new and beneficial to their housing needs is how you’ll build a loyal blog readership and, over time, turn those readers into workable prospects you can nurture into new business.



*Your blog isn't just for plain, educational posts and blasé tips-and-tricks pieces. Rather, it's an ideal place to share housing market data and trends, real estate industry news, and other intriguing, locally focused tidbits.*

# 5. Area and Community Pages

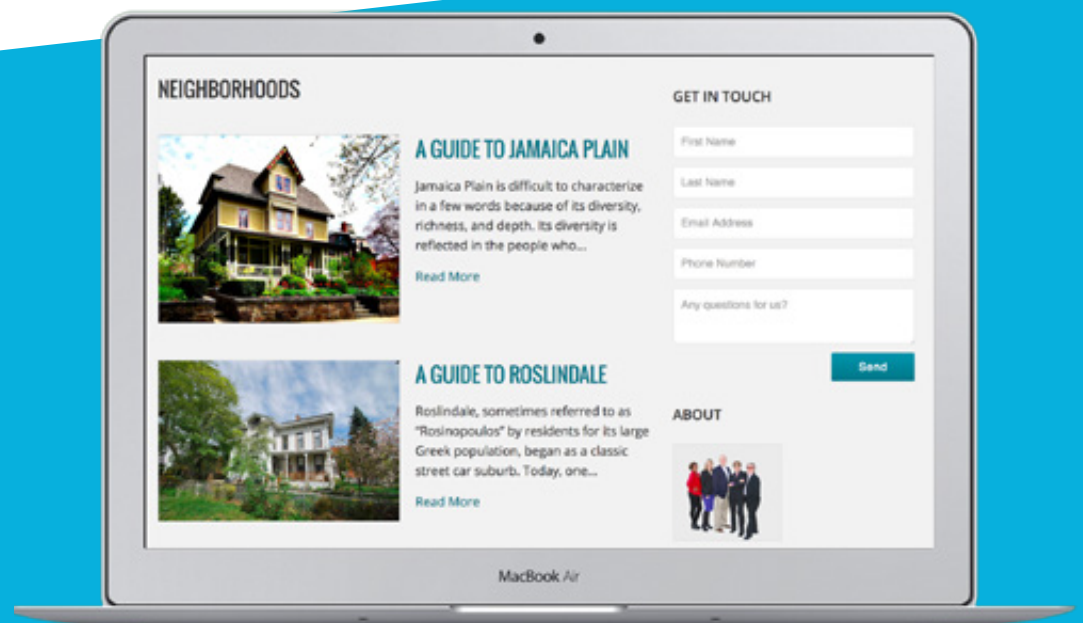
## Create informative area and community pages that detail your market.

Spotlight popular neighborhoods, schools, parks, events, and businesses in your market through dedicated area and community pages. Your audience, like any other market's buyers, want to know everything about where they could potentially live, so serve as the all-knowing, digital tour guide for these possible real estate leads.

Feature anything and everything that makes your housing market more interesting to potential buyers. You can only strengthen your credibility and the likelihood of attracting more leads by demonstrating your deep market knowledge with niche area pages.

Your goal here is to create a one-stop-shop for potential clients visiting your site by positioning yourself as the go-to expert and sharing your relationships with other relevant resources in your industry, like local mortgage lenders, home builders, or moving companies.

*Showcase the best neighborhoods in your area, describe (in great detail) what makes them so fun, special, and unique, and note why prospective home buyers would be wise to purchase properties in these communities.*





47%

Nearly half of consumers view 3-5 pieces of a brand's website content before reaching out to that company's sales reps to learn more.

— **Demand Gen Report**



92%

More than nine in 10 B2C business purchases began with consumers conducting online searches during the course of 2016.

— **Searchmetrics**



13x

Brands that prioritize blogging on their websites are 13 times more likely to see better return on investment than companies that don't.

— **HubSpot**



61%

Roughly three in five marketing professionals say responsive web design factors greatly into their mobile search engine optimization strategies.

— **Regalix**



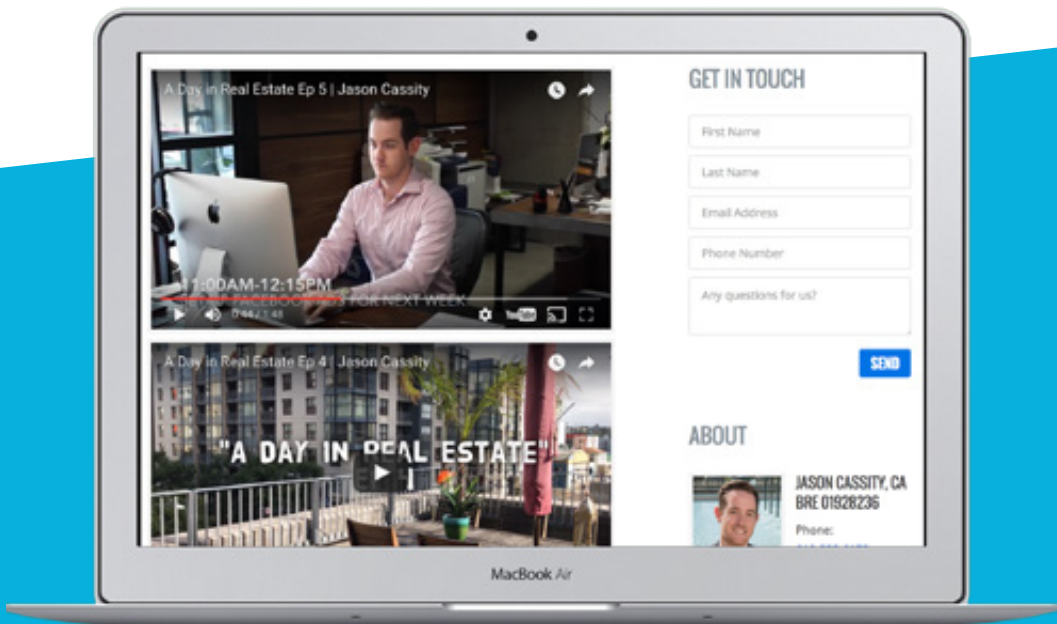
# 6. Resources Page

## Your buyer or seller audience(s) need help! So, give them resources.

Besides area and community pages that give glimpses into different aspects of your market, create ebooks, reports, checklists, and in-depth other content for home buyer and seller visitors of your site that can help them make better real estate decisions.

Provide tips and tricks no other agents offer on their IDX sites (do a bit of research to see what competing industry pros in your market do and don't offer to determine this). Once you have these graphics and guides created, **offer them as downloadable resources** behind lead capture forms. When you reach out to potential leads, you'll be able to instantly make your conversation relevant by saying, "I see you've been looking at our buyer/seller resources. Are you interested in learning more?"

Routinely update your real estate website with fresh, unique, educational content like these assets, and, over time, it can become one of your greatest — if not the greatest — lead-generating resources for your business. People love getting insider insights from brands they could potentially work with and buy from in the near future, so become the best housing resource in your market by spending the requisite time needed to brainstorm, produce, and promote this kind of content.



*Whether it's data-rich reports and infographics or listing and neighborhood tour videos, you can offer a wealth of in-depth resources on your IDX site. Gate some content behind forms to generate more leads from your page.*

# 7. Home Valuation Page

## **Offer a home valuation page to . . . well . . . give sellers their home values.**

Instead of forcing them to rely on suspect Zestimate data, let sellers determine the relative worth of their homes using your site. There are plenty of tools you can use for your site that sync local MLS data with these features, meaning soon-to-be sellers can get accurate, up-to-date financial info regarding their properties and, eventually, know what price point they're most comfortable listing their residences.

Allowing sellers to enter all of their home details and specs and gain the data-based info needed to get the selling process started in earnest is a great way to give these folks a bit of a nudge to realizing now is the right time to list their properties ... and use you as their sellers' agent. Simply require they enter their contact information to get the residential details in question, and contact them ASAP following their filling out of the home valuation form with an appropriate autoresponder.

Most people aren't going to list their home on the spot after filling out these forms, but you have an opportunity to start building a relationship with individuals who do so. After waiting a week or so following your autoresponder email, you can try to get them on the phone so you can dig into the details about their housing needs and ask them all of the questions you need to gauge if they're a right client fit.

*Home sellers need to know how much money they can potentially get for their residences, so offer this handy, and highly effective, tool — either via your IDX website provider or a third-party tool — on your site.*



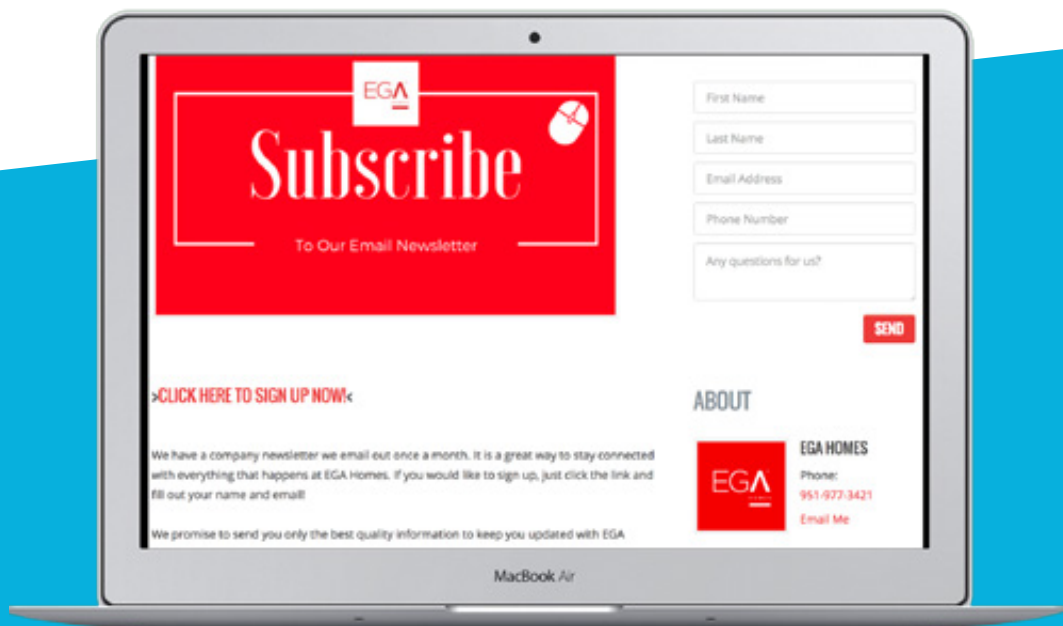
# 8. Newsletter Sign-up Page

## Grow your email list with ease via a dedicated newsletter sign-up page.

Do you **create regular real estate website content?** Then spread word about this hard work with a weekly or biweekly newsletter to your audience — and increase sign-ups for said newsletter by offering a site page that allows visitors to register for it.

Real estate email newsletters condense all of your best resources into a single, easy-to-consume resource that lands right into leads' inboxes. Recent blog entries, your latest listings, brand new resources, and round-up/recap videos are just some of the ideal assets you can share with your niche audience. Whereas SEO is a fantastic long-term marketing play (that is, to earn lots of traffic over the long haul), emails newsletters are a phenomenal means to get instant clicks to your site.

So, in essence, this sign-up page can not only generate new buyer and seller leads, but also nurture them over time: the more they open your emails and click through to your different site pages, the more easily you can grade/score these prospects, nurture the highest-engaging ones, and transform those leads into new clients.



*Assuming you send regular emails to your prospects (if not, start today!), it's best to offer a newsletter sign-up form on your site. Just remember to explain what leads can expect to receive, should they sign up.*

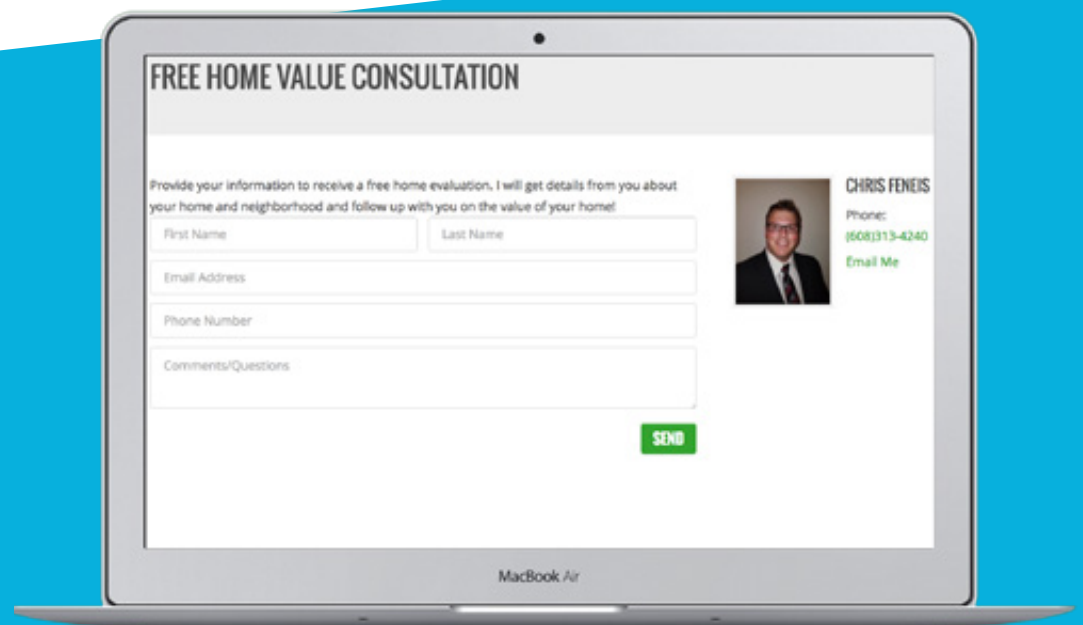
# 9. Consultation Offer Page

## **Allow site visitors to set up meetings with you with a consultation page.**

It should go without saying that not every website visitor will convert into a new lead. Having said that, there are some folks who are already far down the marketing and sales funnel and, thus, are ready to hire an agent today — including those who have never been to your site (yet). For the times when these folks do land on your site to determine if you're the best agent for them, offer a buying or selling consultation request page.

Use a big, bold CTA button featuring a link to your work calendar (this can be a Google Calendar or one you set up with another app or tool, like Calendly). Include short copy explaining what your consultation offers. Provide social proof (more on that in just a second) on the page with client testimonials to act as — you guessed it — proof of your success in helping customers achieve their housing goals.

***Buyers and sellers close to making a housing decision want to chat with potential agents they may hire before bringing them onboard, so offer these folks the chance to chat with you on the phone or meet up in person.***

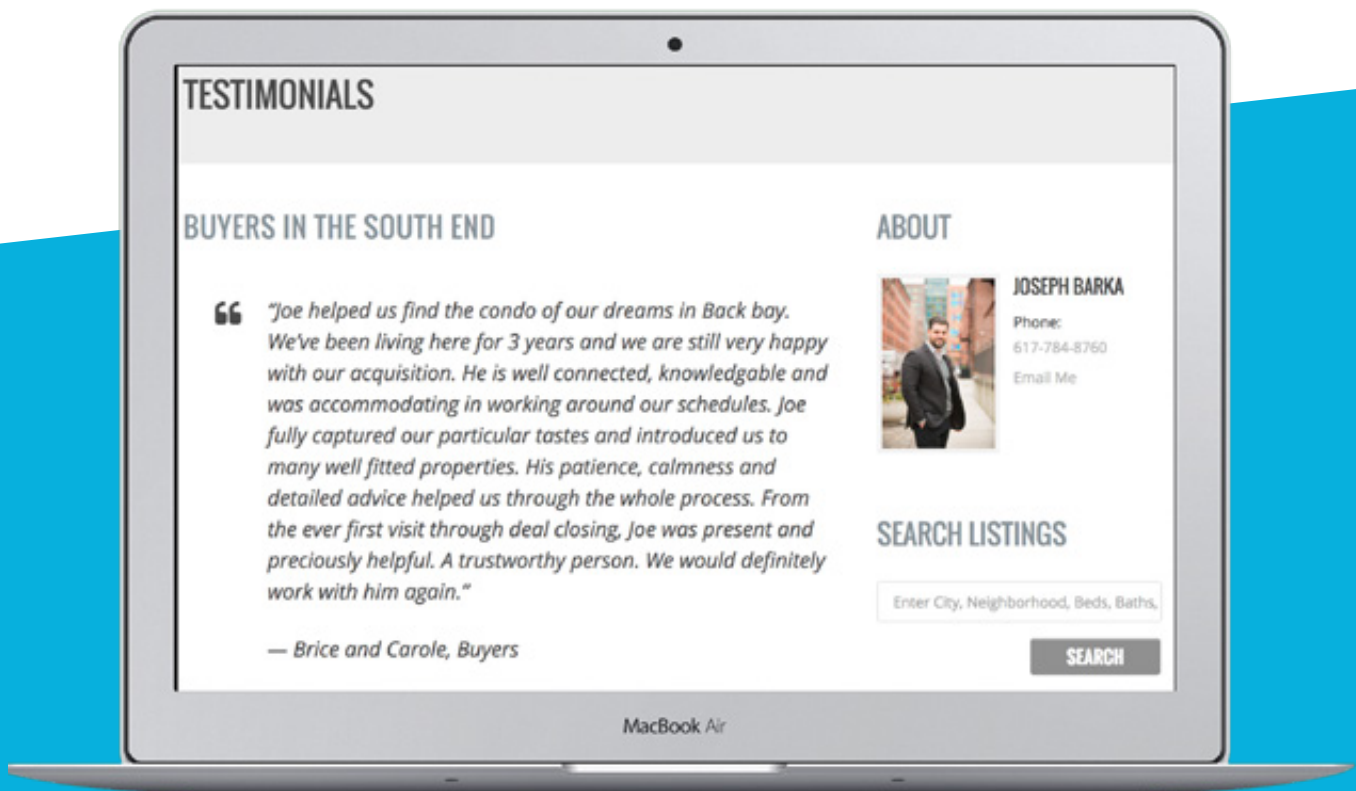


# 10. Reviews & Testimonials Page

## Share sufficient social proof with a lengthy reviews/testimonials page.

You just helped your client make one of the biggest decisions of their life. Now, ensure they share a some words about their positive experience working with you, and feature these **praise-heavy reviews and testimonials on a dedicate IDX site page.**

Video is the ideal format for your social proof, but it's certainly not the only way to spotlight your happiest clients. Include these text- or visual-based messages pieces in a way that makes it clear you played a major role in helping the clients in question purchase or offload their homes and get the best possible deals for the listings.



**Written and video reviews and testimonials are the premier types of social proof for your site. The trick is getting your clients to offer detailed praise about you, but once you have their feedback, you've got lead-gen gold.**



# Other Placester Marketing Resources

## EBOOKS

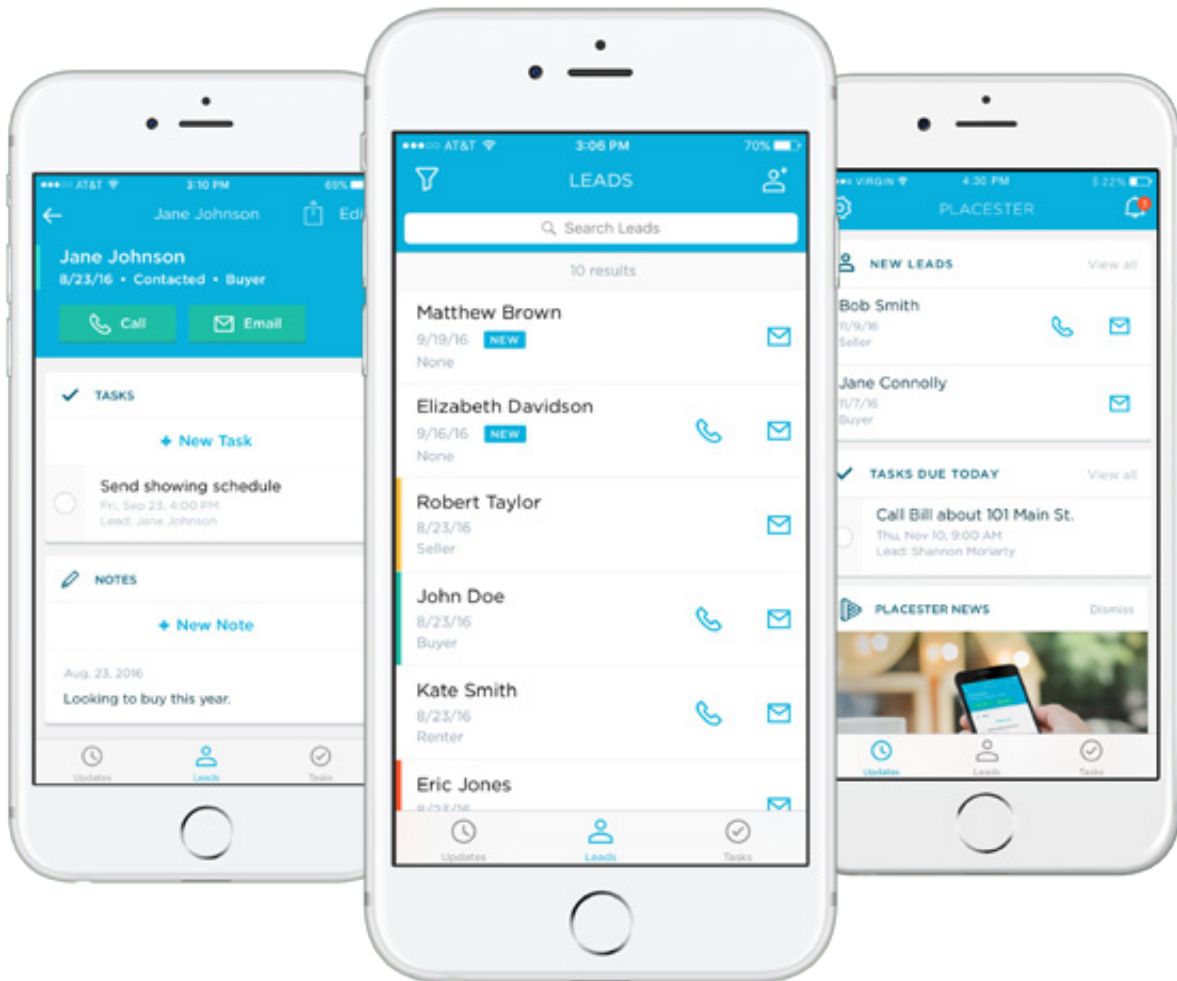
- [Launch Your Real Estate Marketing Mix](#)
- [Become a Real Estate Marketing Superstar](#)
- [Modernize Your Real Estate Marketing Strategy](#)
- [10 Surefire Ways to Improve Your Real Estate Blogging](#)
- [8 Easy Ways to Make the Most of Twitter for Real Estate](#)
- [15 Foolproof Real Estate Lead Generation Ideas Using Facebook](#)
- [12 Essential Real Estate Videos for Your Online Marketing](#)
- [10 Simple Actions to Improve Lead Capture on Your Site](#)

## WEBINARS

- [Lead Gen For Real Estate: Creating a Strategy That Works](#)
- [How to Attract High-Quality Leads with Your IDX Website](#)
- [Pro Tips for Managing Relationships in Your CRM](#)
- [5 Necessary Modern Lead Gen Tactics for Real Estate](#)
- [How to Amplify Your Real Estate Website Traffic](#)
- [10 Lead-Generating Pages for Your Real Estate Website](#)
- [Leveraging Your Brand to Earn New Leads with Placester's Seth Price](#)
- [Attract and Nurture Leads with Branding with RealSatisfied's Laura Monroe](#)
- [Using Social Proof to Generate and Nurture Leads with RealSatisfied's Jeff Turner](#)
- [How to Recruit and Retain Agents with Lanier Property Group's Stephanie Lanier](#)
- [Empowering Your Agent Team with Intero Real Estate Services' Katie Maxwell](#)
- [Designing Your Website for Conversion with BrandCo's Ken Granger](#)
- [Mastering the Art of Lead Nurturing with Century 21 Redwood Realty's Billy Ekofu](#)
- [Earning New Business with Email with BombBomb's Steve Pacinelli](#)
- [Creating a Winning Content Strategy with The Weiniger Group's Judy Weiniger](#)
- [Building Your Marketing Plan with Coldwell Banker's Sean Carpenter](#)
- [Converting New Business with Your IDX Website: A Conversation with BrandCo's Ken Granger](#)

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