



10 Simple Actions to Improve Lead Capture on Your Real Estate Website

If you're like 60% of real estate agents, you're [prospecting for leads](#) daily. You might spend your days running down the same lead paths and rinsing and repeating your old tactics again and again while hoping for better results. You know what they say about doing the same thing over and over and expecting different results, right?

The truth is there are lots of ways to get more leads. Here are 10 expert tips for turning those distracted and busy people visiting your real estate website into your newest, high-quality leads you can work ASAP.

1 Get personal.

Leverage your existing relationships, especially if you're a new agent, by making a list of everyone you know and setting a goal each day to personally reach out to them and let them know what you're up to with your business. Sign off with gratitude and a personal invitation to keep you in mind if they know anyone looking for an agent.

In addition to new prospects, previous clients also require your attention. Once a deal is closed, do you completely ignore your clients? Didn't think so! So, schedule routine times to follow up. An easy way to do this is to send birthday greetings. You get bonus points if you send a handwritten note — arguably one of the premier ways to show past buyers and sellers you've worked with you genuinely care.

[Getting testimonials from your happy clients](#) as soon as you've found them a new home is also an optimal time to get personal. Don't miss this opportunity for social proof gold! More agents are turning to video to capture testimonials — whatever medium you use, make it authentic and sharp.

2 Email is your best friend.

Email marketing is the backbone of lead generation and nurturing — and it's growing. A 2013 study estimated email marketing ROI to be as high as \$40 for every \$1 spent, and it had [higher conversion rates per website visitor session](#) than search and social media combined.

In your emails, don't be afraid to show your personality. People want to engage with other real people. Avoid generic emails, and use your newsletter software to ensure the first name of each lead and past client in your email list is featured atop each email you send — this attention to detail goes a long way.

3 Be social, but don't monopolize the conversation.

You knew this one was coming, right? You'll want to socialize your real estate business every chance you get. This doesn't mean you should be salesy. Rather, use what you do for work as an easy conversation topic to get people engaged — lots of people are interested in real estate, [so share your story online with some smart engagement tactics](#).


Also, engaging mindfully on social media will help you attract more leads. In every social post to Facebook, Twitter, Instagram, and the like, aim to add value, educate, and enrich — and please, don't brag about your success or how busy you are (two of the biggest turnoffs for prospective clients).

On Facebook, operate your Business Page as if it were your main real estate website, enhance your organic presence with at least a few posts daily (include images and videos!), and set up a paid advertising program on the social network — one of the best ad options around for agents.


You don't need to focus solely on sharing your content. [By sharing blog posts your market cares about](#), like those that talk about local market conditions and community events, you'll continue to build your name as the go-to, trusted source for your audience.

A comprehensive approach to this particular social channel will do wonders for your branding and earn you quite a bit of attention for your business — and likely some leads, too.


90%

of home buyers searched online during their real estate search process, and 52% of first-time buyers start there. — National Association of REALTORS® 


78%

of consumers prefer getting to know a company through articles instead of ads. — Content Marketing Institute 

69%

of searchers who take action on a real estate website begin their research with a local term. — National Association of REALTORS® 

95%

of online leads convert between the 2nd and 12th contact attempt. — Realtor.com 

4 Simplify your contact form fields and calls to action (CTA).

If you have more than three form fields on your lead capture form, scale it down. Keep it simple by asking for first and last name and email address, and you'll [welcome an average of 25% more leads](#).

Make sure your CTA buttons are big and bold across your real estate website, and play with positioning — add them both above and below the fold, and even try putting a CTA next to your testimonials. Test out various options to see what works best.

Also, remember that vague, lengthy copy in your CTA will send prospects running. To avoid a high exit rate among your site visitors — and losing new leads — include a clear and succinct value proposition. For instance, if you're asking visitors to sign up for your newsletter, be straightforward with what they get for handing over their email address: "Expect helpful email updates from me twice a month!"

5 Constantly deliver value.

Be strategic and generous with what you share. Leads actually appreciate what you have to say when you consistently offer them unique value and position your brand as a trusted advisor. Creating engaging content that gets people excited takes creativity and work, but you'll become a great resource for future leads. Leads engaging through content and email newsletters spend at higher levels, and consumers who feel brands engage with them directly respond better to sales situations.

When done right, it gets buyers and sellers to trust your business — and in real estate, the more credible you are, the better.

Create blog content consistently (at least a few times weekly — each article doesn't have to be terribly long), and optimize your posts with the latest popular long-tail keywords specific to your local market (e.g. "2 bedroom homes for sale in [your market name]").

You can also [have some fun with your content creation](#) by crafting neighborhood guides, profiling local businesses, and offering advice and suggestions for buying, selling, and homeownership on your site — in other words, valuable information your niche audience will appreciate and want more of when done well.

6 Develop new landing pages and alter existing ones.

Your CTAs should lead to multiple landing pages — the more you have, the higher the likelihood you'll generate quality leads. Create several landing pages you can A/B test with different layouts, imagery, and positioning of elements on the page. This will help you determine what works best for converting visitors into legitimate leads. Testing takes time, though, so a bit of patience is required with this experimentation on your site.

Also, try things with your landing pages you've never done before, like adding videos to explain promotional offers or your business. It's [outside-the-box thinking like this that can improve your lead generation](#) efforts considerably.

7 Constantly reevaluate your branding and value proposition across your website.

Branding doesn't simply mean slapping your logo on your website. It also entails relaying who you are, what makes you the best agent around, your sales history, and other info of interest to your audience. In fact, branding — when implemented properly on your site — can be [responsible for substantial amounts of lead generation](#).

Keep visitors on your site longer and lead them right into your contact database by providing all of your business information atop your homepage, with phone number, email address, and social media accounts.

Display your value proposition prominently on each page of your site as well. This means sharing exactly what you offer clients: great service, years of experience, specialty in a niche market — whatever sets you apart from every other agent nearby and positions you as the best in your market.

Need help pinpointing your unique value proposition? List what makes you different from other local real estate professionals, and use that information to craft a compelling description of yourself and your business.

8 Simplify your website's navigation.

Make sure links to your site's pages are clearly identifiable on the screen and state where they lead. Your "About Me" page shouldn't read "The 411 and More on Jack Agent." Your listings pages shouldn't read, "Awesome Abodes in [Market Name Here]." Be concise, to-the-point, and plain in your navigational links, and your visitors will thank you for it — and hang around on your site much, much longer.

Navigation doesn't solely refer to your nav bar, however. It also refers to the general user interface of your real estate website. Loading up your pages with images and text or leaving them bare-bones with just your business name and some vague links will assuredly lead to low engagement with your visitors.

Start with your site's homepage. Conduct the eye test: Is it easy for others to figure out the purpose of your site and business by scrolling down your homepage in a matter of 5 seconds? If not, you need to adjust your page's setup.

9 Track your website's Visitor Flow in [Google Analytics](#).

Sometimes, visual evidence of your real estate marketing's performance gives you a clearer understanding of what is and isn't working. Visitor Flow in Google Analytics gives agents just that. The feature offers chart representations of your visitors' demographics and how they act on your site.

Executed properly, your real estate website can be [one of your most valuable assets for attracting leads](#) and converting them into customers. The best way to stay on track is to connect Google Analytics to your website. With Google Analytics, you can [measure how much traffic you get](#) and how those visitors behave on your site, which can help you adjust your content to maximize your site's impact.

10 Be patient.

A major reason many agents and brokers have trouble getting leads is a lack of effective lead generation tactics and patience. Just like everyone else, they're busy, not ready to commit, or another agent who has better communication or services has gotten their leads. Don't give up, though.

Most important: Keep the communication going. Consistent phone calls and emails are a great start, but take it a step further by making sure you're offering value at every stage.

Learn More About Placester

Find out how Placester's real estate marketing solution — including Responsive IDX Websites, a Lead Management System, and Marketing Services — can help improve your online marketing and sales efforts today.

CLICK HERE FOR MORE INFORMATION

