

# The Real Estate Website Lead Gen Checklist

## Generate 30+ More Leads Per Month (Without Spending More on Ads)

### INSTRUCTIONS

Review your website using this checklist to identify where you’re losing leads. Test your **site speed and mobile usability**, optimize your homepage and lead capture forms, and ensure your **follow-up system is automated**. Add **social proof and testimonials** to build trust, and make sure your contact info is easy to find.



#### Step 1. Make Your Website Mobile-Friendly & Fast

72% of buyers use a mobile device in their home search. A 1-second delay in page speed = 7% fewer conversions.

**Fix This & Get:** 5-10 more leads per month from mobile visitors.

- ☐ Test site speed at GTmetrix
- ☐ Ensure it loads in **under 3 seconds**
- ☐ Click-to-call & click-to-text buttons for mobile users



#### Step 2. Your Homepage Must Be a Lead Funnel (Not a Brochure)

Visitors decide in 3-5 seconds whether to stay or leave. A clear, conversion-focused layout can 2x your leads.

**Fix This & Get:** 3-6 more leads per month from improved engagement.

- ☐ Clear **headline & subheadline** (e.g., “Find Your Dream Home in [City]”)
- ☐ **Lead magnet offer** (home valuation, buyer/seller guide, market report)
- ☐ Strong CTA button (e.g., “Find Out Your Home’s Value”)



#### Step 3. Keep Visitors on Your Site With an Easy Property Search

44% of buyers search online before contacting an agent. If your site doesn’t have MLS/IDX integration, they leave for Zillow.

**Fix This & Get:** 5-12 more leads per month from buyers actively searching.

- ☐ MLS/IDX integration or easy-to-use listing pages
- ☐ Simple, **filter-friendly** property search
- ☐ A CTA on every listing page (e.g., “Schedule a Showing”)



#### Step 4. Lead Capture Forms That Don’t Scare People Away

Cutting form fields from 4 to 3 increases conversions by 50%. Many agents have confusing or too-long contact forms.

**Fix This & Get:** 8-15 more leads per month from better forms.

- ☐ Use only **3 fields** (Name, Email, Phone)
- ☐ Add an **exit-intent popup** (free home valuation, market report)
- ☐ Install a **chat widget or chatbot** for instant conversations



#### Step 5. Automate Your Follow-Ups (So You Actually Close the Leads You Get)

80% of deals close after 5+ follow-ups, but most agents give up after one. Automated follow-ups increase conversion rates by 300%.

**Fix This & Get:** 5-8 more closed deals per year just by following up better.

- ☐ Auto-responder email after every lead submission
- ☐ CRM integration to track and manage leads
- ☐ SMS/email drip sequences for long-term nurturing



#### Step 6. Your ‘About’ Page Should Sell YOU (Not Just List Your Bio)

A strong About page increases time on site by 40%. 86% of buyers and sellers want to work with someone they trust.

**Fix This & Get:** 2-4 more direct client inquiries per year just from a better bio.

- ☐ **Make it about the client** (How do you help THEM?)
- ☐ Add a **personal intro video**
- ☐ Showcase **client success stories** and testimonials



#### Step 7. Free Google Traffic (Yes, It’s Still Possible!)

75% of users never scroll past the first page of Google. Local SEO can increase organic traffic by 50-100%.

**Fix This & Get:** 10-20 more organic leads per month (without spending more on ads).

- ☐ Keyword-rich page titles & descriptions (e.g., “Best Realtor in [City]”)
- ☐ Blog posts & local guides to rank for key searches
- ☐ Improve site speed (Google **penalizes slow websites**)



#### Step 8. Professional Photos & Videos = More Engagement

Listings with pro photos get 118% more views. Websites with video walkthroughs increase engagement by 88%.

**Fix This & Get:** 5-10 more leads per month from better visual content.

- ☐ High-resolution listing images (no blurry photos)
- ☐ Video walkthroughs & virtual tours
- ☐ A personal intro video on homepage



#### Step 9. Add Reviews & Testimonials (Or Lose to Agents Who Do)

90% of buyers trust online reviews as much as personal recommendations. Websites with testimonials see 34% higher conversion rates.

**Fix This & Get:** 4-7 more leads per month just by showcasing proof.

- ☐ Embed Google & Zillow reviews
- ☐ Highlight success stories (e.g., “Sold in 3 days for \$50k over asking!”)
- ☐ Show logos of **media features, awards, or partnerships**



#### Step 10. Make It Easy for Clients to Contact You

44% of website visitors leave if they can’t find contact info easily. Mobile-optimized contact pages increase call inquiries by 30%.

**Fix This & Get:** 3-6 more calls per month just by simplifying your contact process.

- ☐ Click-to-call & click-to-text buttons
- ☐ A **simple form** (Name, Email, Message)
- ☐ Map & office location for in-person clients

### WHY THIS IS IMPORTANT

If your website isn’t built for conversions, you’re losing **30+ leads per month** to competitors. A slow, confusing, or outdated site pushes potential buyers and sellers away. Fixing these key areas will **double or triple your leads** without spending more on ads and help you turn visitors into clients on autopilot.

## Tired of a Website That Doesn’t Generate Leads?

Your website should work for you, not against you. Let’s fix the leaks, optimize your site, and start turning visitors into ready-to-work-with-you leads—without spending more on ads.

📅 Let’s audit your site and create a plan to 2x your leads. No more lost opportunities.

Reach out to us at [square1grp.com/brainstorm](https://square1grp.com/brainstorm)