SQUARE 1 GROUP

7 Real Estate Website Mistakes
That Push Your Leads Away...Even If Your Site Looks Great

WHY THIS GUIDES MATTER

Your real estate website might look great, but if it's not converting leads, it's not doing its job. Many agents unknowingly make small mistakes that break trust and push prospects away. This guide reveals the top 7 lead-killing website mistakes—and how to fix them before they cost you your next listing.

Mistake 1: No Clear Call-to-Action Above the Fold

Your visitors need to know what to do immediately. If they have to scroll to figure it out, you've already lost them.

Fix: Put a big, obvious CTA right up top. "Download the Seller's Guide," "Book a Call," or "Get Your Home's Value" works great.

Mistake 2: Asking for Too Much Too Soon

Contact forms asking for six or more fields? That's a fast way to lose a lead—no thanks.

Fix: Start with name + email. Let automation do the rest after they opt in.

Mistake 3: No Lead Magnet or Offer of Value

You can't just say "Let's connect!" and expect people to fill out a form—they need a clear reason and motivation to act.

Fix: Offer something useful. A seller checklist. A buyer roadmap. A neighborhood pricing guide. Earn the click.

Mistake 4: The Site Looks Like Everyone Else's

Same layout, same headline, same cheesy photo with keys—no wonder your site blends in instead of standing out.

Fix: Use real photos, real copy, and a headline that speaks to a specific client outcome (not just "Helping you buy and sell")

Mistake 5: There's No Social Proof or Client Wins

No one wants to be your first deal. And if there's no proof of results, they assume you're average.

Fix: Add testimonials, sold listings, reviews, or stats. Even one success story is better than none.

Mistake 6: It's Not Mobile-Optimized

If your site loads slow, text overlaps, or the CTA is buried on mobile—you're toast. 70%+ of your visitors are on their phone.

Fix: Open your site on your phone right now. If it sucks, fix it or lose leads daily.

Mistake 7: There's No Follow-Up System After Someone Opts In

If a lead submits their info and hears nothing for hours (or days), they're gone.

Fix: Set up instant email + SMS follow-up. Automate it. Remind them who you are. Get them to reply, book a call, or take the next step.

WHY THIS IS IMPORTANT

Your website isn't just a digital brochure—it's your first impression, your lead converter, and your silent salesperson. These common mistakes quietly kill trust, slow down momentum, and cost you listings. Fixing them can be the difference between a site that just looks good and one that actually works.

Sick of Having a Website That Still Gets You Zero Leads?

It's not the design—it's the hidden mistakes killing your conversions. Let's fix the leaks, clean up your funnel, and turn your site into a lead-gen asset.

⬚ 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**