

The Real Estate Website Audit

What’s Stopping Clients From Trusting You Online

HOW TO USE THIS:

Think of this as a check engine light for your real estate website. Go through each section and ask yourself honestly, “Would a complete stranger trust me enough to reach out after landing here?” If the answer isn’t a confident yes, it’s time to fix it.



Step 1. First Impression

Does Your Homepage Pass the 5-Second Test? Your average visitor decides whether to stay or bounce in less than 5 seconds.

What to audit:

- ☐ Can I tell who you are and what you do instantly?
- ☐ Is the headline speaks to them (not just about you)?
- ☐ Is there a strong CTA visible above the fold?



Step 2. Authority

Do You Look Like a Top Agent (or Just Another One)? You may be a pro—but if your site screams amateur, your leads bounce.

What to audit:

- ☐ Do you have updated photos (not blurry headshots)?
- ☐ Is there client results, testimonials, or press features?
- ☐ Is your brand clean and modern, or generic and templated?



Step 3. Social Proof

Are You Showing the People You’ve Helped? Buyers and sellers don’t trust sales pitches. They trust stories and screenshots.

What to audit:

- ☐ Are there recent testimonials with names and photos?
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- ☐ Is there proof you do what you say you do?



Step 4. Transparency

Is It Clear What Happens Next? People won’t book calls if they’re confused or unsure what to expect.

What to audit:

- ☐ Is there an About page or video that builds rapport?
- ☐ Do you explain what happens after they submit the form?
- ☐ Is your CTA clear? (“Book a call,” “Get your home valuation,” etc.)



Step 5. Mobile Experience

Does Your Site Build Trust on a Phone? 70% of traffic is mobile. If your site is slow, clunky, or broken on mobile, you’re dead.

What to Audit:

- ☐ Is it fast and clean on mobile?
- ☐ Is the CTA visible without scrolling?
- ☐ Is the text readable and the layout not crammed?

WHY THIS IS IMPORTANT

Let’s cut the fluff—people aren’t working with you just because your site looks nice; they’re working with you because they trust you. If your website isn’t building trust within 5 seconds, you’re losing leads—whether you realize it or not. This audit will help you pinpoint

Tired of a Website That Doesn’t Build Trust—or Convert?

Your website has one job: to make strangers feel confident enough to reach out. If it’s confusing, generic, or missing key trust signals, it’s silently costing you clients.

🔗 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