

Real Estate Website Scorecard

See what's costing you listings before it costs you another one.

No redesign. No guesswork.
Just a 10-minute fix that actually converts.

HOW TO USE THIS SCORECARD

Print it, download it, or complete it digitally in 10 minutes. Score your site across 7 high-impact areas that affect trust, lead capture, and client conversion. You'll instantly see where you're strong, what's missing, and what's silently killing your results.

THE 10 CONVERSION SIGNALS THAT MATTER



1. Homepage Clarity

Can a visitor instantly tell who you are, where you operate, and what you specialize in?



2. Above-the-Fold CTA

Do you have one clear "Book a Call" or "Get a Home Value" CTA visible without scrolling?



3. Mobile Optimization

Does your mobile site load in under 3 seconds and display properly on all devices?



4. "Why You" Section

Do you explain why you, beyond "local expert" or "full service"?



5. Lead Magnet or Value Offer

Are you offering anything valuable in exchange for contact info besides a contact form?



6. Visual Trust Signals

Are your headshots, listing photos, testimonials, or logos fresh and credible?



7. Follow-Up Automation

Does a lead trigger instant follow-up via text or email—or does it die in your inbox?



8. Navigation Simplicity

Can visitors get to your listings, testimonials, and contact page in one click?



9. Consistent Branding

Does your site match your IG/FB/email tone, photo style, and messaging?



10. Proof of Recent Activity

Do you show listings, solds, or updates that prove you're currently in the game—not just coasting on a static site?

WHY THIS MATTERS

You're already closing deals.

That means you're driving traffic—from SEO, Instagram, ads, referrals, and more. But if your website isn't actively converting, you're leaking income with every visit. This isn't about "getting more leads." It's about fixing the conversion bottleneck already inside your business.

READY TO FIX YOUR SITE AND PLUG THE LEAKS?

Book a free brainstorm session and we'll walk through your scorecard together—then show you what to change.

<https://square1grp.com/brainstormsession>