

WANT TO KNOW WHY
YOUR WEBSITE ISN'T
GETTING YOU BETTER
RESULTS?

REAL ESTATE
WEBSITE
PERFORMANCE
CHECKLIST

Want to Know Why Your Website Isn't Getting You Better Results?

Mark each question with a Yes or No to discover what may be preventing your website from performing at its best.

Website and Structure

- ☐ Yes ☐ No Are you using your own personal website?
- ☐ Yes ☐ No Does your website have a CMS or content management solution that allows you to edit your own website?
- ☐ Yes ☐ No Is your navigation easy to understand and simplified across your whole website?
- ☐ Yes ☐ No Is your website fully mobile responsive (works on all phone tablet and screen sizes)?
- ☐ Yes ☐ No Do you incorporate a blog or video blog on your site?

User Experience and Social Proof

- ☐ Yes ☐ No Do you have written and/or video reviews on your website, especially on your home page?
- ☐ Yes ☐ No Do you use a third-party review site such as Zillow, Google, Yelp?
- ☐ Yes ☐ No Have you built out a customized About page that helps establish you as a trusted expert authority?
- ☐ Yes ☐ No Do you have a page specifically telling people how you can market their home?



☐ Yes ☐ No Do you have a video about who you are, what you do and how you're able to help your customer the best?

Lead Generation

☐ Yes ☐ No Do you have call to action buttons that are easy to find on every page of your website?

☐ Yes ☐ No Are you using landing pages for lead conversion on your website?

☐ Yes ☐ No Is your website continually optimized for conversion of leads?

☐ Yes ☐ No Are you utilizing a smart behavioral email marketing system?

IDX Utilization

☐ Yes ☐ No Do you utilize an IDX property feed on your website?

☐ Yes ☐ No Do you have an IDX that provides automated email notifications of new listings sent to your leads?

Social Media

☐ Yes ☐ No Do you have a professional Facebook and/or Twitter business page?

☐ Yes ☐ No Do you use Facebook marketing with ad variation and audience targeting to optimize your ads?



Analytics, Hosting & Security

☐ Yes ☐ No Are you utilizing analytics to track your traffic on your website?

☐ Yes ☐ No Are you A/B split testing images and content for conversion on your website?

☐ Yes ☐ No Is your website hosting secure (does the URL start with https://)?

This Quiz was designed to take online. For the best results, take the extended quiz online so you can see your actual results calculated.



[Take Website Quiz Online](#)

By taking this Website Performance Quiz, we hope it was able to shed some light on your website pitfalls!

Making just a few changes to your website can make the difference between generating leads and losing money.

If you want help, contact us for a [Free Strategy Session](#) where we will review your website and give you a plan to make your website succeed.



[Schedule My Strategy Session](#)

