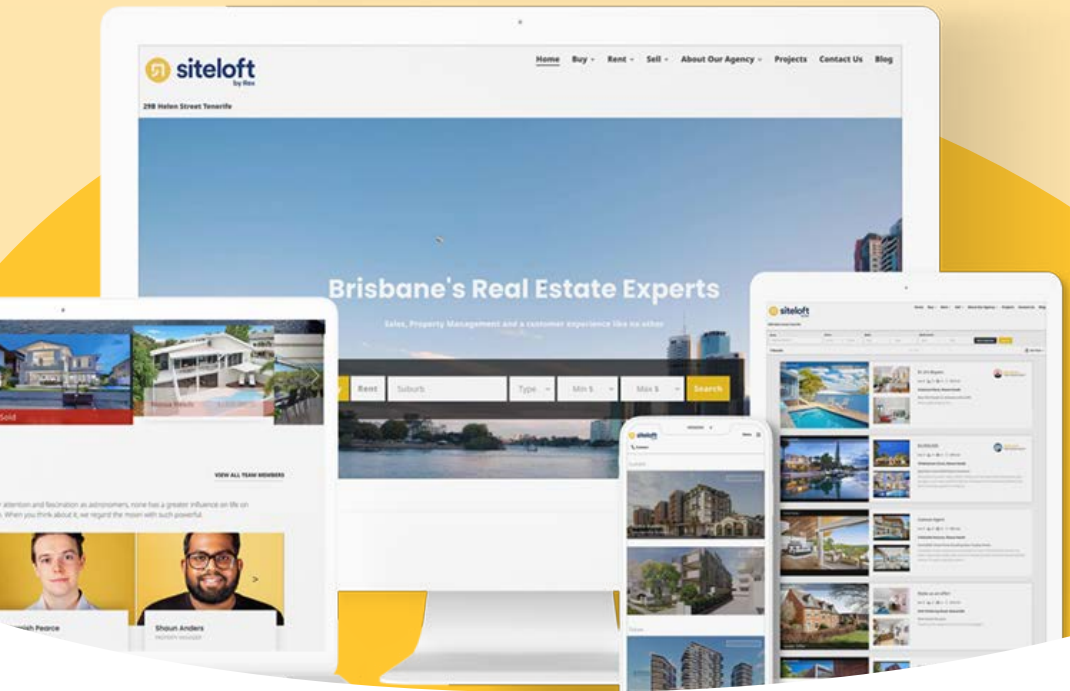


Real estate agency websites

The ultimate buyers guide



Contents

Introduction	3
.....	
Why invest in your website	4
.....	
Effective real estate agency website design	7
.....	
CMS: Choosing a Content Management System	12
.....	
Getting found on Google	16
.....	
Essential website integrations for real estate	19
.....	
Website migration: Taking the stress away	24
.....	
What to look for in a website provider	27
.....	
In summary	30
.....	

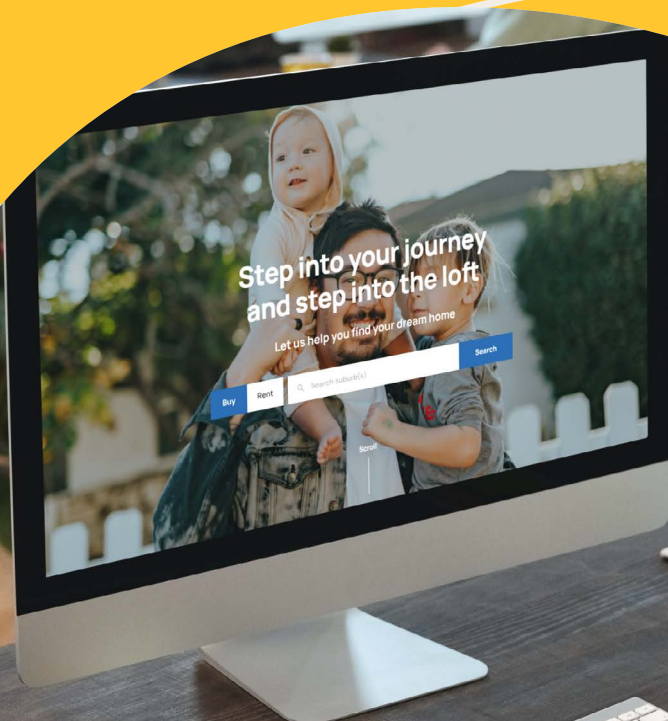
Introduction

It's hard for real estate agencies to grow and succeed in today's market without a strong website. A well-designed real estate website will help you attract and convert leads, showcase your properties and expertise, and build trust with both potential vendors and buyers.

Having an inviting and easily navigable site helps you put your best foot forward with branding, create a memorable first impression and nurture leads into life-long customers. In this definitive guide we'll outline everything you need to know about nailing your real estate website.



Why invest in your website?



First impressions count

According to a [study by Google](#), people typically make the decision to stay or leave within 50 milliseconds of landing on your website. In an increasingly competitive industry, this first impression is a crucial opportunity to stand out from the crowd and grow your business. A professionally designed real estate website will ensure you make that first impression count and give prospects the confidence to engage with your agency.

It only takes 50 milliseconds for your website visitors to decide to stay or leave!

Leverage your brand's personality

In the world of modern-day marketing, brand trust has become harder to win than ever. People want to buy from real people and authenticity has become a standout value. This is why it's important to showcase your brand's personality and leverage it to grow your audience and build trust. Your website is the quintessential place to do so.

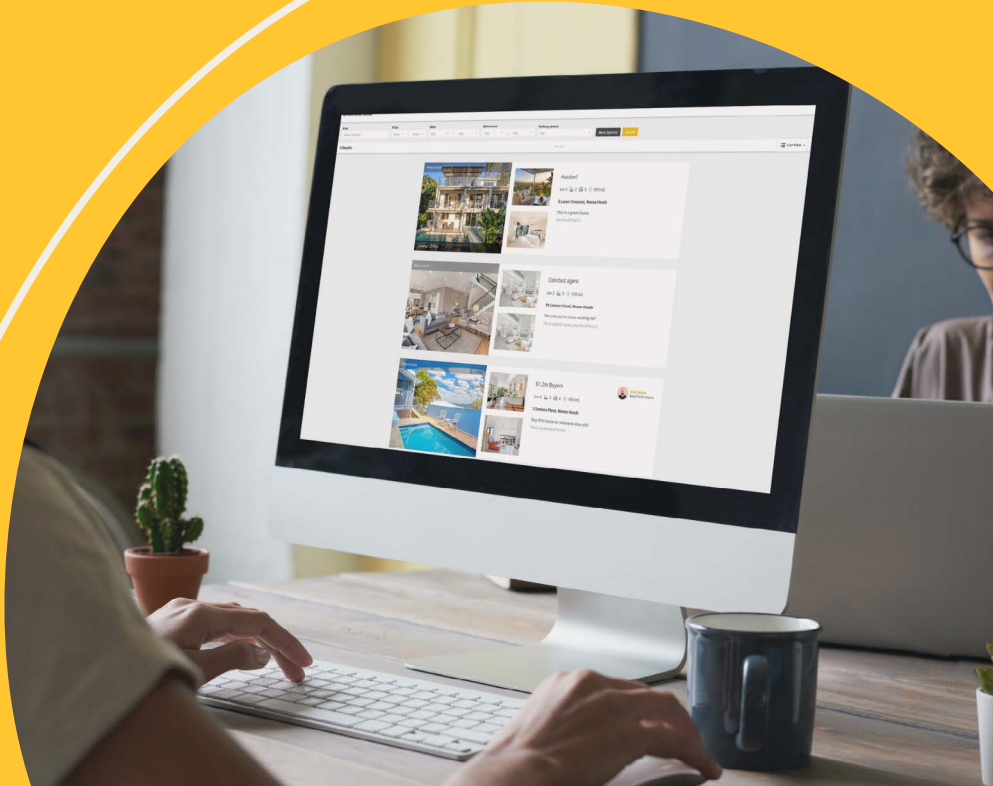
The more personal and engaging your website, with stories of buyers and sellers, neighborhood profiles

that speak directly to a prospect's needs, and local (or national) market trends – the better chance you have at building a relationship before they've even booked an appointment.

Stay ahead of the curve

With the pandemic came an increased demand for virtual house hunting. Buyers no longer feel limited by their location, increasing the need for a highly functional website that offers in-depth descriptions of the property and local community, professional photography, video and virtual tours. To avoid being left behind by your competitors, it's time to strategise how you attract and convert more traffic on your website.

Effective real estate agency website design



An aesthetic website with beautiful, high-res imagery and video is will have your prospects wanting more but there's a lot more that goes into ensuring the success of your real estate agency website.

Intuitive User Interface (UI)

While having an aesthetically pleasing website is important, having an easily navigable site should always be the first priority. After all, viewers are seeking information and it's your job to provide it with as little resistance as possible.

A website with great UI will include easily navigable menu bars, property search functions and interactive map views. It's likely that your visitors will have questions that you haven't anticipated, so including live chats and making contact information easy to find is essential.

Advance property search & alerts

As one of the most vital parts of a real estate website, you need to ensure that your property search function is intuitive, practical, and easy to use - allowing users to locate properties that match their requirements. This could include the price range, location, or even special features like pools and gardens if applicable.

Property alerts are the perfect way to keep your users engaged and provide them with up-to-date information about properties that match their needs. By sending out alerts, you can gather data from those who visit which will allow for marketing purposes - making sure potential customers know what kind of homes or apartments exist in any given area!

Enticing contact forms

Whether it's a quick enquiry form, maintenance request or valuation request – forms are essential for capturing the information necessary to convert your leads.

Your contact forms should use encouraging call-to-actions and be intuitive for your website visitors to fill. They also need to function seamlessly on all devices to ensure you can capture leads with as little friction as possible.

Client testimonials

When it comes to the content on your website, client testimonials are the most important. Reading about past clients' satisfaction builds trust, and credibility and gives visitors the confidence to engage with your brand.

Client testimonials can influence as much as 90% of a person's decision to purchase

In fact, [studies show](#) online reviews can influence as much as 90% of a person's decision to purchase – outranking every other form of marketing. If you're not already, every time you help a client sell their home, send an email asking for feedback:

- Why did you choose me to represent your home sale?
- What did I do best to help your home sale?
- Would you recommend my business to others?

Device responsiveness

Studies show that [over 63%](#) of search engine searches are through mobile devices. What does this mean for your website? Having a responsive design is critical. Your website's appearance and functionality need to

remain seamless on any device, whether your traffic comes from a computer, smartphone, or tablet.

With new devices launching each year, it's important to keep up with the changing landscape, constantly auditing and updating your website's responsiveness to keep from obstructing any valuable traffic.

Regular blogging

Publishing a constant stream of well-researched and relevant articles will not only position your brand as experts in your industry, but it's also an amazing way to drive more traffic to your website and increase your SEO (which we'll touch on later).

Not everyone has the time to write an article every day. If you have the resources, hiring a content writer who's in front of the 8-ball with trends in your industry, understands how to deliver content that sparks discussions and curates an eager readership will pay dividends on your integrity as a source of information.



**Over 63%
of searches
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Is it possible to create, edit and manage web content without being a coding wizz? The answer is yes. A Content Management System (CMS) allows users to lift the bonnet of their website to update their site's content with little to no experience required.

What to consider

Being in the real estate industry you'll frequently be publishing and editing listings, so selecting a CMS that works for you is one of the most crucial decisions you can make when building a new website. With so many options available it can be tough to decide which CMS platform to go with, but there are a few key factors you need to consider.

User-friendliness

Your property listings are the keystone of your real estate business and your website will need to be regularly updated with every new listing and property detail. Website content updates need to be quick and seamless for busy real estate agencies and your CMS should cater to this.

Design & functionality

As we've already mentioned, a well-designed real estate website includes an intuitive user interface, navigation, and property search as well as being visually appealing. For this reason, it's imperative that your CMS permits you to incorporate all the features and functionalities you need as well as allowing you to get creative with your design and branding.

Digital asset management

As a real estate agent, updates to property listings and website content will be a regular activity. A good CRM will allow you to easily manage all the digital assets you'll need, including images, video and animation. Look for one that lets you intuitively add, organise, search and store your digital assets.

Help & support

No matter how user-friendly your CMS there will be times you have questions, particularly when you're starting out. Plus, in the event you have a problem with your website you'll need a reliable lifeline you can call upon that will save you from a world of stress and sleepless nights.

It's critical that the CMS provider you choose offers adequate care and support to help you through these moments.

Security & Privacy

Protecting your company's data is always the first priority. You should be able to have multiple-user access while also allocating different permission levels. Before selecting a CMS make sure it has robust user authentication controls, data encryption, activity logging to track changes and detect unusual activity, and regular software updates to patch vulnerabilities.

Get found on Google



SEO, which stands for Search Engine Optimisation, refers to the techniques that help your website rank higher in the organic results of search engines like Google or Bing — which are now responsible for over 90% of all web traffic! The higher your website ranks in search results the more people will see it and the more traffic your website will receive.

The importance of SEO in real estate

Whether looking to buy or sell a home, your potential customers are going to begin their research online. And with so many agencies competing for the same exposure online, SEO has become an integral strategy for any agency looking to succeed in this crowded market.

In order for your agency and current listing to be found online, your website needs to not only cater to the

needs of your potential customers but to those of the search algorithms. When someone searches for a property listing or agent to sell their home, search engines like Google will crawl websites to determine the relevance, credibility and usefulness of the information provided. Successful SEO will allow you to attract more of this organic (free!) traffic without having to rely solely on advertising or portal listings.

Website SEO

Website structure and content are two of the most important aspects for ensuring your site is SEO-friendly. In order to optimise this content you need to be able to update on-page elements like keywords, page titles, and meta descriptions as well as add long form content like blog articles, news and industry insights. When choosing a website platform you will need to ensure that these SEO tools are integrated.

Essential website integrations for real estate



A good real estate website solution should integrate seamlessly with the third-party applications you need to run your business effectively. With hundreds of different app integrations on the market, there are a few crucial to the real estate industry that you should ask your provider about before selecting a website solution.

CRM integrations

Keeping your lead and customer contact information up to date is absolutely essential as a real estate agent. CRM software allows you to keep all of your data in one place, follow up with new leads and keep on top of existing and repeat customer relationships.

No-one likes double data entry. Ensuring you have the ability to sync your website with your CRM will allow you to send all your listing data straight from your CRM to your website, just like any other portal.

With Siteloft, you can sync your website straight to Rex CRM (or the CRM of your choice), so any new contacts captured by your site can be stored and tracked for later follow-ups and targeted marketing.

Marketing Integrations

Marketing integrations can help you grow your agency's brand awareness, promote listings, retarget prospects and gather data on your audience to deliver a more personalised experience. Using the right marketing tools will help you establish relationships with your prospects before they even talk to an agent.

Our top recommended integrations :

MailChimp

If winning repeat business with predictive segmentation strikes your interest, MailChimp is a great integration tool for engaging your database with email marketing campaigns.

Zapier

A powerful tool for syncing data between your business apps, helping you automate your internal business processes and taking saving time on daily admin.

Google Analytics

Google Analytics is an essential integration to help you track the performance of your website, understand your traffic sources and monitor campaign performance.

Facebook

Facebook campaigns are a great way to reach more buyers and sellers. Installing a Facebook Pixel on your website will allow you to track campaign performance and gather valuable audience data.

Instagram

In addition to ad campaigns, integrating your social platforms with your website will help you build that valuable social following and add personality to your agency website.

Youtube

Video is a great way to showcase your property and agency. By using a plugin to embed Youtube videos instead of storing them on your website, you'll increase load speeds and user experience.

Intercom

Intercom is a cross-platform chat app that does everything from live customer support to messaging and data managing. It has an API which makes this tool incredibly versatile.

Spoke by Rex

Tailored for the real estate industry, with Spoke you can streamline your digital marketing and give your prospecting a boost through social media.

Website migration: Taking the stress away



Website migration is the process of making significant feature changes to your website that can affect its SEO and online visibility. This includes everything from a change in domain, website platform, content, design or layout.

If not done correctly, website migration can result in downtime, data loss, broken links and search engine penalties. A successful website migration requires adequate planning and resources dedicated to the process.

Mitigating risks

Before conducting a website migration there are some essential steps you'll need to take.

Set a time-frame

Setting a timeframe for your website migration is important for a number of reasons. First, it ensures that you have a clear goal to work towards. This will help you stay on track and avoid getting sidetracked by other tasks that come up during the process.

Website wireframe review

During this process, you should review how your current website's linking structure compares to the new prototype and flag potential issues with the designers and developers. It's much easier to rectify these mistakes during the design phase, rather than trying to backpedal after the migration is complete.

Conduct a technical SEO audit

When you're planning a website migration, an SEO audit is an essential first step. This will help you identify any potential problems that could impact your site's traffic and ranking after the move. This involves:

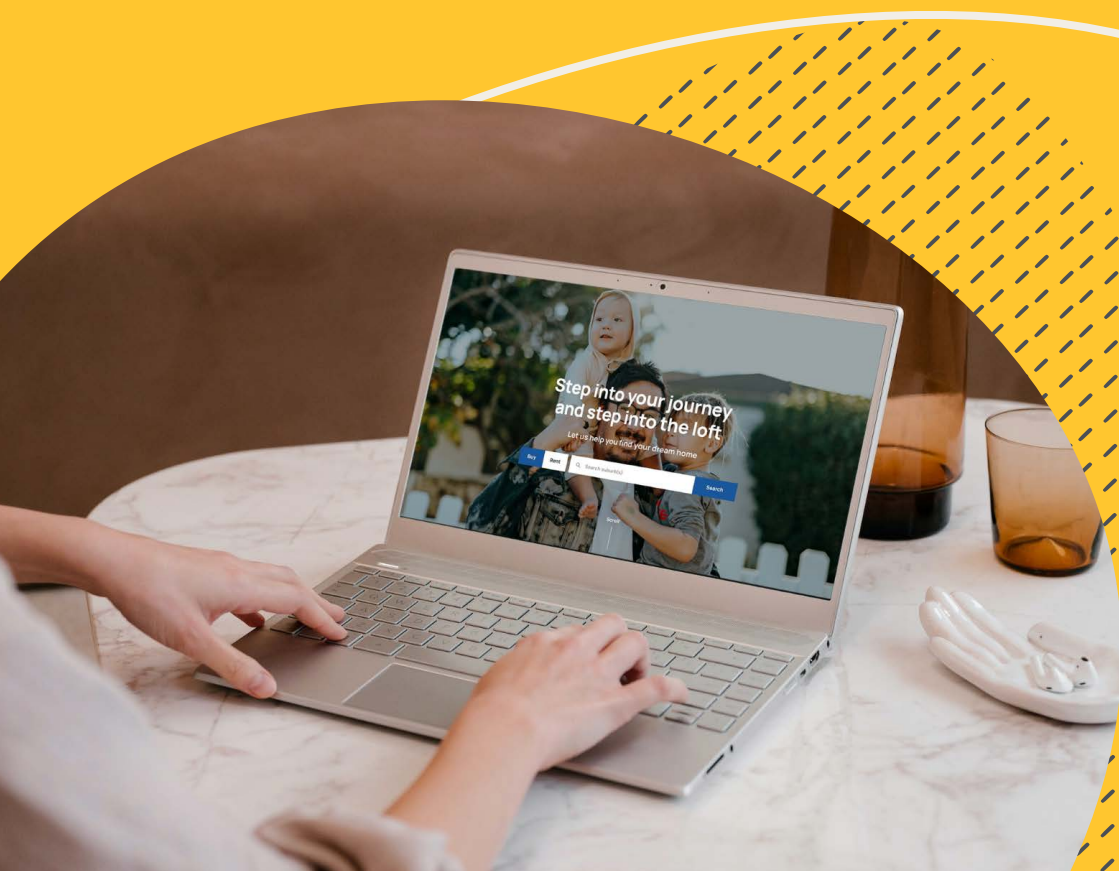
- Tracking your current keyword rankings

- Identifying any specific features on your website that are driving rankings and may need to be recreated on the new site

- Monitor your site's speed before and after the migration with [Google's Page Speed Insights](#).

No matter the size, website migrations can be a stressful process. For this reason, it is often best to leave website migrations to professionals. With their experience and expertise, they can ensure that your website is migrated smoothly and with minimal disruption.

What to look for in a website provider



Before making the investment in a new website you need to be confident that your website will withstand the test of time. It's not uncommon to hear of agencies spending thousands on a new website, only to receive a "cookie-cutter" template that could have been built overnight.

If you invest the time in researching your options, you can get an eye-catching, functional and responsive website without breaking the bank. Here are a few things to keep in mind when looking for the right website provider:

Are they industry specialists?

While generalists may have a flash portfolio of versatile websites, it might be more expensive for them to cater to your industry. By approaching a specialist you'll be more likely to receive a functional, affordable and competitive website for your industry.

Can they show you examples?

Request examples of previous clients they've built websites for in your industry. Audit their website and determine whether or not they tick all of the boxes for what your agency needs.

Are their clients raving about them?

As a website development provider, their work should speak for itself. But if past clients are leaving glowing 5-star reviews on Google and they put an effort into maintaining a deep level of community engagement across their social media channels - that's a great place to start.

In Summary

Investing in a well-designed website through an expert provider will help you to reap the rewards of both immediate lead generation and long term brand building from improved user experience and engagement.

At Siteloft we design real estate websites that are more than just visually exquisite. We've spent years fine-tuning our designs to give your visitors the best possible experience. Every element on the page is optimised to achieve your agency's goals - showcasing your brand, generating more leads, and selling more properties.

Want to find out if a Siteloft website is right for you?

Get in touch with the [Siteloft](#) team for a free website strategy session and discover how Siteloft can supercharge your website performance.



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