Four **must-have** components of a great lead capture website

It seems like some websites have it all figured out—sophisticated design, compelling text, simple but effective lead conversion, visually pleasing listings, and plenty of new content. Is there a magical “it factor” for real estate websites? How can I make my website more effective? What if I don’t have a background in web marketing?

If any of these thoughts have ever crossed your mind, you’re not alone. Having a great real estate website with lead capture technology is becoming more important to your success with every passing day. Every time a potential new customer goes online to search for a home or find a new agent, you have the chance to convert a new lead. Having a great lead capture website can mean actual money in your pocket.

**There are four main components that, when used together, make a successful real estate website:**

**1. A great first impression that aligns with today’s consumer**

When designing your website, it’s important to keep your customer in mind. Your site should reflect their needs, not your own. Today’s online consumers have short attention spans, want information at their fingertips, and want that information to be delivered in an intuitive, straightforward, and visually pleasing way.

- **Engage your site visitors from the second they arrive on your site.** Let’s be honest: most people visiting your site are looking for listings. Don’t miss an opportunity to grab them on the home page. Make your listings show up front-and-center.
- **Resist the temptation to have ads on your website.** Your number-one priority should be your potential customers. Ads only distract from and cheapen the online experience.
- **Make sure that every page has a clear call-to-action.** Be transparent with viewers about what you want them to do on each page, whether it’s browsing through new listings, filling out a form, or clicking through to your social media sites.
- **While you do want visitors to register on your site in order to view listings on your site, keep the form simple.** It should only take one click to access current listings, so only ask for information that’s really necessary.
2. A seamless lead capture tool
Clients and future clients will register on your site in order to gain access to current listings. However, there’s more to the lead capture process than just having potential customers fill out a registration form.

- Ensure that immediately after signing up, **visitors to your site have access to listings**. Steer clear from “Contact Me” or “Request for Info” fields. Today’s consumers don’t want to wait for you to get back to them. Instead, they’ll just find the information they’re looking for elsewhere.
- In the wording of your website, **focus on the benefits that visitors will get by signing up** (access to more complete listing information, emails with new listings sent out, etc.), instead of the features of the site.
- **Up-to-date listing information** is another great way to make a good first impression. If, upon registering with your site, a consumer finds everything he or she is looking for with your listings and other online information, there’s no reason to look elsewhere.

3. Up-to-date real estate information
Having informative, recent, valuable information on your website not only gives visitors a reason to register, but it also positions you as the expert in your area.

- **Make yourself an invaluable resource in your local area** and provide the information people are looking for: frequently asked questions about local neighborhoods, school district data, market analysis, zip code comparisons, how-to videos, testimonials, webinars, and links to more information.
- **Pictures, pictures, pictures.** Make sure you have large, colorful pictures (or videos!) of your current listings.
- **Load new listings as quickly as possible.** When you display accurate, up-to-date listings, your site becomes a prospects number one resource for real estate information.

4. An integrated contact management system
Your time as a real estate professional is priceless, and it’s best spent working with your customers to close deals, not wading through a disorganized contact management system or doing double-duty manually inputting new leads into a stand-alone system.

- **Choose a lead capture system that is integrated with your website and its lead capture tools.** An integrated contact management system ensures that not only do you have contact information for every lead that has registered on your site, but you also know what kind of homes they are searching for, at what time of the day, and when they’re ready to become active potential buyers.
- **Eliminate the guesswork** and racking your brain to remember the last time you reached out to a potential client.
- **Spend some time setting up the marketing tools on your system.** Then, as soon as a potential new client completes the lead capture form on your website, they can start receiving pre-set welcome emails, new listing alerts, marketing materials, and other touch points that you deem important.

A great website helps you find potential new clients, converts them into clients, gives them great information, positions you as the industry expert, and keeps them coming back for more. Invest the time and resources necessary to make your real estate website the envy of your competitors everywhere.

**One solution does it all**
With Market Leader’s seamless lead-to-close solutions for agents and brokers, you’ll have your own professional lead-capture website that drives customer engagement, plus powerful contact management tools that help you monitor and follow up quickly with every prospect. Everything you need comes in one user-friendly solution! Learn more today by visiting www.marketleader.com.