Personal Profile Website Checklist
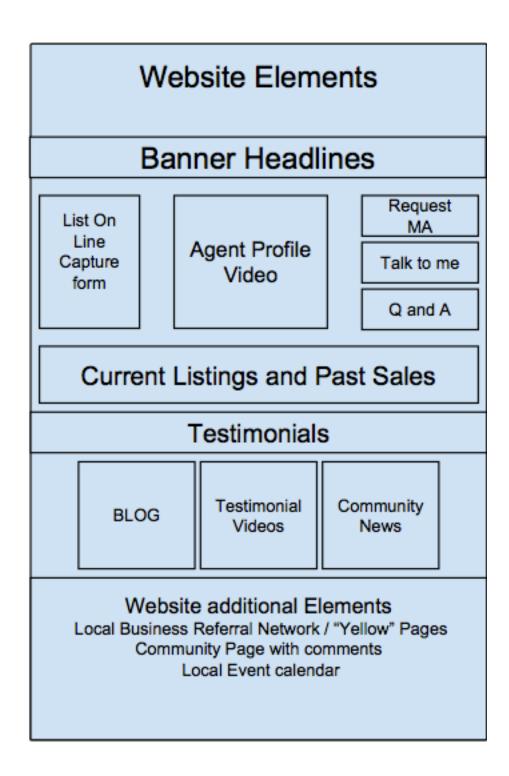
Email: support@realdigitalagent.com.au

Your Agent Website Framework

Website Elements

Banner Headlines

List On Line Capture form	Agent Profile Video	Request MA
		Talk to me
		Q and A

Current Listings and Past Sales

Testimonials

| BLOG | Testimonial Videos | Community News |

Website additional Elements
Local Business Referral Network / "Yellow" Pages
Community Page with comments
Local Event calendar

The 8 essential Real Estate Agent Website Pages

(Items 1-6 need to be done first, items 7-8 can be added later)

1. **Landing Page** (This is the Website page that a visitor/client/vendor will land on when going to your website)
2. **About you page** (This is the page that tell people about you as an agent and has video and testimonials)
3. **Contact page** (this is the page where any visitor can contact you - It has address, email, mobile number)
4. Property pages (Featured Listing) (This page will have all the agents listings, for sale, sold properties)
5. Individual Property Listing pages
6. For Sale / Listings
7. Sold
8. List Online Capture page (This page will have a form that a potential vendor/client can fill in to list their property and notify the agent to come and appraisal the property)
9. Testimonial Page (All testimonial video, interviews and written testimonial are on this page)
10. Free Resource page (Books, videos, Free Give aways) (This page is where you will give aways various resources in return for contact details.)
11. Community / Neighbourhood Page (This page is all about your patch area)

Agent Website Checklist

Website Elements that should be found on the Agent Website

(Note: Some items can be added later)

- PERSONAL URL (e.g. petergilchrist.com.au)
- Effective Header with menu (The banner on the top of all websites with menu to navigate)
- User friendly footer (Section at the bottom of the page with contact details and info about agent)
- Seller Lead Magnets - Call to Action - Visitor / Lead Capture (This is the section that an agent will give away content in return for a visitors emails addresss and number) - News letter, Market updates, Whats happening in the area, Local Tradies list, much more)
- Blog / News
  - High Quality Imagery and Video
  - Profile Video
  - Property Videos
  - Market Update (MONTHLY)
  - Helpful Videos (How to Sell Well)
  - Story Videos
  - Testimonials
  - Local Interviews (Celebrities, Businesses, Tradies,n Restaurants, Pubs, Clubs)
  - Property Tour
- Events Calendar
- Live 24hr Chat Room Support function RTI can provide this if you don't have it)
- or/and - NB POP UP SURVEY - Very good lead capture
- Area Map
- Question and Answer section (Where an agent can receive and answer frequently asked questions (FAQ)
- Request a market appraisal (Form a vendor can ask for a call out appraisal)
- Facebook, LinkedIn and Twitter Tabs and share buttons (This is where people can share properties or content from your page, with other people on their social media)
- External Post /article share and links (These are relevant posts from other sources shared by you on your website)
- Mobile Responsive design (This is the term used when your website adjusts to look good on Mobile devices)

Marketing Support Elements - To be done by a specialist

- SEO
- Facebook Pixel
- Google Analytics Pixel