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7 Ways to Generate More Leads With Your Website

by Calvin Curry

Do you want to generate more leads with your Real Estate website? I'm going to share seven ways for you do utilize the traffic on your site and turn those prospects into live leads with these seven tips.

Here are seven ways to generate more leads from your website.

1. Use targeted lead generation websites rather than one website for all purposes.

When you are spending money or time on advertising you want to make sure that you send your traffic to a targeted lead generation websites rather than one generic website for all purposes. Why? By using targeted lead generation websites you are narrowing the choices that your prospect is presented with and not overwhelming them. If you waste time, which is extremely precious for anyone who is visiting your site, they're most likely going to simply click out of it and move on (more in this in a minute).

Instead, bring the prospects to a lead generation website and offer them something that has high perceived value (like a free list of foreclosure homes for sale) in exchange for their contact information.

Using one generic website for everything isn't really conducive when trying to turn prospects into leads. While there is a time and place for a main generic realty website AFTER you have already generated a lead, in the first stages of gathering information and guiding your prospects is not the best time.

2. Get rid of the navigation bar when trying to generate leads.

The reason for this step is simple; people have a very short attention span. If they don't find what they are looking for really quickly, most of them are gone within 10 seconds. Women have a slightly shorter attention spans than men and the average amount of time a person spends on a website is between five and seven seconds. So think of it this way; if people don't find what they're looking for very quickly, they're gone and most likely never coming back.

Unfortunately this is the harsh reality for most websites.

Also, you don't want your prospects to end up on other pages with something that doesn't interest them. Say, perhaps, they are a person in foreclosure and they're interested in learning how to stop it. You don't want them to end up on a page that offers them a free listing of foreclosures or send them to a page that explains how great it is to get the best deals from foreclosures. This may turn them off immediately and may even offend them enough for them to simply leave the site. It's simply not congruent to what they are looking for, which is how to avoid foreclosure.

Another thing to keep in mind is that you don't want to give the prospects too many options to choose from. It may clutter their mind and as the saying goes, "A confused mind says NO." It's been proven that when someone is

advertising a product, when the advertisers give the potential customers too many choices a lot of the potential customers end up making no choice at all because they're confused with which choice is best for them. So give them one option and one thing they can do.

3. Offer Prospects Something in Exchange for Their Contact Information

The best thing to offer your prospect is something that is highly perceived as valuable but is easy for you, as a realtor, to deliver. For example, something that has worked well for me and my prospects is offering them a free list of foreclosures. Where do I find those? I go to the MLS, search short sales, foreclosures, REO properties and send them out to the buyer. Obviously if my buyer is a typical buyer who's looking to purchase a home for their family, I will send them other good deals that are not in foreclosure as well. I do this because I know they're all probably on to the "hot new deals" but the truth is most of them are going to buy a good, normal home in the end.

Also, you can offer something like "Stop Your Foreclosure." You can do this by doing creating a free report or offering a free consultation. The latter option is a great way to get out and meet people face to face also. You can get out and talk to your prospects and talk to them about what their options may be. You can offer things like selling with a short sale, or find out if maybe they qualify for government programs. You can also offer them a free house value if you're farming the neighborhood; this worked really well for me when I was first starting out. Another option is to offer a PDF Report on "What's Going on in the Market" or "How to Sell Your Home by Using The 'For Sale by Owner' Technique." The report on the "For Sale by Owner" you will want to show how hard it is to sell your home this way and show how difficult it really is for

the average person to take on. We all know it is a lot more difficult to do this than many people think and if that weren't so, everyone would be doing it.

If you're offering a free consultation, this is your opportunity to build a rapport with the customer, get your name out there and wow them with your abilities.

In the end they'll realize how hard is to sell the house on their own and realize that the knowledge that you have would be truly beneficial to them. In the end, you'll get the listing!

4. Make Your Web Form Stand Out and Be Very Visible

When I have an offer that I'm offering the buyer or seller and trying to capture their information, it's very crucial to have a web form or a call to action that stands out and is very clear about what I want them to do. For example, each of the offers I have on my website has big buttons to call their attention to what I want them to do. I also sometimes put the offer above the form, with arrows pointing to what they're going to be getting. If it's a PDF Report, try to get a mock up of what that report looks like.

Dress up the button that sends the information to you. Instead of a plain square box that says "Submit" in black and white create something bright and vibrant with more interesting words like "Get Action Now" or "Send Now."

Another thing I see all too often on other websites is an area that says "Contact Me for More Information" and then offers an email address. Or perhaps call me for this free information and then their phone number is given. This is a bad idea. While it can work sometimes, you will get a whole lot better result with a quick, easy to fill out form that stands out and sends their info to you quickly. Make sure your form stands out and is very visible.

5. Never Make People Scroll Down to Turn Into a Lead

Making someone scroll down on your web page will result in capturing far fewer leads than if you were to make everything accessible without having to scroll. You want to have the web form offering your free item to be “above the fold” as it’s called. This means that people don’t have to scroll down to find the offer. Don’t make the mistake of putting part of your form above the fold, but making the visitor have to scroll down to finish entering the information and hit the submit button. While this style probably works, having your form stand out and completely above the fold will more than double the number of entries you receive.

6. Don’t Require Too Much Information on a Web Form

Instead of requesting too much information on your web form, use a two step lead generation approach. Let me explain what this is. Generally the only information you truly need in order to get their information and send them back your “offer” is the bare bones minimum. Ask for their first name, email address and phone number. Doing this keeps the request short, sweet and to the point without making the visitor feel like you want to know everything about them. The less information you ask for, the better response you get. Now, I’m not saying you don’t want more information, but in the beginning just ask for the bare minimum.

This is where the two step lead generation approach comes in. The first page the visitor sees is the snapshot of the item you are offer and the basic, simple form for them to fill out. By the visitor only seeing the bare necessities form I have already doubled the number of people who will fill out the short form compared to if I were to put the longer form asking for all of the info I actually want. They fill out the short form, the information comes directly to me, and I have the basic information regardless of whether or not they continue to fill out more information on the next page.

Now that they've hit the submit button and sent the short form to me they're taken to the longer form where I collect more complete information. I quickly explain WHY they need to give me more info, validating my taking a little more of their time. On my site, for example, I use the words "Stop! Customize Your List Of Homes," giving them the reason why I want more information. In this case I'm telling them, "Hey, listen. I'm willing to send you a generic list of homes for sale in your area or, with just a little more information I can send you a personalized listing that targets exactly what you are looking for." I generally get 50% of those sent over to second page to enter more information because they want something that is more personalized to their needs.

7. When You Advertise Send Prospects to a Lead Generation Website That is Congruent with Your Offer in Your Advertisement

Whenever you're spending money on advertising or finding prospects you want to make sure you send them to a lead generation site that is congruent with what you are offering them. For instance, if you're offering information to a "For Sale by Owner" prospect, send them to a lead generation site that is for home sellers. If you're giving them information on foreclosures, send them to a lead generation website about foreclosures. When you're farming a neighborhood, and this has always been one of the best ways to get the best return for your money, send out information for a Free Home Evaluation.

Marketing and advertising is expensive so you want to get the most return for your money and time.

So what I'm saying is, it's not that you don't want a generic real estate website; a generic site is good for those you have already made contact with and are dealing with. What I'm saying is to make sure you have specific pages targeting the needs of the prospects. A home foreclosure page for those who

are trying to get out of a home foreclosure, a page about how selling your own home can be mind boggling and hard for those who are interested in “For Sale by Owner” information, and so on. I simply do not want to drive everyone to the same website. Why? It goes back to our first tip; if you give people too many options they’ll get overloaded and leave. By giving them information that’s pertinent to their needs and not overloading them with information they will be more likely to remain on your site and give you more information.

If you would like to use the Lead Generation websites that I use, you can visit the website:

<http://www.RealEstateWebsiteSource.com> - You can visit my blog at: <http://www.RealEstateMarketingMethods.com> for even more real estate marketing tips