

DO-IT-YOURSELF LOCATING WEBSITE CHECKLIST

Set Up (if using WordPress)

- Purchase a domain. You can download a domain checklist from our website.
- Create a database for your property listings or purchase <https://locatoridx.com> to create a data feed.
- Edit your DNS settings to point your domain to your hosting or change your nameservers to your hosting.
- Install WordPress on your server and select your theme.

Content

- If you use a template, replace the dummy content.
- Import or manually add your property listings and written blog content.
- Replace dummy images. Popular Google stock images are duplicated over and over. Your images should be a part of your story.
- Layout your content so it's attractive and easy to read. Avoid big blocks of text.
- Proofread content grammar and spelling errors.
- Proof videos and audio files.
- Proof external page and content links. Use anchor tags to maximize Google value.
- Proof docs in PDF format for download.
- Create a contact page with deliberate call to action contact forms.
- Link to your contact page from call-to-action buttons on every single page of your website and the top right navigation.
- Write 2-3 blog posts in advance to share on your social networks.
- Set up redirection links from your previous site (if applicable) and create a 404-error page.

Design

- Preview your site in every major internet browser. Especially look at videos and images.
- Preview your site with a mobile simulator to make sure it looks good on all devices.
- Use Google's mobile test tool to analyze responsiveness.
- Reduce image size as much as possible without compromising quality. Page load time is important to Google and large images are a primary culprit.
- Upload your logo and favicon. Logo should link to your home page.

Functionality

- Write an email auto responder for every contact form.
- Test every contact form and verify it is received in your email inbox.
- Where is your customer redirected after they submit a lead capture form?
- Verify social sharing on every page.
- Test all widgets and tools you've installed on your website like CRM integration, marketing automation, and email marketing.
- Check your speed to make sure your pages load quickly.

SEO

- Install an SEO tool that generates weekly reports about traffic.
- Write your site Title and Tagline and make sure your SEO tool is publishing it on every page.
- Use an SEO tool that automatically generates your page descriptions or write a custom page description for every page/post.
- Verify your permalinks.
- Write metadata for every image and video.
- Create your keywords and make sure each page focuses on your most important keywords.
- If your SEO tool offers content analysis, go through each page and review their advice.
- Verify your SEO tool generates a sitemap.
- Install Google Analytics tracking code and webmaster tools.

Marketing

- Connect to an email marketing tool.
- Write an email auto responder for every incoming lead.
- Write an email auto responder to nurture leads the first 7-14 days. A CRM will nurture your leads without you lifting a finger.
- Write a 12-month email series that connects with your leads for the next year. Email them until they unsubscribe.
- Check your social media buttons and make sure they are linked correctly.
- Verify each social media channel has a lead capture form.
- Set up an auto responder to each social channel so when you gain followers they receive a call to action.

Legal

- Add any documents legally required by your real estate licensing board.
- Purchase any licenses needed from third party widgets you have installed.
- Add your contact information in the footer so it is easily accessible from every page.
- Include copyright.
- Write a privacy policy for the lead capture information. It will create trust if your customers know how you are using their data.

Launch

- If you have been using a test site, move the website and database to the new server.
- Edit your DNS settings to point to the new server.
- Verify the site pages, videos, and images display correctly.
- Install an anti-spam plug in to prevent fake lead capture forms.
- Install a malware scanning tool and automate backups of your site and database.
- If using WordPress, disable the "Discourage Search Engines" checkbox in settings.

MARKETING CHECKLIST AFTER YOUR WEBSITE IS LAUNCHED

Even the coolest website won't generate leads without marketing. You will need to write (or hire someone to write) website content so it sounds like your personality and business philosophy.

<p>Website Content</p> <ul style="list-style-type: none"> • New blog post at least once a month. • Featured property listings. • Neighborhood pages. • IDX maps. • Pricing updated on the listings every two weeks. 	<p>Email Marketing</p> <ul style="list-style-type: none"> • 7-day lead nurturing campaign. • Campaign for leads moving in 30 days. • Campaign for leads moving in 60-90 days. • Long term monthly drip marketing. • 120-day lease expiration reminder. • 90-day lease expiration reminder.
<p>Social Media</p> <ul style="list-style-type: none"> • Add 10-20 followers every day. • Use a scheduler to create posts in advance. • Write captions with a hook. • Automate your posts on a calendar. 	<p>Advertising</p> <ul style="list-style-type: none"> • Online lead listing syndication. • Facebook Marketplace • Yelp/FB/Instagram ads • Pay-per-click Google ads