

Your Website Checklist

DONE	TASKS FOR YOUR REAL ESTATE WEBSITE
	Purchase a domain that tells the search engines what your business is
	Personal content – this is content that represents you and your community
	IDX – This is the program that talks to your MLS and your website
	Buyer Page – Does this page offer solid information to your buyer? Call of action
	Videos: Buyer Seller Community General
	Seller Page – Does this page offer solid information to your seller? Call of action
	Blog – This should have listings, community information, market updates, etc.
	What is your home’s value form
	Find your next home form
	Community information – Your top 3 communities and what they offer
	Your Listings
	Company Listings
	MLS Listings
	About You, Your Team and Company
	Testimonials
	Social Networks
	FB Pixel Code
	Google Analytics Code
	Meta Tags created
	Meta Description written
	Keywords for SEO
	Google business profile updated
	Marketing Plan to promote the website
	Contact Form
	Lead Generation System
	Contact Information: Name, Email, Phone
	Branding
	Notes: