

BI-ANNUAL **ONLINE PRESENCE CHECKLIST**



Maintaining your online presence has become more difficult as there are more and more sites with profiles and contact information. Use this checklist every 6 months to make sure your online presence is up to date and you are bringing in as many leads as possible!

THE MAIN ELEMENTS



PROFILE PHOTO

Your profile photo should be professional and up to date so potential clients can easily identify you. Make sure to update this at least once a year!



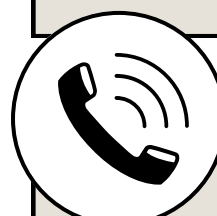
PROFESSIONAL BIO

Your professional bio should include: your background & professional experience, areas of specialty, why your service is unique, and a little bit of personality. Keep it short and sweet, the easier to read, the better!



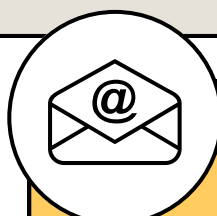
CLOSED SALES & SUCCESS METRICS

Whether buyers & sellers find you on social media, zillow, or stumble across your website, they should be able to see evidence of your success. This is where it is critical to know your numbers! Track your closed sales and other performance metrics to share on all online profiles.



CONTACT INFO

Your phone number & email are your lifelines! Make sure your contact information is correct on all profiles. If you are using a google number or similar, test it regularly to make sure notifications are coming through.



LEAD CAPTURE

Lead capture is the number 1 goal of maintaining your online presence. In order to take every opportunity to collect lead information, you must make it easy for people to give it. Free digital downloads, home search & valuation, and monthly newsletters are great ways to attract both your sphere and active consumers to your services.

1. YOUR WEBSITE

	TASK LIST
	Test all inquiry forms and make sure notifications are coming through
	Phone number & email contact information up to date
	Brokerage logo/information clear & compliant
	Add updated client testimonials (if not automated)
	Update closed sales & success metrics (closed in X days, % success rate, etc)
	Review value proposition and adjust as needed
	Make sure home search site is working properly and user friendly
	Update your bio (if applicable)
	Update Headshot/Team Shots
	Look at the site on a mobile device to make sure formatting looks right

Does your website need more? Make sure you have these essentials!

WEBSITE ESSENTIALS

LEAD MAGNETS

- Email List Sign-up Form
- Free Download Lead Magnet
- Home Search Site
- Home Valuation - Try Homebot!
- Contact Page

PROOF OF SUCCESS

- Testimonials
- Success statistics
- Map of Closed Sales
- Certifications, Awards & Accolades

HELPFUL INFORMATION

- What you get when you work with us
- Link to preferred Lender
- Overview of Buying & Selling
- Processes
- Local Expertise & Community Guides

ABOUT YOU/THE TEAM

- Professional Photos for all team members
- Well written Bios
- Social Media Links

2. REFERRAL AND REAL ESTATE WEBSITE PROFILES

	PROFILE PHOTO	COVER PHOTO	CONTACT INFO	LEAD CAPTURE LINK	BIO	CLOSED SALES
Zillow						
Realtor.com						
Homelight						
Sold.com						
Clever.com						
OpCity						
UpNest						
Your Broker's Website						

3. SOCIAL MEDIA PLATFORMS

	PROFILE PHOTO	COVER PHOTO	CONTACT INFO	LEAD CAPTURE LINK	BIO
FB Personal Profile					
FB Business Profile					
Instagram					
Tik Tok					
Youtube					
LinkedIn					
Twitter					