

Top DIY Web Design Tips

1 Domain Choice

Buy your own domain. You probably want to focus your domain around your name or a geographical area that you focus on. A .com domain is always the best option. Use tools to check search volume for keywords that you're considering including in your domain. Start using your domain for email. If you ever switch brokerages you won't lose your contacts or past conversations.

2 Responsive Design

On average, about half of web traffic happens on mobile devices. If your site isn't built with a responsive design that looks great on mobile you'll be missing out on potential clients and could damage your personal brand as a sales and marketing expert.

3 Set Clear Goals

Websites can achieve different goals depending on your business needs. Is your focus lead generation, building a cohesive brand, showing off your expertise? Having an honest evaluation of what your business needs before jumping into design will set you up for success.

4 Optimize for Lead Capture

Good marketing websites offer value and targeted messaging to potential leads in exchange for their contact info. You should have specific landing pages for different value propositions with contact forms to capture potential new leads. Drive traffic to these pages with tools like SEO and Google Ads. Make sure you have a plan on how to follow up with leads from your site. Time to reply is the number one success factor when converting online leads.

5 Measure site traffic

Your site needs to be connected to the latest version of Google Analytics. Measuring where your traffic is coming from and what people are doing on your site is crucial to building an online brand.

6 Build with search in mind

You won't have any traffic to measure if you don't get your website in front of the right audience. Ensuring your site is built with proper tags, setting up tools like a sitemap and Google Search Console all help to be indexed by search engines. Search Engine Optimization doesn't happen overnight but building with best practices will set your site up for success.

7 Create a consistent brand

Most realtors tell me that the main reason they need a website is to show off their personal brand to potential or current clients. Having a thoughtful brand through messaging, logos, and colors that translates across different media is a great way to start building recognition of your business. Consider your overall brand and all the places you want to use it before jumping into building a site.

8 Hire a pro!

As a realtor, your plate is already incredibly full. Most agents agree that having a strong online presence and consistent branding are important but it's easy for that work to end up on the back burner. My experience as a realtor paired with my technical skills give me a unique ability to craft the online brand and tools that you need to grow your business. Schedule a consultation today to see what Dev Daddy Digital can do for you!

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