

Optimize Your Website to Convert More Leads



Have a website? Optimize it to convert leads with Funnels!

Your website is the “hub” of your marketing—if it’s not optimized to convert leads, or if you don’t have a website...

...then everything else that you’re doing to promote your business is suffering as a result.

I’m not talking about your grandmother’s “digital brochure” mortgage website with a bunch of stuff to read, some pictures, and a loan application.

Don’t get me wrong—I love Grandma... she’s great, but she shouldn’t be building your mortgage website.

Just like tech companies with zero understanding of marketing and lead generation shouldn’t be building your mortgage website either.

Not if you’re trying to generate business, that is.

In fact, using a digital brochure website (or not having a website) is a primary reason why so many mortgage professionals struggle with their marketing—both online and offline.

In order for your mortgage website to produce business, it needs to be powered by “conversion rate optimization”, also known as CRO.

Conversion rate optimization is a method for increasing the percentage of potential clients that convert into customers, or more specifically, take a desired action.

This could be on a website or landing page, or in response to an email, direct mail piece, social media post, radio ad, or any type of advertisement or offer.

It’s important for you to understand that not all websites are created equal.

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Just because a website looks nice doesn't mean it's capable of generating business.

If it's not built to convert traffic into leads, then it's costing you clients.

In a world where you can make anywhere from \$1K to \$5K+ per loan, just a handful of lost opportunities is a big deal.

Also, if you're not generating enough leads for yourself, how are you going to share leads with your Realtor partners?

That's the Holy Grail when it comes to building loyal Realtor relationships—you bringing them business vs. always chasing them around for referrals.

That's where CRO comes in.

Remember, you can't do business with clicks.

Potential clients, including referrals, are going to look you up online, usually before they call you.

They will Google your name and your company.

These days, people want to do some research before speaking with a salesperson, especially on a high-ticket item as critical as a mortgage/real estate transaction.

Just take a look at some of these statistics...

"97% of consumers go online to research products and services before purchasing locally."

BIA/Kelsey - Market Research Study

"90%+ of homebuyers search online during their home buying process."

National Association of Realtors - The Digital House Hunt Report

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“Real estate related searches on Google have grown 253% over the past 4 years.”

National Association of Realtors - The Digital House Hunt Report

“90% of consumers read online reviews before visiting a business.”

Search Engine Land - BrightLocal Survey

“88% of consumers trust online reviews as much as personal recommendations.”

Search Engine Land - BrightLocal Survey

As you can see, your potential clients are online.

You need to control what comes up in the search engines when potential clients are searching for you.

And what shows when they do a Google search on you, needs to be optimized to convert clicks into qualified leads, not just a bunch of stuff to read about mortgages.

Without conversion rate optimization, you're losing tens of thousands of dollars in business each year.

And if you're doing a good amount of marketing—make that per month.

CRO should not be confused with SEO (search engine optimization), which can be helpful for getting traffic, but will also do nothing for you without conversion rate optimization.

I said it once and I'll say it again: getting traffic without converting leads is like running the A/C with all your windows down, but a lot more costly.

Keep in mind, potential clients you miss out on aren't going to call to report to you that your lead generation strategy isn't working.

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They just click around, then off your website or page and disappear forever. They don't abandon their search, either... They end up finding somebody else, and doing business with your competitors.

You must start with a foundation that's built to capture and convert qualified leads, and all of your marketing will have a much better chance of showing you the positive ROI (return on investment) that you're looking for.

Watch this video I made for you at:

lp.leadpops.com/big-dogs

It's going to show you exactly how some of the biggest companies in the mortgage industry are capturing qualified leads from their marketing efforts—using websites with built-in lead generation Funnels that are optimized for conversion.

Once you see how they're doing it, it becomes much easier to understand how you can use these exact same tactics and strategies to generate your own exclusive mortgage leads.

Without lead generation Funnels built into your website, all you have is a bunch of stuff to read and a loan application...

That's not going to cut it when you're competing with billion dollar companies - who've spent hundreds of millions of dollars figuring out how to get as many leads as possible out of their marketing efforts.

A 1003 application only gets filled out when you direct people you're already working with to do so.

And "contact me" forms?

They are not lead generators.

Contact forms are about as effective as "sign my guestbook" registration pages you used to see on websites back in the days of dial up modems.

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Also, know this:

Just because you're not trying to actively drive people to your website or page doesn't mean they're not finding it on their own as a result of your marketing efforts, word-of-mouth, social media, emails, business cards, etc.

The reason you're not getting anything out of it is because you don't have any engagement tools or CRO!

Google Analytics can help you determine how much traffic you're getting, which is crucial for measuring the effectiveness of your marketing.

I cannot recommend Google Analytics enough - you must get it installed to monitor your website.

The good news is this: when it comes to launching a powerful marketing website, it's a relatively easy fix since there's no need to reinvent the wheel.

You can simply replicate the strategies that the most successful companies in the mortgage industry are using to generate your own exclusive leads.

You also don't need a million dollar a day marketing budget...

But, if you want to compete with the big boys and WIN, you need to have the same equipment—otherwise you'll be sitting on the sidelines and you'll continue to miss out on clients you should be closing.

Bonus: I've built a demo mortgage website to serve as an example of the ideal mortgage marketing website setup:

www.MortgagePops.com

If you're going to build a new mortgage website or redesign your current site, that demo serves as a great blueprint to follow.

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Also, if you need more help, leadPops offers “done-for-you” conversion rate optimization services—which means we can turn your digital business card-style website into a lead generation machine.

We also offer full-blown lead generation websites that are built to convert visitors into leads from the ground up.

It’s basically like having your own version of LendingTree.com, except the leads are 100% exclusive to you.

**To Book a 1:1 Demo & FREE Digital Marketing Assessment
on this topic and many more, go to:**

www.leadPops.com/dma

**Keep in mind, expert marketing consultations are included
FREE with your Funnels Membership.**

Made with  by the
leadPops Marketing Team