

The
**WEBSITE
CHECKLIST**

for mortgage lending professionals



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Your lending website needs to have certain features to give you the best chance of generating traffic and leads, portraying a positive brand image, and ranking high with search engines. In this eBook, we'll look at some of the most important items you need to be sure you can check off your list.

- Mobile-friendly** — With so much web traffic coming from mobile devices (and it continues to rise), it's imperative to have a site that adapts to screen size, looks great, and is user friendly on any device. Google search results on a mobile device are now even optimized to give preference to mobile-friendly sites. If you have a “mobile version” of your site in addition to the full version, you need to look at getting a single site that adapts to screen size.
- Landing pages** — A landing page is a simple, single webpage that drives visitors to a specific action you want them to take. For example, submitting a lead capture form in return for a free eBook download. Landing pages are one of the most effective ways to capture leads. The idea is that you're providing content valuable enough that someone will trade their contact info for it. It's a mutually beneficial situation. You get a lead, and the lead gets a some helpful, useful information.
- Lead capture** — How many ways can your site turn a visitor into a lead? Whether it's a lead capture form on listings, content, or anything else, you must have ways to capture contact information from visitors. Without it, your website traffic remains anonymous tire-kickers.
- Good images** — The aesthetics of a website are actually a pretty big factor in whether or not someone stays on a page, trusts the company whose website they're browsing, or interacts with content on a page. Images that are very outdated, or really obvious stock images can leave visitors with a bad impression.
- Unique content** — It's important that the content on your site is unique. Having the exact same content as other sites will hurt your SEO, not to mention it won't convey your personal brand. Writing informative, interesting content can be time-consuming, so look for solutions that can speed up the process. In the end, your website traffic will thank you!

- Easy, clear client communication** — When someone is making a huge financial decision, they want to be in the loop every step of the way. Make sure you have systems in place that can automate client updates - and that you're marketing your ability to communicate with borrowers and everyone else involved in the loan.
- Well-written copy** — You don't have to be a Pulitzer-prize winning author, but if the copy on your site is full of incorrect spelling and grammar mistakes, you'll come off as unprofessional. Potential clients aren't likely to trust you with the biggest financial decision of their life if you can't even spell things correctly on your own website.
- About us/team page (with professional head shots)** — This is a good opportunity to portray your company's personality and brand. It's important to have recent professional headshots so visitors can see who they're working with.
- Testimonials page** — "Social proof" is one of the strongest kinds of marketing in existence. The reason? We identify with others like ourselves. As consumers, we've become skeptical of someone's claims about their own services. But when we see the stories of clients, we're much more likely to trust what's said. A testimonials page has the potential to be the most powerful page on your entire website.
- Active blog** — A consistently updated blog with lots of local ties is possibly the best way to showcase your expertise. If your posts answer the questions people are searching for, they immediately see you as a helpful, trustworthy source of lending information. Combine that with your local knowledge, and you're the perfect match for someone who may be ready to buy a home in your market.
- Integrated social media** — Social media is where your clients and potential clients spend a good amount of time. Showing them that you're active on social media gives people another way to interact with you. It can be a good way to foster engagement with your brand, especially with people who just may not be ready to pick up the phone and call.
- Contact info** — This is obvious, but what's important here is that you have multiple ways for a potential client to contact you, and to make sure they're current! Here are some things to think about: Have you changed e-mail addresses? Is the phone number listed the main office number or your cell phone? What happens if they call on the weekend?

- Something none of your competitors have** — What’s something that you can offer a potential client that your competitors can’t? Maybe it’s something to do with your niche, a specific “above and beyond” service you offer, or anything else that makes you unique.
- Strong calls to action** — You want the visitors to your site to ultimately take some kind of action. This could mean filling out a form, calling or e-mailing you, downloading one of your eBooks, or anything else. The best way to get them to take action is with good CTAs (calls to action).
- An easy, intuitive loan app** — Ultimately, you want site visitors to be able to complete a loan app on your site quickly and easily. Make sure your loan application is easy to find, understand, and fill out.

Pipeline ROI checks off everything on this list, and more.

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