



Ultimate Real Estate Website Checklist for Agents & Agencies

Everything You Need to Maximize Online Visibility, Generate Leads, and Close More Deals

Provided by **Bluxel Africa** – Real Estate Web Design Experts

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Company Name : _____ **Date:** _____



1. Branding & Identity

- ☐ Professional Logo in High Resolution
- ☐ Clear and Memorable Brand Name
- ☐ Brand Colors and Typography Consistency
- ☐ Favicon for Browser Tabs
- ☐ Branded Business Email (e.g., info@yourdomain.com)



2. SEO & Online Visibility

- ☐ SEO-Friendly Domain Name
- ☐ Keyword-Optimized Page Titles & Meta Descriptions
- ☐ Local SEO Optimization (City/County-specific)
- ☐ Google Business Profile Linked
- ☐ Image Alt Tags and Fast Image Loading
- ☐ Integration with Google Search Console & Google Analytics
- ☐ Sitemap.xml and Robots.txt File Submitted



3. Homepage Essentials

- ☐ Hero Section with High-Quality Property Image or Video
- ☐ Clear Value Proposition (Why Choose You?)
- ☐ Prominent CTA (e.g., "View Listings", "Book a Consultation")
- ☐ Highlighted Featured Listings
- ☐ Overview of Services
- ☐ Client Testimonials/Success Stories
- ☐ Contact Button Always Visible (Sticky or in Menu)



4. Property Listings Features

- ☐ Easy-to-Navigate Listings Page
- ☐ Dynamic Search Filter (Location, Price, Type, Beds, etc.)
- ☐ High-Quality Images for Each Listing
- ☐ Virtual Tours or Video Walkthroughs
- ☐ Google Map Integration for Each Property
- ☐ "Schedule a Visit" or "Enquire Now" Button on Each Listing
- ☐ Downloadable Brochures (Optional)



5. About Page & Agent Profiles

- ☐ Story Behind the Brand / Founder Bio
- ☐ Credentials & Experience Highlight
- ☐ Team Member Profiles with Photos & Contact Info
- ☐ Agent Achievements & Associations (e.g., Realtor®, NAR)
- ☐ Awards, Certifications & Memberships



6. Contact & Lead Capture

- ☐ Contact Form with Name, Email, Phone, Message
- ☐ Live Chat or WhatsApp Integration
- ☐ Click-to-Call Button on Mobile
- ☐ Office Address and Working Hours
- ☐ Inquiry Confirmation Message & Email Auto-Responder
- ☐ Clear CTAs Throughout the Website



7. Technical & User Experience

- ☐ Mobile-Responsive Design
- ☐ Fast Page Load Time (Under 3 seconds)
- ☐ SSL Certificate (HTTPS)
- ☐ No Broken Links or 404 Errors
- ☐ Easy-to-Use Navigation Menu
- ☐ Clear Page Structure and Breadcrumb Navigation
- ☐ Search Functionality



8. Lead Generation & Automation

- ☐ Email Signup Form with Free Resource Offer
- ☐ CRM or Email Marketing Integration (e.g., Mailchimp, Zoho)
- ☐ Retargeting Pixel Installed (Facebook, Google Ads)

- ☐ Newsletter Sign-up Form
- ☐ Exit Intent Pop-up for Lead Capture

9. Educational Content & Blog

- ☐ Real Estate Blog with Helpful Articles
- ☐ First-Time Buyer Guides
- ☐ Selling Tips & Market Updates
- ☐ Area or Neighborhood Guides
- ☐ SEO-Optimized Blog Posts
- ☐ Integrated Comment Section or Sharing Options

10. Legal, Security & Trust

- ☐ Privacy Policy Page
- ☐ Terms & Conditions Page
- ☐ Cookie Consent Banner (for GDPR compliance)
- ☐ Disclaimer for Information Accuracy
- ☐ Trust Badges (SSL, Verified Realtor, etc.)

Bonus Features (That Boost Conversions)

- ☐ Testimonials & Case Studies Section
- ☐ Featured In/Media Coverage Badges
- ☐ Mortgage Calculator Tool
- ☐ Free Resources Download (e.g., this Checklist)
- ☐ Social Media Links with Active Profiles
- ☐ Book a Call or Appointment Scheduler
- ☐ “Why Work With Us” Comparison Section

Ready to Launch or Redesign Your Real Estate Website?

 **Contact Bluxel Africa** for stunning, high-converting real estate websites tailored for your success.

 Visit: www.bluxelafrica.com |  Call/WhatsApp: +254 115 690 990

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