



HOME BUILDER WEBSITE CHECKLIST

YOUR WEBSITE IS YOUR 24/7 ONLINE MODEL HOME!!

Findability

- Keywords in page titles + content
- Exact match name in footer
- Site built on Wordpress
- Quick load time

Lead Conversion

- Top right phone number
- Clear CTA front + center
- Testimonials
- Lead tracking on all forms

Engagement

- Clear USP
- Easy-to-use navigation
- Beautiful home photography
- Video

Design

- MOBILE RESPONSIVE!
- Coordinated color palette
- Sliders to showcase photos
- Easy-to-read text

Search Friendly

- Properly listed in all directories
- Optimized for SEO
- Google Local listing optimized
- Back links optimized

Additional Features

- 24/7 chat
- Team page
- Available floor plans
- Property portfolio

Drive more leads with our builder digital marketing packages!!

(800)397-3920

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