



CHAPTER 1

Launch a Mortgage Marketing Website That's Optimized to Convert Leads

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 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.

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.

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**

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

**National Association of Realtors®
The Digital House Hunt Report**

By the way, those 2 stats above from the National Association of Realtors® shed light on why real estate agents typically beat mortgage pros to hot homebuyer leads... But don't worry—I'm going show you how to flip that on its head later in this *Manifesto*.

“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 comes up 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.

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.

They just click around, then off your website or page and *disappear forever*. They don't abandon their search, either... They end up somewhere else.

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:

www.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 landing pages 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 landing pages built into your website (like the ones I show you the big companies using in the video above, and those covered in detail in Chapter 2), 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?

Those 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.

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 (covered later in this chapter) can help you determine how much traffic you're getting, which is crucial for measuring the effectiveness of your marketing.

And not to worry, I have some good news for you: 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.

Important Mortgage Marketing Website Features

Here's a list of important features I recommend you consider incorporating into your mortgage marketing website:

Built-In Lead Generation Landing Pages for All Target Loan Types & Products

A mortgage website that has been optimized for marketing and lead conversion should include individual mortgage content pages with built-in lead capture landing pages for:

- ▶ 15 Year Fixed
- ▶ 203K Loans
- ▶ 30 Year Fixed

- ▶ ARMs
- ▶ Custom Rate Quotes
- ▶ FHA Loans
- ▶ HARP Loans
- ▶ Home Purchases
- ▶ Home Refinances
- ▶ Jumbo Loans
- ▶ New Construction Loans
- ▶ Reverse Mortgages
- ▶ USDA Loans
- ▶ VA Loans

Of course, only include the types of loans you want to focus on.

If there's anything missing from the list above that you want to go after, include a content page + a lead capture landing page for it, too.

Everything you need to know about mortgage landing pages is covered in Chapter 2.

Your Website Must Be 100% Mobile Responsive

40-50%+ of your traffic is mobile—don't miss out on half the market by having a website that doesn't dynamically respond and adapt to any size smartphone or tablet.

If you have a website, use this free Google tool to check if your website passes the mobile test:

www.leadPops.com/mobile-website-test

Feature a Customized "About" Section

Believe it or not, the "about" section of mortgage websites is one of the most popular when it comes to where consumers click. Don't

leave yours with a canned paragraph provided by your template website company.

Not only is that lame, but those canned company spiels are typically used on dozens, if not hundreds of other websites, which can also hurt your search engine placement (duplicate content penalties).

The “about” section gives you a chance to separate yourself from all the mortgage call centers and other competitors who don’t take the time to personalize this important client-getting tool.

Use the opportunity to introduce yourself—your experience, education, accomplishments, and even examples of how you’ve helped clients.

Tell a story that will attract the types of clientele and partners you want to work with.

Don’t be afraid to make your “about” section personal by sharing details about what you like to do in your free time, family, sports, hobbies, etc.—that’s what this section is all about (without going overboard, of course).

A picture of you and your golden retriever wearing matching Christmas sweaters? That might be a little much. Skip that.

You running a half marathon to raise money to help fight childhood obesity? That’s pretty awesome. Include it.

Video can be another powerful way to further differentiate yourself and make a personal connection.

It doesn’t need to be a fancy or expensive production—a simple web cam, a clean office as your background, and a smile is all you need.

If you do a video, be yourself and try not to sound scripted. This may sound easier said than done, but with a little practice, you’ll get comfortable with it in no time.

60-90 seconds in length should be fine if you decide to shoot an “about” video.

As with ALL areas of your mortgage website, make sure the “about” section clearly links to a lead generation landing page offering a custom rate quote so that you can transition visitors from anonymous website viewers to conversations, and then clients.

Client & Partner “Reviews” Section

The stats I shared near the beginning of this *Manifesto*—90% of consumers read online reviews before visiting a business, and 88% of them trust online reviews as much as personal recommendations—both explain the importance of building a positive online reputation.

Your website provides you with an ideal platform to showcase success stories and testimonials from clients and partners you’ve helped.

It’s especially powerful if the reviews also live on 3rd party websites like Yelp, Google+, Facebook, TrustPilot, etc.

Insider Tip: Zillow might seem like a great place to put a lot of reputation-building effort into, but I don’t recommend putting all your eggs in their basket.

Keep in mind—Zillow pretty much competes with you and uses your content to grow their traffic and search engine rankings so they can capture more of your leads.

The last thing you want is for potential clients that are looking for you to find Zillow and get ensnared by one of their many mousetraps—you might end up buying a lead you should have converted yourself, or even worse, Zillow sells that lead to one of your competitors without you ever even knowing about it.

This is one of their tactics, by the way, so don’t feed the monster.

There are all kinds of tricky ways companies like Zillow get unsuspecting mortgage pros and Realtors® to give up their traffic and leads to them for free.

That includes “free” widgets like badges and calculators they give mortgage pros and Realtors® to put on their websites...

Not only do those take users off of your website and drive them back to Zillow, but on top of that, they layer hidden search engine optimization tactics, like added links and keywords, into those widgets to further help them overpower you in Google for local mortgage related searches.

List Building Technology & Automated Email Follow-Up System

Building your email subscriber list is critical to growing your business.

Emails are the fastest, least expensive, and often most effective way to communicate with past clients, leads, and partners—allowing you to reach your entire database with a valuable message, promotion, new product, rate update, “just listed” property, open house, or anything you want to send out with just a click.

To automate your list building and future client interaction, make sure your marketing website integrates an email newsletter that also ties in your drips, autoresponders, and automation tools.

You can do this simply by adding an e-newsletter signup form to your homepage and other subpages of your website.

Just make sure you use a strong call-to-action to encourage people to signup, otherwise a request for an email address won't get much of a response.

You can also offer “lead magnets”—ethical bribes offering valuable content in exchange for desired information (like an email address)—in the form of free reports, eBooks, white papers,

webinar signups, and more. All of these can be used to grow your subscriber list.

Lead magnets, coupled with list building tools like opt-in boxes, pop-ups, email-grabber bars, page takeovers, sliders, and exit intent triggers, can be an excellent way to build your list.

These simple list building tools can be added to any website and custom tailored to fit your requirements, meaning—they only show when you want them to, on the pages you want, and to the people you want to see them.

I provide a catalog of some of my favorite marketing technologies (including list building tools) in Chapter 34 of this *Manifesto*, so be sure to check those out.

Key Statistic:

“Email marketing has an R.O.I. of 4,300%.”

Direct Marketing Association

“Trusted Pros” Referral Partner Showcase

Think of this as your local online concierge, or private yellow page directory that features only your best referral partners.

It’s an excellent way to better service clients. By creating a “one-stop shop”, you’ll keep people on your website for longer periods of time, while offering a great value (free marketing and exposure) to your referral partners.

This becomes even more valuable to your referral partners when you explain what kind of marketing you’re doing—the size of your database, email marketing, social media campaigns, SEO, PPC, radio ads, events, open houses, seminars, webinars, direct mail, etc.—any and all marketing efforts become additional talking

points for you to ratchet up the perceived value of your offer to promote your partners as “Trusted Pros” on your website.

This kind of showcase packs additional, powerful benefits into your Unique Selling Proposition when recruiting new referral partners, like: Realtors®, builders, CPAs, attorneys, insurance agents, title reps, home stagers, home decorators, home inspectors, financial planners, landscapers, listing photographers, attorneys, appraisers, escrow agents, architects, pest control companies, solar companies, and all other professionals you work with, or simply know and have a relationship with.

This strategy will help you will establish loyalty and further separate you from other mortgage pros that are inevitably going to be speaking with, and trying to win over, your referral partners.

For maximum value, segment your referral partners into different territories broken up by geographic area and/or niche.

That way you can load up more referral partners while keeping your offering exclusive.

Make each partner the only “go-to person” in the _____ industry servicing a specific “territory” and/or niche and you’ll be able to load up a couple dozen “Trusted Partners” in no time. The more the better!

Besides being a cool thing to do for your clients and referral partners, there’s even more hidden value here...

Set this up right and leads that come through your website to your “Trusted Pros” get routed to both YOU and your select referral partners. Double whammy.

This also gives you an opportunity to get *your* website listed on *theirs* as a trusted local mortgage professional.

That means more free exposure for you.

Which is also why it's important to be selective with who you team up with as a "Trusted Pro"—you don't want to load up a bunch of people that don't do any marketing and can't bring much value to the table or return the favor.

In addition, more links pointing to your website from relevant local websites can help your search engine rankings.

Important Note: Loading up referral partners should be as easy as emailing the website or LinkedIn profile of your new "Trusted Pro" to your website company, assistant or virtual assistant, or marketing manager.

The last thing you should be doing is spending a bunch of time playing website maintenance guy/gal.

Your job is building relationships and closing loans, not tinkering with websites, so don't get bogged down by the minutia.

Proper On-Page Search Engine Optimization (SEO)

Your website homepage and inner pages need to have the correct title tags, keywords, and descriptions.

These should include your geographic location—city/state—and a combination of mortgage-specific keywords, including but not limited to—mortgage, home loans, refinance, mortgage rates, VA loans, FHA loans, jumbo loans, etc.

Each page of your website with unique content should have unique title tags, keywords, and descriptions that reflect the content on that page + your location (city/town).

Your chances of coming up in the top 10 organically nationwide or for the entire state + a keyword, like mortgage or refinance, are pretty slim at this point... unless you have many thousands of

dollars per month and a year or two to dedicate to the challenge (still, with no guarantees).

However, by focusing on your local city/specific location, you can increase your chances of placing well, especially for long-tail key phrases (longer, more specific keywords that potential clients are likely to use when they're closer to the point of purchase).

More on Mortgage SEO in Chapter 20

Secure Loan Application Center

A loan application isn't a lead generator, but it can be a great service tool (and time saver).

Also, considering how much of your business will come from millennials over the coming years, having a user-friendly, secure online loan application option for clients is a must.

A company that is doing some really cool things with their 1003 application technology is called www.Roostify.com—check them out (no affiliation to leadPops).

MLS Home Search Lead Generation Landing Page

Use an MLS search lead generation landing page to generate homebuyer leads for both you and your Realtor® partners.

Real estate searches get 5-100X more action online than anything mortgage related.

Check out the data below showing popular mortgage key phrases vs. real estate key phrases, monthly search volume, and CPC (cost per click) using Google's Keyword Planner Tool:

Mortgage Data:

Keyword (by relevance)	Avg. Monthly searches	Suggested bid
san diego mortgage rates	170	\$11.02
san diego va loans	140	\$21.40
san diego mortgage	70	\$7.30
san diego home loans	50	\$23.42
san diego refinance	20	\$37.75

Figure 1-1: average monthly search data for “San Diego mortgage” related key phrases in Google for August 2016.

Real Estate Data:

Keyword (by relevance)	Avg. Monthly searches	Suggested bid
san diego real estate	9,900	\$2.23
san diego homes for sale	5,400	\$2.43
san diego homes	1,300	\$2.80
san diego condos	1,000	\$2.16
san diego real estate listings	260	\$3.01

Figure 1-2: average monthly search data for “San Diego real estate” related key phrases in Google for August 2016.

The numbers play out like this for mortgage vs. real estate online activity in every city of the country.

Search the phrase: “Google keyword planner tool” or go to:

<https://adwords.google.com/KeywordPlanner>

This is where you can run some tests and see for yourself. I include some additional keywords research tools in Chapter 34.

People are interested in finding their dream home, not a 1003 application. Knowing that gives you a big advantage over your competition when it comes to marketing your mortgage business.

Offering a real estate search tool will allow you to tap into a much larger audience than if you only provide mortgage content on your website.

You can use home search offers that draw people to your website in just about any kind of marketing campaign to drive more traffic.

Examples of such offers include:

“Find your dream home 24/7!”

“Search 1000’s of local homes for sale!”

“Find properties eligible for USDA loans!”

“Find properties eligible for 203K loans!”

“Scour our foreclosure database for FREE!”

“Get a list of zero down eligible homes that meet your exact criteria!”

“Get access to exclusive real estate listings you won’t find elsewhere!”

Home search offers also work great for specific niches, like: condos, luxury homes, golf course homes, beachfront homes, for sale by owner, pocket listings, expired homes, and much more.

Using real estate searches to generate mortgage leads will help you and your Realtors®, while at the same time turning your website into a “one-stop shop”—keeping borrowers on your website for longer, and giving them more reasons to come back.

Once you've captured their information, your home search tool can simply forward consumers directly to the MLS, or to the listings or home search area of one of your Realtors® websites. You could even pick a different Realtor to feature as your "Agent of the Month" and rotate the home search destination every few weeks.

Home Values Lead Generation Landing Page

Another way to leverage real estate as a strategy for getting additional mortgage leads is to use a home values lead generation landing page.

This will allow you to generate refinance leads for yourself, and home seller leads for your Realtor® partners.

Keep in mind: home sellers today are usually homebuyers tomorrow.

Offering a free home values estimate tool will help you get access to future homebuyers at an early stage of their decision-making process.

More on how to use real estate marketing tactics to your advantage later in the *Manifesto*...

Spoiler alert: it involves partnering with the right Realtors® and having *them* drive traffic for you.

Home Insurance Lead Generation Landing Page

You've seen the phrase "one-stop shop" used a couple times now in this website breakdown... I'm going to continue with that concept.

Your goal is to create a destination for your clients.

You don't want people leaving your website to go out on their own to find other relevant information.

Once they leave, chances are they're not coming back, so keep people on your website for as long as possible and give yourself more reasons to direct clients to use your website.

Here's a fact: the online insurance space is just as bad (if not worse) than the mortgage space when it comes to companies that exist solely to harvest consumer data and sell that information as sales leads.

Clients getting their information sold and then being hounded by relentless insurance salespeople is a crappy situation. That's typically what happens when they start shopping for insurance online.

To help them avoid the hassle, use a home insurance landing page to generate leads that you can share directly with ***your select insurance partners.***

Script for Helping Clients with Their Home Insurance

"Hey, so you're going to need to get your home insurance figured out... Do you have someone in mind already?"

*"If not, I recommend you **be careful** when shopping for insurance online, as there are a ton of companies out there that'll just sell your information to a dozen or more insurance agents."*

"That means you get multiple calls every day for the next 2-3 months from insurance agents that bought your information as a 'sales lead'."

"It's ridiculous, not to mention, a giant pain in the butt."

"Because of that, I've actually created a safe and secure home insurance quote portal for you @ my website, _____com."

“It only takes about 60 seconds and it will connect you directly with _____, my trusted home insurance pro in the _____ area.”

“He/she can give you a competitive quote fast, and if you like the offer, you can get setup right over the phone and computer—that way you have a couple less things to worry about, and you can get this important piece knocked out quickly and easily. The sooner, the better.”

“Just go to my website, _____ .com, and click on the link that says, ‘FREE Home Insurance Quote!’”

You can also email or even text clients a link directly to your home insurance landing page so that they can fill it out right there on their mobile phone!

PLUS—YOU as the mortgage professional referring the client can get paid for home insurance leads, anywhere from \$25 to \$50 a pop.

Insurance agents pay that much for crappy, used-and- abused internet leads...

Your insurance agent will be stoked to get hooked up with a mortgage partner that feeds them quality, exclusive leads directly.

Not to mention a home insurance policy can easily become a bundled policy for home + auto, and possibly life insurance, especially now that there’s a home in the picture (mitigate risk, plan for retirement, and protect the family).

Simply setup an insurance lead generation landing page, find a great insurance partner (or partners), negotiate your payouts, and you’re all set!

Depending on how you use this strategy, creating a system for monetizing insurance leads might pay for a nice lunch, or it might pay for an office party...

Either way, it's low-hanging fruit and a passive income strategy that can be completely automated.

Automated Credit Repair System + Lead Generation Landing Page

As a mortgage pro, you're generating poor credit leads and talking to credit-challenged individuals regularly.

Why Not:

- ▶ Monetize these leads and get paid every time a credit repair package is purchased (without having to lift a finger)?
- ▶ Use an automated system that repairs their credit, tracks everything, and boomerangs leads back to you once their credit qualifies for a mortgage, turning poor credit leads into closed loans?

This is also low-hanging fruit and another passive income strategy that can be completely automated when built into your mortgage website.

All you need is a credit repair landing page to collect information that you can then automatically pass to your trusted credit repair partner.

For more information on credit repair lead monetization, go to:

www.leadPops.com/credit-repair

Mortgage Calculators

Mortgage calculator key phrases are some of the most popular mortgage related key phrases on Google.

People like to play with calculators, but in test after test, calculator related key phrases don't typically convert into leads at a high enough rate to make them profitable.

That's why they're dirt cheap in terms of CPC on Google compared to other mortgage key phrases—from as little as \$.30 up to \$3.00 per click vs. \$8 to \$25+ per click for “refinance” and “mortgage rates” based phrases.

Few companies are willing to bid more on them because they're not making money off them.

Like I've said: you can't do business with clicks.

So, I recommend incorporating mortgage calculators into your mortgage website because consumers are looking for them and like to use them in their research, but don't make them the highlight of your website.

Always be sure to showcase your mortgage calculator(s) on a page coupled with a prominent call-to-action button that takes users to a landing page designed to convert leads for something like a custom rate quote. That way you can use calculators as a segue to generate leads instead of just having a bunch of people coming onto your website, fiddling with your calculators, then leaving and you get nothing out of it.

Blog Integration

Blogs are great... if you're committed.

A good blog can help establish you as an authority, get you social followers, comments, shares, repeat traffic, inbound links that can help with search engine placement, and more.

You don't need to be Hemingway, but you've got to know your stuff and you need to be eloquent with solid grammar (and definitely use spell check).

Having a content schedule with 6-12 months of weekly posting topics/articles outlined in advance will help keep you on track and make your blog easier to manage.

On the fly posts as rates fluctuate, new products become available, industry changes are announced, etc. are all great excuses to add to your blog.

If you write pretty well and can commit to 1-2+ new blog posts per week, each with anywhere from 1,000-2,000 words per post (Medium.com says the ideal length of a blog post is 7 minutes, 1,600 words) then definitely get a blog going and make sure you build it into your website to get all the added SEO value.

If you're not a great writer but see the value in a blog, hire a content writing service to pump out 1-2 posts for you each week.

There are several services available to help you find and hire talented content writers. Once you find someone good, you can typically work with that person on an ongoing basis through the service or by connecting with them directly.

Don't skimp on content writers. As with most things, you get what you pay for.

I include a couple content writing services in Chapter 34, so check those out.

Always weave call-to-action links and/or buttons taking readers to lead generation landing pages for related topics into your blog posts to monetize your blog and convert readers into clients.

The *best* way for you to help potential clients is to have a conversation with them, not them anonymously reading your content (no matter how great it is), then leaving and getting sucked into LendingTree's mousetrap (or whoever), all because you didn't optimize your blog content for lead conversion.

That's doing your clients, and you, a disservice.

Social Network Integrations

Make it easy for clients and visitors to share your website with their friends, family, and followers by integrating your social network profiles along with social sharing tools.

Realistically, people don't get all that excited about mortgage websites, but if you include all the tools and features recommended in this chapter, your chances of getting referral traffic and social shares will increase greatly.

Not only can integrating your social profiles help you get more exposure through social networks, but it can also help your search engine rankings.

For cool social sharing tools you can add to any website and much more, go to:

www.AddThis.com (no affiliation to leadPops)

Domain Name

Ideally, you will have a .com domain name (that you own) to use with your mortgage marketing website.

A domain that you're currently driving traffic to, or have marketed in the past, in most cases, will be the best domain to use vs. buying a new domain name, or using a domain that you've had parked for a while but never promoted.

A domain name with some history behind it has a much better chance at placing well in search engines than a new domain.

Not to mention putting a domain name that's already getting traffic on a website that's optimized to convert leads will give you an instant boost in business.

I can't tell you how many times I've seen mortgage pros put a seasoned domain they've been using on a newly conversion-

optimized website and go from no leads ever to multiple leads per day, every single day—from the exact same traffic they were getting all along! That’s the power of conversion rate optimization.

You can point multiple domains to one website, and even direct various domains to specific pages within your website.

Also, having relevant keywords in your domain name(s) is a good idea.

Secure domains are more expensive to setup and host, but favored by Google, and also add credibility with consumers who are getting savvier about website security, especially when it comes to filling out their personal information.

Use a domain that’s short and sweet, easy to spell, memorable, and void of anything cutesy like the number “4” in place of “for” or the letter “u” in place of “you” (unless you own the version with the actual word(s) as well).

If possible, stay away from .net, .co, .biz, .org, etc. You don’t want people typing in the .com version (which they will do no matter how much you emphasize the correct extension) and ending up on a competitor’s website.

Install Google Analytics

You need to know how much traffic is coming to your mortgage website.

Way too many people jump to the conclusion that they get little or no traffic because they get no leads... when in reality, the reason they get no leads is because they have no conversion tools and zero conversion optimization.

If you have a website, chances are traffic is not your problem, converting traffic into leads is your problem...

And you need to know how big of a problem it is in order to properly evaluate which are your best next steps to take.

Google Analytics provides data on everything you need to know regarding your website traffic, and it's free.

Some of the most important metrics you'll get access to include: number of new visitors, repeat visitors, where they came from, time spent on site, most popular pages, exit pages, and conversion rates.

It's easy to install, and once you understand the interface, you can get all the details you need to know at a glance—uncovering valuable insights as to how your website is performing and where you can improve.

Bonus: for a free guide that will help you hit the ground running with Google Analytics, go to:

www.leadPops.com/manifesto-bonus

How Effective is Your Mortgage Website?

If you're struggling to get results from your website, you're not alone. Most mortgage professionals have pretty much given up on trying to get business from their websites...

It doesn't have to be that way.

Or, if you've got a website that's producing clients for you currently, but you'd like to make it even better, I've got some awesome insight for you as well...

For free, personalized advice on how you can get more business from your mortgage website today, go to:

www.leadPops.com/website-grader